

Volume # 08

VeeamUP

Availability for the Modern Data Center: Business & IT Perspectives

DRaaS: Your New Favorite Cloud Service

Taking the cost and complexity out of cloud-based disaster recovery

Enjoy reading,
Your VeeamUP editorial team

VEEAM
IT JUST WORKS!™

§01

**When downtime is
not an option**



When downtime is not an option

Downtime saps the energy from organizations. Every minute of lost productivity drains revenue. Meanwhile, competitors get a head start, when they should be left far behind. Availability of applications and data have a direct impact on its top and bottom-line performance for modern businesses. The result? There is absolutely no tolerance for downtime today.

To reduce unplanned downtime to an absolute minimum and keep businesses operating smoothly, a secondary site for disaster recovery (DR) is vital. When disaster strikes, organizations need off-site, ready-to-go replicas of all critical apps and data, so they can get back up and running quickly.

But setting up and maintaining a separate DR site is expensive and time-consuming, which is why cloud-based Disaster Recovery-as-a-Service (DRaaS) presents such a compelling alternative.

Thus far, DRaaS has mainly been seen as a way for SMBs (small-to-medium-sized businesses) to utilize real DR capabilities. Tight budgets and limited staff were constraining SMBs from maintaining their own remote sites, so DRaaS has helped them overcome this challenge. Now, industry trends confirm that enterprises start to enjoy DRaaS without extra complexity and high cost implementation. A recent 451 Research Market Monitor report estimates revenue for DRaaS market at \$546m in 2014, and expect it to hit \$694m this year and exceed \$1bn in 2017.¹

In this issue of VeeamUP, we take a look at the latest DRaaS developments and show you:

- What DRaaS really means – and **the benefits it can bring** to your organization
- Why **adoption is starting to accelerate** (and why DRaaS is now a smart move for large enterprises as well as SMEs (small-to medium enterprises))
- How **new technology advances** enable service providers and their customers to implement DRaaS the *right* way – simply and affordably

§02

Defining DRaaS



Defining DRaaS

While various forms of subscription-based, DR services have been around for quite a while, true DRaaS is still largely undefined. The Forrester Wave gives one of the clearest DRaaS definitions as “services that enable customers to failover their on-premises infrastructure to a multi-tenant, cloud environment that they purchase on a pay-per-use basis.”² The defining characteristic of DRaaS is when organizations rent an allocation of CPU, RAM, storage and networking resources at a shared facility to replicate and recover their data, rather than building and maintaining a dedicated, private DR site.

For SMBs and SMEs with moderate-sized IT environments and without the necessary in-house resources, DRaaS is an affordable way to benefit from an effective DR platform.

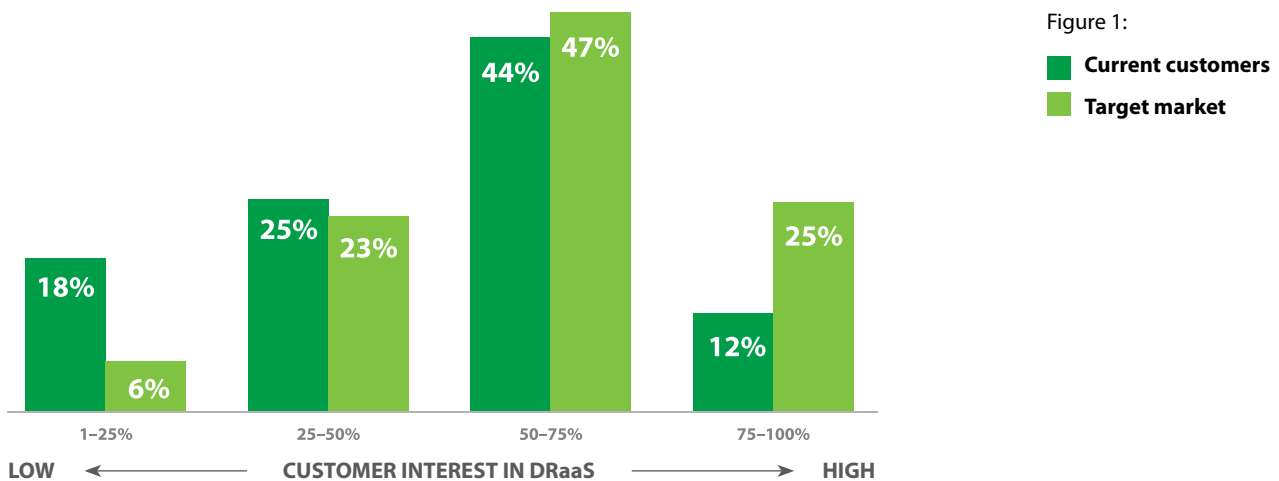
However, for larger enterprises with complex infrastructures and larger data volumes spread across disparate systems, DRaaS has often been too complicated and expensive to implement.

