ESG SHOWCASE

Cloud Data Protection Made Easy with Veeam on IBM Cloud

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ABSTRACT: Organizations are looking for cloud and hybrid data protection cloud solutions and managed services that ensure information resiliency across the enterprise. Fortunately, IBM and Veeam have been partnering to offer just such a solution. It comes in the form of simple, flexible, Veeam-powered BaaS—fully managed by IBM.

Market Landscape

Cloud data protection has hit the big time. Whether the protection involves using public cloud-based services for production protection, backing up cloud-based applications/workloads hourly, or some of the myriad longer-term combinations of those approaches, most organizations consider cloud computing to be helpful to their organization's data protection strategy.[1]

Significant uptake has been evident across the board over the past few years related to the use of cloud backup targets, especially backup-as-a-service (BaaS) and disaster recovery-as-a-service (DRaaS). At many organizations, the on-prem-only approach is a thing of the past.

BaaS is all about recovery. Nearly three-quarters of current BaaS users surveyed by ESG report that they have had to recover more than a single file within the previous 12 months, up from 59% in 2016. Fortunately, although more organizations are performing more BaaS recoveries, the success rates of those efforts are increasing.

Cost and scalability are key considerations related to implementing cloud backup targets. When ESG asked IT decision makers about the primary factor that would lead—or has led—them to add cloud storage to their existing on-premises backup solution (rather than deploy a new BaaS solution), more than four in ten of the respondents cited economic considerations. Among current and potential users of cloud backup target services, cloud destinations are preferred for offsite backup data today. Cloud targets have arisen as a great BaaS alternative/replacement option.

However, it is important to avoid common challenges and pitfalls. That's why organizations should look for a cloud solution that is economical, that allows for easy integration with existing technologies, and that offers automation to accelerate adoption.

Availability to Keep a Business Running: IBM Cloud Is Different

IBM Cloud is a reliable cloud backup destination, which is an important decision factor for any organization that is in the process of architecting an offsite backup environment. IBM Cloud's enterprise-class reliability features include:

[1] Source: ESG Master Survey Results, *Data Protection Cloud Strategies*, June 2019. All ESG research references in this showcase have been taken from this master survey results set.

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- Geographic redundancy to provide a high level of resiliency and availability. In regard to resiliency specifically, IBM Cloud possesses distinctive and impressive features, including system fault-tolerance and resiliency capabilities.
- Scalability, which also means capacity flexibility. The organization can dynamically grow or shrink as its cloud resource-related business requirements evolve.
- Cloud-to-cloud replication capabilities, which, again, will give the organization a tremendous level of flexibility in protecting its data.

Any organization that leverages IBM Cloud can also use cloud object storage to protect long-term archives, tiering that data from on-prem to the cloud. Organizations can also restore back on-prem.

In regard to vitally important RPOs and RTOs, it is easy to sync with the on-prem production environment to reduce RPO. Compute can be deployed faster to reduce RTO.

Another noteworthy aspect of IBM Cloud is that IBM has integrated some services in regard to pricing, translating into just one bill for the IT organization to deal with. Provisioning and auto-provisioning are also available with single pricing. Billing simplicity, and affordability in general, are business benefits. With IBM Cloud, organizations consume resources only as they are needed, without having to pay for extra/unused capacity.

Maximize Your Existing VMware Investment

With its IBM Cloud, IBM became the first IT vendor to market the delivery and operation of VMware workloads in a public cloud. According to both IBM and its partner, the data protection vendor Veeam, IBM is now the largest cloud operator of VMware workloads in the world.

Veeam's instant VM recovery and advanced functionality are enabled on the IBM Cloud, while IBM offers no-cost bandwidth between cloud data centers.

Hallmarks of IBM Cloud

- Global data centers—60 data centers in six regions and in 18 availability zones.
- Highest level of encryption—FIPS 140-2 Level 4.
- Isolation for cloud-native backup sets—ROKS and containers on bare metal.
- Enhanced availability SLAs—HA: 99.99%, Non-HA: 99.9%.
- No-cost bandwidth between regions—resulting in significantly lower TCO.
- Audit transparency to bare metal—traceable serial number compliance.
- Full control to bare metal level—full admin control of compute.

