KeepItSafe

KeepItSafe DRaaS WITH VEEAM CLOUD CONNECT REPLICATION: SALES CARD

PURPOSE

Use this document to help you articulate the offering attributes and value proposition to your customers.

EXECUTIVE SUMMARY

The cloud is the new IT norm. Cloud-based disaster recovery presents a significant opportunity for resellers and service providers to offer managed and monitored disaster recovery capabilities. KeepItSafe® Disaster Recovery-as-a-Service (DRaaS) with Veeam Cloud Connect Replication allows IT departments to truly leverage the benefits of a hybrid cloud architecture while retaining the ability to configure and consume services the way they want.

MARKET CONDITIONS

- In a 2016 IDC study, the total market for cloud technologies is projected to total $500 billion by 2020.
- Per a 2016 Microsoft and IDC survey, channel partners who evolved into cloud technology were 1.5 times more profitable than their peers.
- ESG Research reports in 2016 that "Data backup and archive" (46% respondents) and "Disaster recovery" (36%) services represent the greatest opportunity for cloud services.
- 70% of organizations will use DRaaS — per Veeam Data Center Availability Report 2014.

SOLUTION OVERVIEW

KeepItSafe uses Veeam Cloud Connect Replication to enable Disaster Recovery as a Service (DRaaS) as part of a comprehensive availability strategy embracing the virtualization and storage investments in your data centers, and extending them to the cloud, with:

- A cloud host for DR with CPU, RAM, storage, and networking resource allocation from DRaaS provider KeepItSafe.
- Full-site failover to a remote DR site from anywhere with just a few clicks through a secure web portal, and partial-site failover to switch over instantly to selected VM replicas only.
- Full and partial failback to restore normal business operations.

TARGET MARKET/CUSTOMER

KeepItSafe DRaaS with Veeam Cloud Connect Replication is ideal for:

- IT directors, IT admins, backup admins, storage admins, virtualization admins, Windows admins.
- More than one TB of data in a full backup.
- Those needing an easy-to-use and fully integrated cloud-based disaster recovery solution.
- Businesses with Veeam Cloud Connect already running in their infrastructure.
- Businesses requiring fast and flexible recovery for virtual machines and/or entire infrastructure.
- Businesses demanding high availability for data and applications across their environments.
- Businesses seeking affordable and flexible pricing to fit their budget requirements.

CUSTOMER PAIN POINTS

- Data loss.
- Costly capital expenditures for server infrastructure and maintenance.
- Meet regional and global compliance requirements like (GDPR, ASIC, SOX, HIPAA, PIPEDA, etc.)
- Lack of IT resources or lack of funding for experienced IT.
- Backups, restores, and recoveries take too long.
- Agents are difficult to deploy, monitor, and maintain.
- Mixed environment of both VMware and Hyper-V platforms.
- Existing backup solution only protects on premises environment.
- Tape backup is difficult to manage and unreliable.
- Lack of a true disaster recovery capability.

BUSINESS BENEFITS

- Hyper-Availability with near-zero downtime.
- Low to no up-front capital expenditures.
- Secure and available infrastructure.
- Enhanced mobility and data accessibility.

KeepItSafe®

POTENTIAL SALES OPPORTUNITY

- Existing Veeam partners who wish to develop additional services-based revenue.
- Veeam partners who are blocked from developing services due to lack of CAPEX.
- Veeam partners with technical expertise but not the resources to build their own secure data center.
- Corporate and enterprise-size customers looking to simplify their backup processes (leverage Veeam).
- Existing customers who already have on-premise Veeam licenses and may need disaster recovery solutions.
- Suggest the replacement of other backup solutions that fail to support a robust disaster recovery offering.

SALES STRATEGIES

Veeam does not offer its own cloud or managed services; instead it relies upon premium partners such as KeepItSafe to create cloud-based backup and disaster recovery services. Strategies to increase revenue streams from existing (and potential) Veeam customers include:

- Disaster Recovery as a Service (DRaaS):
  - ° #1 opportunity for partners to sell cloud and get recurring revenue.
  - ° Offer a comprehensive and consistent availability strategy for DraaS: (backup + replication + cloud = KeepItSafe).
  - ° Offer straightforward licensing and pricing with imaged-based replication for true DR RTPO.
  - ° Discuss Veeam advanced networking capabilities without any complex setup or VPN needs:
    - Eliminating one of the biggest challenges of DR testing and failover.
- Protecting applications running in the cloud:
  - ° Offer high availability uptime protection for Infrastructure-as-a-service (IaaS production environments in the cloud.
  - ° Offer SaaS application backups with a Veeam product designed for Microsoft Office 365.

KEY VEEAM FEATURES

- Verify the recoverability of every backup with Veeam SureBackup.
- Built-in encryption negates the need for a VPN.
- Optional encryption of backup data with customer password and lost-password protection assurance.
- Easily select KeepItSafe as your cloud provider within the Veeam console.

KEY KeepItSafe FEATURES

- End-to end solution from configuration, and testing to deployment of production environments.
- Reliable and trusted service ensuring availability of customer data.
- Highest-quality storage, computing, and network resources for hosting customers' applications and data.
- Pay for what is used instead of over-provisioning for "peak".
- Virtual machines Recovery Time Objectives (RTO) of 15 minutes or less.
- A reliable product that ensures high availability of all data, applications, and servers.

