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A Veeam Perspective on the Forrester 2020 Modern Backup Buyers Guide



In May 2020, Forrester published a "2020 Modern Backup Buyers' Guide," which describes how modern IT has to adapt its data protection strategies as organizations embrace a multi-cloud approach and leverage cloud-based services. The guide from Forrester also posed self-assessment questions related to:

- **Technical & Functional Considerations** for *IT implementors and architects*
- **Organizational & Operational Considerations** for *senior leaders driving IT strategy*

Lastly, Forrester described "what to look for" for six key areas of data protection.

Below are the perspectives and responses by Veeam®, the leader in backup solutions that deliver Cloud Data Management™, to the six categories IT decision-makers should evaluate regarding their data backup and protection solutions.

Comprehensive protection



Forrester recommends you seek out backup solutions and vendors that can protect the myriad workloads in a unified manner as organizations evolve beyond on-premises data centers to leverage multiple cloud-services like AWS and Azure, while maintaining increasingly heterogeneous infrastructure.

Veeam answers the call for comprehensive protection by providing one platform that enables users to create backups, snapshots, and replications for entire production data sets and the ability to transport data easily between platforms, regardless of where the data resided last month, this month, or next.

[Veeam Cloud Data Management Platform](#)™ protects data across on-premises physical and virtualized infrastructures, public cloud platforms like AWS and Azure, and SaaS services. It integrates with diverse storage platforms for snapshots and replications within the same data protection management framework, and supports modern workloads, such as NAS, distributed file systems, unstructured data, and cloud-based data services.



Recovery at scale



Forrester states that the bottom line of any backup solution is how reliably it can operate under different situations and if its recoveries can meet the needs of the business. The buyers' guide recommends that organizations search for a solution that can automatically perform background recovery tests to ensure that recovery can happen when you really need it.

Veeam ensures recoverability in several ways, but most notably by actually recovering your data within a secure "sandbox" and then confirms that the application started, the files exist, etc. These [SureBackup](#)® and [SureReplica](#) features have been part of Veeam for years. In addition, [Veeam Availability Orchestrator](#) takes that testing to another level by automating complex multi-machine recoveries, their functional tests, and reporting.



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Forrester also states how important speed is for recovery by recommending that firms optimize backup tools to reduce the time, cost, and storage requirements yet meet their committed service levels and regulatory requirements.

For **Veeam**, speed has always been a strength. One of Veeam's first accomplishments was when it pioneered [Multi-VM Instant Recovery](#)[®], which enables IT administrators to recover any Veeam backup to VMware vSphere within minutes. Today, businesses need to recover faster than ever and retain data for longer than ever due to regulatory mandates. In fact, the [Veeam 2020 Data Protection Trends report](#) showed reliability is the number one reason why organizations switch backup solutions. Results also show customers reported a 71% increase in reliability when using Veeam.

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Ease of management

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The **Forrester** guide describes how managing backup operations should not add to the existing complexity with which IT administrators struggle today. Understanding the health, performance, and capacity characteristics of the backup infrastructure is critical for day-to-day operations, capacity planning, and long-term operational strategy.

Veeam has always been known for its ease-of-use and has worked to help users reduce operational burden during daily monitoring or ongoing backups and create easier and more accurate restores. There's no better example than the [Veeam Explorer](#) lineup in which Veeam empowers application administrators to recover data within their own frameworks, such as an email administrator who can recover mailboxes or messages using [Veeam Explorer for Exchange](#) to recover from on-premises Exchange Servers and [cloud-hosted Office 365 services](#) with the same experience. Similar capabilities are offered for administrators of [Microsoft SQL Server or Oracle, Active Directory, SharePoint](#), etc.

Veeam's unique approach provides AI-driven infrastructure monitoring and diagnostics, including automated remediation of unexpected issues for critical backup and DR processes. [Intelligent Diagnostics](#) and [Remediation Actions](#) provide the built-in capability to identify and resolve common infrastructure and software misconfigurations and issues before operational impact.

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Automation and orchestration

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Forrester recommends that IT teams should look for policy-driven data protection solutions that can affect the changes automatically. IT teams need modern data protection solutions that can integrate with IT orchestration tools such that workflows can execute backup tasks automatically.

Veeam is proven to be easy-to-use for simple recoveries and enables orchestrated recoveries of complex (e.g. multi-layer) applications. [Veeam Availability Orchestrator](#) provides orchestration workflows, enabling IT to craft every element of the recovery experience and automate the consistent testing of recovery processes.