IBM and Veeam have also stabled a VMware shared offering, and it comes with distinct benefits of its own:

- Single-click deployment from the IBM Cloud for VMware Portal.
- Fewer headaches for IT because IBM Cloud manages the Veeam backup infrastructure.
- Automated archiving of data to cloud object storage after the initial backup.
- OpEx monthly per-VM pricing.
- A self-service Veeam Portal, which IT admins can use to choose restore points, schedule backups jobs, and restore data whenever they choose.
- Adherence to the "3-2-1 rule," with three copies of the data residing in a high-availability deployment.

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The IBM Cloud Is Better Together with Veeam

Veeam on IBM Cloud is deployed in more than 60 cloud data centers dispersed throughout the globe, and that number is growing. This combined solution has up to 1,000 automatic deployment options, and organizations can bring their own license.

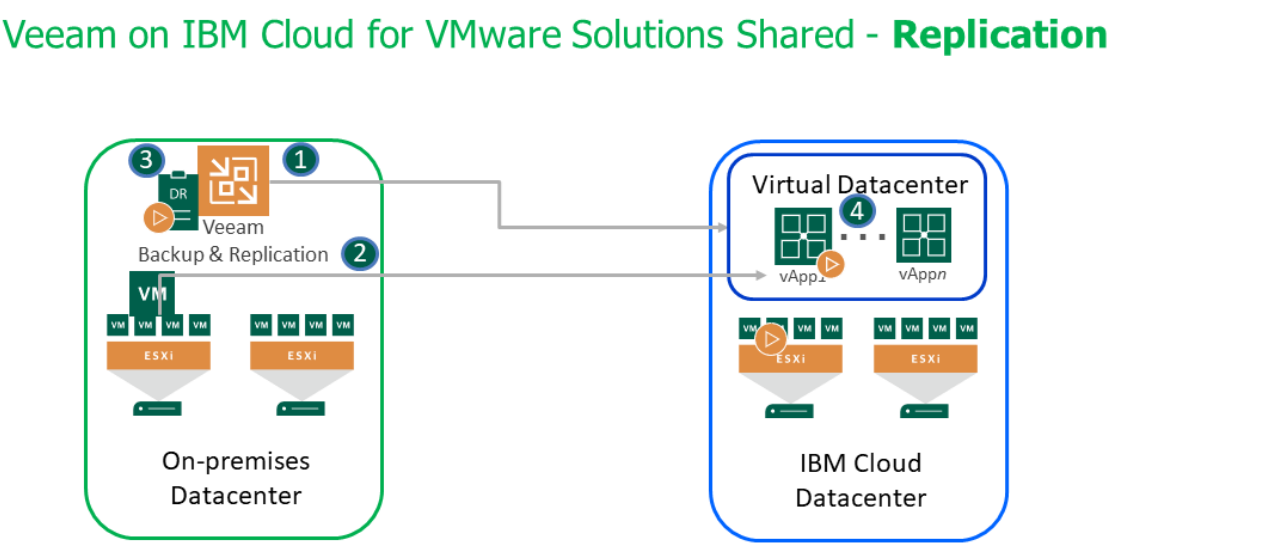
Both Veeam and ESG are confident that the cloud is the new norm for modern backup infrastructures. IBM Cloud in particular enables organizations to protect workloads wherever they are by leveraging the Veeam Availability on IBM Cloud infrastructure. And again, long-term data retention and recovery is provided through IBM Cloud Object Storage.

Cloud Replication

This year, IBM is prioritizing Veeam plus cloud object storage as well as Veeam Cloud Connect-based replication. This combination provides end-users with cost-optimized long-range retention and ease of use. Veeam Cloud Connect is based on the IBM Cloud for VMware solutions shared environment. It is a self-service, easy-to-use, low-cost, multi-tenant, managed, BaaS offering (see Figure 1). For organizations, Veeam Cloud Connect is a way to create a disaster recovery environment without incurring the costs and complexities that come with managing an offsite infrastructure.

The solution offers seamless configuration capabilities from an on-premises Veeam management console. No additional Veeam licensing is required, and no VPN is required. As mentioned, IBM Cloud is responsible for managing the Veeam backup and replication infrastructure, as well as the Veeam Cloud Replication Component. VM failover, failback, and migration are synchronous, and no compute is needed until failover or testing is initiated. Possible use cases include intra-cloud backup, secondary backups, data migrations, disaster recovery, and ransomware attack remediation.

Figure 1. Topology Illustration—How IBM Public Cloud Works with Veeam for Replication



Sources: IBM and Veeam

Integration with IBM Cloud Object Storage

With the integration of cloud object storage on IBM Cloud with Veeam, it is possible to store practically limitless amounts of data simply, securely, and cost-effectively. IBM states that this integration can result in up to 10x savings on long-term data retention on top of the overall reduction in IT and primary storage costs.