BENEFITS OF USING KeepItSafe
WITH VEEAM CLOUD CONNECT

- Backup/restore/configure via self-service in real-time using Veeam console.
- Restore data quickly without manual logistics of tape.
- Avoid the data loss associated with fragile physical disk drive data archiving.
- Easily comply with the 3-2-1 backup principal.

VEEAM DIFFERENTIATORS

- Market leader in off-site replicas of virtual machines.
- Initiate a full or partial virtual machine failover anytime.
- Execute a disaster recovery plan right from your smartphone.
- Powerful monitoring and reporting tools for full visibility and control.
- Ability to test and troubleshoot your applications.
- Over 230,000 customers worldwide.
- 13.9 million virtual machines protected in over 200 countries.

KeepItSafe DIFFERENTIATORS

- Strong relationship with Veeam as a Gold Partner.
- 20+ years of experience and expertise in the cloud backup industry.
- Support staff available 24/7 for escalation.
- Data-seeding options available.
- Global data center footprint across North America, Europe, Australia, and New Zealand.
- Flexible deployment options for seamless transition to a secure cloud solution.
- End-to-end 256-bit encryption and regional ISO 27001 certification where applicable.
- Backed by a $1.2 billion public company.

VEEAM CLOUD CONNECT REPLICATION VALUE STATEMENTS

- Veeam Cloud Connect Replication allows its users to assign RAM, processing power, and storage as a second site for disaster recovery.
- Veeam Cloud Connect Replication allows for scheduled or continuous backup of virtual machines on the highly secure KeepItSafe cloud infrastructure.
- Strategic global data center footprint ensuring that customer data is securely protected and easily accessible.
- Cloud Connect Replication offers test failover/disaster recovery capabilities at any time, and continuous mission-critical software during a disaster.

KEY KeepItSafe VALUE STATEMENTS

- KeepItSafe provides an easy and affordable entry point for protecting your customers' data, applications and business in the cloud.
- Price is based on actual data stored per month in the cloud so your customers have flexibility and total control for what they pay to meet their backup requirements.
- KeepItSafe offers an integrated, off-site backup and archiving solution.
- KeepItSafe delivers simple, fast, reliable, and secure data protection for a virtualized environment.

QUALIFYING QUESTIONS ❓

1. What are your cloud initiatives and strategies this year?

Cloud adoption is ramping up quickly — 70% of CIOs are expected to embrace a cloud-first strategy, according to the analyst firm IDC.

2. Do you need to recover your entire infrastructure with less complexity?

Less complexity comes from Veeam's ability to failover and failback without a lot of networking on the customers' side. Veeam facilitates and moves network traffic from the customer environment to the failover cluster seamlessly.

3. Are you looking for a data archiving or disaster recovery solution?

Veeam Cloud Connect is a data-archiving solution. If the client wants a disaster recovery solution please recommend Veeam Cloud Connect Replication. KeepItSafe has the ability to restore customer data using Veeam Cloud Connect through our data center.

4. Does your DR (disaster recovery) plan leverage off site backup?

A comprehensive DR plan is needed to fully mitigate risk and ensure optimal data-center availability; organizations must comply with the

3-2-1 rule — remember to complete the final step by getting one copy off-site; Veeam Cloud Connect makes it easy for Veeam customers to extend their backup infrastructure to the cloud.

5. Do you have a Microsoft Hyper V or VMware environment?

Customers tend to have one or the other. Sometimes we will see mixed environments with VMware and Hyper-V, and we support leading hypervisors including Nutanix AHV.

6. What Recovery Time Objectives (RTO) do you need?

The fastest you can recover a server is equal to what it takes the operating systems and applications to start up. Some servers may take longer to reboot. For example, a simple or small file server may start up in 15-20 minutes, while a larger, more complex application may take several hours or a day to properly spin up. Veeam works best for 1 to 24-hour RTOs.

7. Do you use Veeam to back up your data?

Clients should own a Veeam license in order to implement DRaaS – we simply provide Veeam Cloud Connect Replication vaults. If the client does not use Veeam to back up its data, this is an upsell

opportunity to include additional Veeam licenses for Veeam Availability Suite or other a la carte items like Backup Essentials, or Backup & Replication.

8. What version of Veeam are you using?

Veeam Cloud Connect is compatible with Veeam version 8 or higher. Older versions are not supported; however, this is an opportunity to upsell to newer versions of Veeam.

9. Are you already a Veeam partner selling the on-premises Veeam portfolio and wish to drive service revenue?

Consider using KeepItSafe DRaaS with Veeam Cloud Connect to add cloud-based online backup and replication to your own cloud backup solution and ensure availability of your customers' virtual backup environments.

10. Do you have customers who want cloud backup but are not using Veeam?

In this case you should sell them an on-premises Veeam solution (Veeam Availability Suite, Veeam Backup & Replication, and Veeam Backup Essentials) as Veeam Cloud Connect is exclusively designed to work with Veeam software, and KeepItSafe will deliver your cloud repository services.

KeepItSafe offers comprehensive cloud data availability solutions — contact us

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