As the technology improves, choices increase and costs drop, DRaaS adoption is rising fast across organizations of all sizes. This rise is confirmed by the recent Veeam Data Center Availability Report conducted among 760 enterprises, where 70% of respondents said they had already invested in or they planned to invest in DRaaS.³

It’s not just that DRaaS is more cost-effective than traditional DR, now setting it up is much less complex, with minimal downtime and minimal impact on users. Bottom line? DRaaS offers a simple way to meet today’s demand to deliver always-on services.

With mature DRaaS offerings, smaller organizations no longer need to struggle without in-house DR expertise. Larger organizations no longer need to waste money on secondary DR sites that require expensive capital acquisition, with little return on investment when the site is not used.

As more and more customers are interested in DRaaS, service providers estimate⁴ that 56% of high interest is among their current customers and 72% is among their target market (see Figure 1).



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Why choose
DRaaS?



Why choose DRaaS?

DRaaS adoption is speeding up, and the most popular reasons to consider DRaaS are a lack of DR site (80%) and lack of DR expertise (75%)(see Figure 2)⁴.

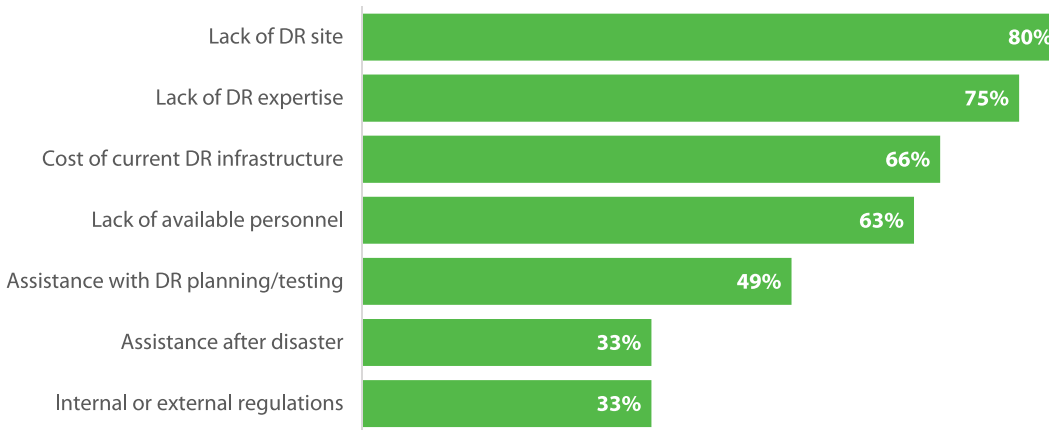


Figure 2:

What are drivers for your customers to consider DRaaS? (select all that apply)

For IT leaders challenged to increase resiliency without increasing costs, DRaaS could soon be seen as an essential piece of the modern data center puzzle. By overcoming traditional cost and complexity issues, large IT organizations can start to realize the many benefits of DRaaS, including:

- **Fast recovery** — If a disaster occurs, every second your system is down means you are losing money. DRaaS can enable you to restore normal operations in minutes, rather than hours or even days.
- **Cost control** — Building and maintaining a remote DR site is expensive and complex. DRaaS eliminates the need to run your own DR site, reduces CapEx (capital expense) and provides predictable OpEx (operating expense) costs with pay-as-you-go pricing models.
- **Flexibility** — Rather than traditional DR's rigidity, DRaaS allows you to activate virtual off-site resources on demand. And you can choose from a variety of recovery scopes, depending on the nature and severity of the disaster.
- **Simplicity** — New technology advances allow you to quickly and simply implement DRaaS and manage backup and recovery far more easily.
- **Security and compliance** — The best DRaaS solutions ensure that data is encrypted in transit and at rest. They also enable in-house, IT teams to maintain data residency control. Some industry solutions require failover tests periodically. A DRaaS solution with automated testing capabilities can greatly reduce expenses required to run those tests.