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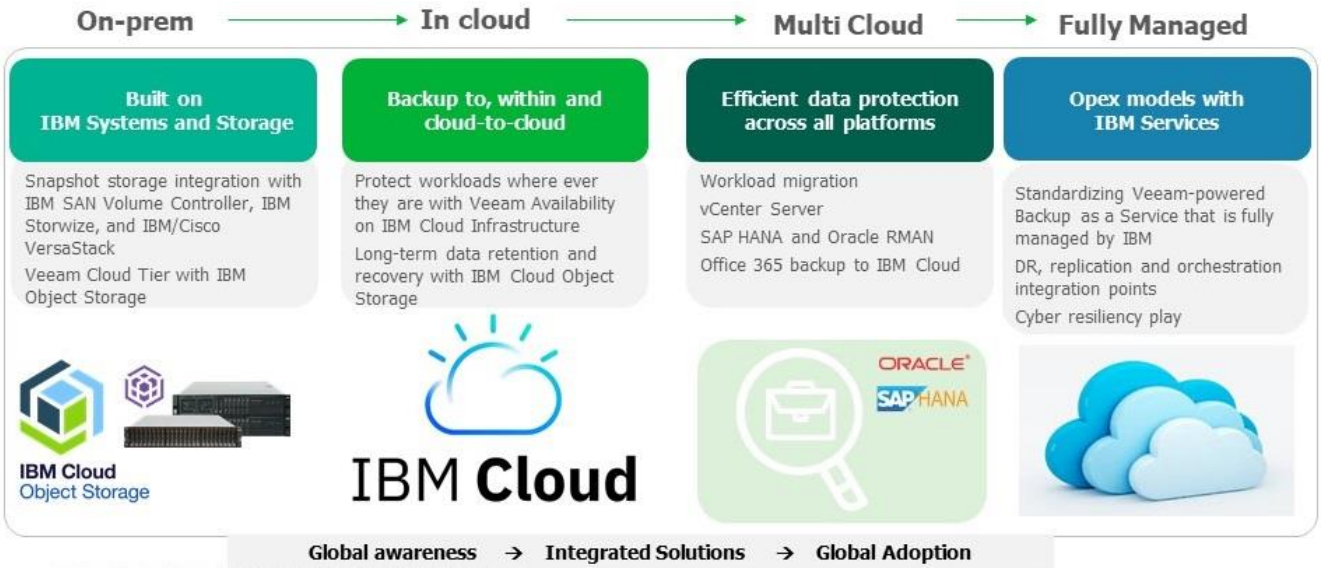
The IBM/Veeam Partnership Brings Real Benefits

IBM Cloud for VMware Shared is a managed, multi-tenant offering. But for organizations that need it, IBM can provide another option with Veeam on the IBM Cloud: full hypervisor access with the same features as on-premises.

Figure 2 depicts the variety of solutions IBM and Veeam offer on IBM Cloud.

Figure 2. Veeam Solutions for IBM Cloud



Source: IBM and Veeam

Multi-cloud capabilities are strong, with efficient data protection across all platforms. Veeam supports workload migration with vCenter Server, SAP HANA, Oracle RMAN, and Office 365 backup to IBM Cloud.

The benefits of using Veeam on IBM Cloud are:

- Enterprise backup and DR.
- Object storage integration.
- Single-click deployment from the IBM Cloud Portal.
- Full bare metal and hypervisor access with dedicated environments.
- Roughly 1,000 automated deployment options—covering virtual server, bare metal, native VMware, and non-virtualized, legacy physical options.
- Free use of the inter-cloud backbone.

For the thoughtfulness, work, and commitment that has gone into delivering reliable, cost-effective cloud data protection solutions on IBM Cloud, Veeam recently presented IBM with its 2020 Veeam Innovation Award and "Best of Show" award at the 2020 VeeamON Conference.

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The Bigger Truth

Beyond all the technological innovation, the key differentiator in working with IBM is its expertise in business processes. For decades, IBM has been proving to its customers that its strength is to supply consulting, management, and delivery frameworks to scale, no matter how great that scale is.

The IBM/Veeam partnership is really only bearing fruit because of the substantial investments that IBM has made in its global-scale public cloud infrastructure. While it is important to have a technology partner that does backup and recovery right, it's just as important to have a high-security destination for those critical business data and application backups.

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