Veeam understands that when organizations experience a disaster, automation is a key to getting back online asap. Veeam provides key DR support across every step of the recovery process. [Dynamic Documentation](#) keeps all DR documentation up-to-date automatically, even as workloads are changed. [Automated Testing](#) can continually test DR plans using an isolated environment, ensuring restoration can occur as expected. And [Recovery Orchestration](#) takes the manual load of restoration when a disaster occurs, automating everything from a single workload to a full data center recovery. Veeam orchestrations also work for heterogeneous environments. It won't matter who designed the servers or whether they were physical or virtual within their original datacenter.

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Data reuse and insights

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The **Forrester** guide explains how the ROI of a modern backup solution comes not just from the assurance of recoverability but also from the ability to do more by leveraging the data within the backup repositories for any other business use beyond "just" retention or recovery.

One way that **Veeam** prides improves customer ROI is by enabling data reuse, by re-hosting entire VMs or exposing individual storage volumes to secondary processes:

- Enable regulatory auditors' access to data without affecting production
- Enable data mining and reporting from secondary data repositories
- Accelerate DevOps by providing a safe and updated copy of production data to develop new applications against
- Enhance cybersecurity preparedness and quarantine during backup and recovery processes

Veeam mitigates the risk of a patch crashing the production server by enabling you to test the patches or new applications on a copy of that VM first. Another common data reuse scenario is providing near real-time sandbox environments for application development and testing. Customers using Veeam for this have shown an 11% increase in developer productivity by simply reusing their latest backups and snapshots. Through [Veeam DataLabs On-Demand Sandbox](#), organizations can automate the creation of extensive virtual environments that are isolated from production and fully capable of application development and testing.

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Security

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Forrester recommends that organizations must secure the systems and data as part of their cybersecurity strategies. Firms in regulated industries have used air-gapped copies, immutable file systems, and write-once, read-many (WORM) storage repositories to ensure data is unchangeable. Forrester points out that backups are essential, but it's also important that the backup itself doesn't get infected. Enterprises are susceptible to unexpected downtimes, but they may also be vulnerable to cyberthreats. These malicious attacks seek to disrupt businesses by attacking data or even holding it ransom. In mid-2018, the average ransomware payment was \$41,198. By late-2019, that price more than doubled to \$84,166. With modernized protection, 96% of organizations cut their average ransomware costs down to \$5,000, with 76% of companies not paying anything at all

Veeam may not be a security product in the traditional sense, but backup is a key part in any security strategy, especially against threats such as cyberattacks. Veeam enables customers to follow the 3-2-1 Rule, so your data isn't susceptible to infection. That rule is to keep at least three copies of data stored on two different media with one of them off-site. Veeam also offers extensive recovery protection using backup immutability from ransomware. This locks backup data that can be stored on-premises, AWS, or Azure from malicious attacks or encryption. Guaranteeing that if production data is compromised, restoration can be ensured.

And in case of an infection, **VeeamONE™** monitors data and alerts users when something is atypical. Veeam greatly diminishes the threat of cyberattacks with restore capabilities that recover clean data and use encryption tools for protection. Veeam has features that enhance cybersecurity preparedness before infection, during an attack, and as part of remediation.

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Conclusion

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Forrester provided insightful guidance on key focus areas that every organization should consider when modernizing their backup solutions. IT continues to progress into new territory and the tools companies depend on need to progress with it. Forrester's recommendations can be summarized by stating that a modern backup solution must work seamlessly with on-premises servers and the cloud, provide a comprehensive and easy-to-use platform to better handle complex data, and guarantee data will be available when and where it is needed.

Veeam agrees with Forrester on these tenants for a modern approach to data protection and data management. We deliver capabilities that align with each of Forrester's recommendations, as well as other features, within Veeam Cloud Data Management. Veeam enables any organization to achieve unparalleled data availability, visibility, automation, and governance across data centers, at the edge and in the cloud.

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Want to know more?

Want to know more about your modern data protection capability, risks, and recommendations? By participating in a short questionnaire, you will be able to quickly identify data protection and security gaps your organization may be facing. Your answers will provide an analysis of your protection level compared to your industry peers and enable you to determine your next best actions to mitigate any issues.

At the end of the assessment, you will be able to receive a full summary of your evaluation, with further examination and top ten recommendation unique to your organization.

BEGIN ASSESSMENT

About Veeam Software

Veeam® is the leader in Backup solutions that deliver Cloud Data Management™. Veeam provides a single platform for modernizing backup, accelerating hybrid cloud, and securing data. With 375,000+ customers worldwide, including 82% of the Fortune 500 and 67% of the Global 2,000, Veeam customer-satisfaction scores are the highest in the industry at 3.5x the average. Veeam's 100-percent channel ecosystem includes global partners, as well as HPE, NetApp, Cisco and Lenovo as exclusive resellers. Veeam has offices in more than 30 countries. To learn more, visit <https://www.veeam.com> or follow Veeam on Twitter [@veeam](https://twitter.com/veeam).