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Getting DRaaS right



Getting DRaaS right

DRaaS is set to surge in adoption because new technology is making it easier for service providers to offer DRaaS and easier for enterprises to take advantage of it.

Networking is one of the biggest problems for any cloud-based, enterprise DR solution. Traditionally, service providers have had to wrestle with complex VPNs, custom rules, network overlaps and the painstaking task of reconfiguring network routing to redirect data to cloud recovery sites.

Veeam makes DRaaS simple, transparent and cost-effective with its Veeam Cloud Connect solution, which is coming soon as a part of Veeam Availability Suite™ v9.

Rather than simply offering the replication side of the DR solution, Veeam Cloud Connect is a game changer by making networking transparent and DR services easy to configure and consume. New capabilities built directly into the software make it simple for service providers to reroute network connections to a cloud service. In addition, there's no need for providers or their customers to procure additional networking components to make DRaaS work. With Veeam Cloud Connect, advanced image-based, VM replication becomes simple and failovers of an entire site or selected VMs can be completed from anywhere with just a few clicks. All replicated data is protected in flight and in the provider's servers with a secure, reliable connection to the service-provider with traffic encryption. Veeam's DRaaS platform is transparent with no need for complex configurations – everything's easy to set up and easy to use.

By using Veeam Cloud Connect, enterprises can easily and affordably ensure availability for their mission-critical applications, with near-instant recovery from integrated and secure cloud-based DR delivered by their chosen service provider.

Meanwhile, service providers can create and manage a secure, multi-tenant, DRaaS environment – with Veeam Cloud Connect without any of the usual complexity.

Veeam is an availability expert, and it is not about to start offering a cloud service. Veeam provides the technology to make it easier and cheaper for cloud-service providers to deliver DRaaS and enterprises to benefit from DRaaS.

§05

Find out more



Find out more

Veeam Cloud Connect enables business of all sizes to maintain off-site backups, in addition to or separate from cloud-based replication — and without having to invest in infrastructure or management for a secondary site. Veeam gives service providers a new way to boost revenue from existing customers, expand their presence in the rapidly growing DRaaS market and establish relationships with new customers.

If you'd like to learn more about how Veeam Availability Suite v9 and Veeam Cloud Connect can give you a simple, cost-effective way to improve your DR capabilities, get in touch with one of our availability experts by calling 8 800 555 15 03. You can also find out how the latest enhancements help deliver Availability for the Modern Data Center™ by visiting Veeam's website here: <http://go.veeam.com/v9#vcc>.

¹ **DRaaS opportunity attracts data-protection startups, VC funding, August 2015**

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² **The Forrester Wave™: Disaster-RecoveryAs-A-Service Providers, Q1 2014 by Rachel A. Dines, Forrester Research, January 2014**

³ **Veeam Data Center Availability Report 2014, Veeam, December 2014**

⁴ **Survey The DRaaS Opportunity: A view into the Disaster Recovery-as-a-Service market for service providers and resellers, Veeam®, July 2015**

If you'd like to learn more visit us at www.veeam.com or call one of our offices

Global Headquarters

Switzerland

Linden Park, Lindenstr. 16,
CH-6340 Baar
Phone: +41 41 766 71 31

Americas region

Main office USA - Atlanta

2520 Northwinds Parkway
Suite 600
Alpharetta, GA 30009
Phone: +1 678 353 2140

Technical Support Phones:
US Toll-Free +1 (800) 774 51 24
US Toll-Free +1 (800) 913 19 40
United States +1 (614) 339 82 52

