

7 Reasons to Switch to Cisco + Veeam from Legacy Backup

Every day, more and more legacy backup customers switch to Cisco and Veeam®. Why? Because technologies designed for the client-server era cannot deliver the 24.7.365 Availability today's businesses demand with the ability to restore any IT service running in the hybrid cloud within seconds and minutes.

Replacing legacy backup is a key enabler of Digital Transformation, business continuity and increased agility. Veeam dramatically improves attainment of service level agreements (SLAs), increases reliability and reduces operational complexity resulting in measurable ROI and lower TCO.

Join thousands of others by switching to Cisco and Veeam and get THE Availability solution designed from the ground up to protect applications and data wherever they are — on premises or in the cloud, on laptops or desktops, virtual machines or physical servers — anywhere!

Check out how Cisco and Veeam can solve your backup challenges: <http://go.veeam.com/cisco-veeam-digital-hub>

1. Availability vs. legacy backup

In the new data center, businesses need systems that allow them to meet aggressive SLAs for IT service recovery that can be measured in seconds and minutes. With legacy technology, this process usually takes hours and days. **Veeam is a solution that was specifically designed for the modern, highly virtualized hybrid cloud world.** Cisco UCS servers simplify your data center architecture; reduce the number of devices to purchase, deploy, and maintain; and improve speed and agility. Together, they form an ideal platform for Availability combining to make a solution unmatched in price and performance.

According to [IDC](#), Veeam customers meet their recovery time and point objectives (RTPO™) SLAs 90% of the time, compared to only 69% with their previous legacy provider. Veeam was built to manage the amount of data found in the data center of today — not the ones of yesteryear.

2. Innovation vs. status quo

Legacy solutions were designed to protect the workloads of decades ago but still lack some of the key capabilities like Instant VM Recovery® verified recoverability, Virtual Labs, 2-in-1: backup and replication™ and many others!.

Veeam is an innovation leader with a proven history of being first to deliver market-defining capabilities, support of the latest platforms and the most comprehensive and [forward-looking cloud vision in the industry](#). To solve these problems Veeam invented capabilities such as Instant VM Recovery® without limitations, SureBackup® and SureReplica, Virtual Labs, 2-in-1: backup and replication™ and many others!

Together with Cisco UCS S-Series Storage Servers, you get rapid scalability and performance to activate your data and insights in real time. The modular architecture lets you right-size infrastructure for the workload and operate with the efficiency and predictable TCO you need.

3. Growth vs. uncertain futures

When investing in your data center, you want to ensure your future. Many legacy companies face uncertain futures and you could undoubtedly use your support, and in many cases, legacy backup providers are lagging in innovation, and facing declining market share. As these providers impose mass layoffs and struggle to stay relevant in the modern data center, one can only speculate what additional steps will have to be taken to right the ship. **But NO WORRIES FOR YOU!** Cisco UCS is the #1 integrated infrastructure, the leader in blade servers with over 800 PB's deployed.

Veeam is one of the fastest growing enterprise software companies today. It is a privately held rocket ship on target to reach \$1 billion in yearly sales by 2018 with freedom to innovate. Recognized by [IDC](#) and [Ovum](#) as a top choice among data protection and Availability solutions, Veeam's growth shows no signs of slowing down — [adding more than 4,000 new customers every month](#) and new powerful capabilities with every release.

4. Simplicity vs. complexity

Customers with legacy solutions tend to face antiquated capacity licensing requirements, myriad agents and separately licensed products that make deploying and maintaining a solution a nightmare. **Veeam's straightforward approach to licensing combined with a near-effortless scalable architecture and deployment gets you up and running in minutes.** With no agents to protect virtual workloads or applications, two out of three Veeam customers spend 35% less time managing their Availability infrastructure which frees them up for more productive tasks. Cisco UCS drives 84% reduction in provisioning times, 61% reduction in management costs all with world record performance benchmarks. We've tried to provide customers the simplicity they can only dream of.

5. Powerful capabilities vs. lack of important features

Now more than ever, customers need solutions that continue to innovate and evolve to the ever changing demands of today's enterprises. With industry-leading features such as instant, agentless recovery for tier-1 Microsoft applications, built-in WAN acceleration, secure end-to-end encryption, an innovative Scale-out Backup Repository™, deep integration with leading primary and deduplication storage arrays and advanced replication capabilities that enable near-continuous data Availability, **Veeam's capabilities are unrivaled by legacy backup solutions.** Cisco UCS offers unified single point of management providing faster deploys, common policy definitions and service profiles, forward/backward compatibility, independent upgrades for fabric and compute and continuous feature evolution via SW upgrades.

6. Reliability vs. guess work

Legacy backup solutions, on the other hand, have no infrastructure monitoring and no automated backup testing and recovery verification — leaving you vulnerable to potential data corruption and restore failures. "It just works" — that is the feedback from Veeam customers. Veeam customers report substantially less downtime and fewer backup and replication failures than with legacy backup solutions. **In fact, it's the #1 reason enterprises select Cisco + Veeam!** Patented automated backup and replica testing AND recovery verification for 100% of your workloads, combined with Veeam's industry-leading customer support will help you sleep better at night. In a customer survey conducted by ESG, customers cited that performance, management and reliability were the reasons they chose Cisco + Veeam.

7. Customer satisfaction vs. frustration

Veeam's customers are [overwhelmingly satisfied](#) with our product features and functionality, ease of use, technical support and sales effectiveness. With a Net Promoter Score (NPS) of 3.5x the industry average, **9 out of 10 Veeam customers WOULD recommend Veeam to their peers.**

For more information: <https://go.veeam.com/cisco-veeam-digital-hub>.