USA - Columbus

8800 Lyra Drive, Suite 350
Columbus, Ohio 43240
Phone: +1 678 353 2140
Fax: +1 614 675 9494

Argentina

Technical Support Phone:
+54 (115) 984 20 88

USA - Phoenix

303 West Elliot Road, Suite 101
Tempe, AZ 85284

Brazil

Technical Support Phone:
+55 (11) 3958 73 70

Canada

3773 Côte-Vertu Boulevard, Suite 210
Saint-Laurent, Québec

Technical Support Phone:
+1 (647) 694 09 22

Mexico

Technical Support Phone:
+52 (554) 741 14 93

EMEA region

Main office France

13/15 rue Jean Jaurès,
92800 Puteaux, France
Phone: +33 (0)1 75 61 27 45

Technical Support Phone:
+33 (1) 70 61 83 74

Germany

Konrad-Zuse-Platz 8
81829 München
Phone: +49 89 207 042 800
Fax: +49 89 207 042 810

Technical Support Phone:
+49 (892) 109 49 62

Italy

Piazzale Biccamano 8
Milan, 20121
Phone: +39 02 620 33 004
Fax: +39 02 62 03 4000

Technical Support Phone:
+39 (042) 604 75 05

The Netherlands

Evert van de Beekstraat 310,
1118 CX, Schiphol Centrum,
Phone: +31 (0) 20 654 18 05
Fax: +31 (0) 20 654 1801

Technical Support Phone:
+31 (858) 88 06 55

Turkey

Buyukdere Caddesi Levent No. 193
Binasi Kat 2 Levent
Istanbul 34394
Phone: +90 212 371 4745
Fax: +90 212 371 4600

Ireland

Regus House, Harcourt Road
Dublin 2
Phone: +353 190 56 042

Sweden

Frösundaviks Allé 15, SE-169 70, Solna
Phone: +46 (0) 8655-2624

Technical Support Phone:
+46 (10) 199 25 77

Denmark

Kalvebod Brygge 45, 2. Floor
1560 Copenhagen V

Technical Support Phone:
+45 (78) 77 54 76

South Africa

Ground Floor Twickenham Building, The
Campus
57 Sloane Street Cnr Main
Bryanston 2021,
Phone: +27 (0) 11 575 0208

Technical Support Phone:
+27 (10) 500 79 63

United Kingdom

The Annexe, Hurst Grove,
Sandford Lane, Winnersh
Berkshire RG10 0SQ,
Phone: +44 (0) 118 934 2982

Technical Support Phone:
+44 (845) 508 70 05

Israel

9 Hamanofim Street
Ackerstein Towers (A)
Herzliya Pituach 4672560
Phone: +972 9 971 5729
Fax: +90 212 371 4600

Technical Support Phone:
+972 (3) 912 19 25

Spain

Calle de la Ribera del Loira, 46
Madrid, 28042
Phone: +34 91 503 06 95

Technical Support Phone:
+34 (91) 182 97 60

Asia Pacific Region

Main office Australia

Office Building Address:
Level 4, 22 Darley Rd,
MANLY NSW 2095
Postal Address: PO Box 131
MANLY NSW 1655
Phones: +61 2 9191 7840,
+64 9 925 0456
Fax: +61 2 8088 6899

Technical Support Phone:
+61 (2) 6108 4305

India

#1356, 13th Flr, Platinum Tech Park ,
(Near Vashi Railway Station,
Sector 30)
Vashi, Navi Mumbai, 400705
Phone: +97 14 433 2150

Technical Support Phone:
000 800 100 87 69

Singapore

7 Temasek Boulevard
#21-03 Suntec Tower One
Singapore, 038987
Phone: + 65 6653 1543

Technical Support Phone:
+65 3158 22 39

Technical Support Phones for other countries

Belgium +32 (78) 48 02 54
Norway +47 (85) 40 43 85

Hong Kong +852 5808 28 70
New Zealand +64 (9) 974 95 94

Chile +56 (22) 570 86 84
Colombia +57 (1) 381 90 78

Saudi Arabia 800 814 66 59
UAE Toll-free 800 035 703954