

# Modern Data Protection



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# 2020. A year of challenges.

**11%** growth in global economic uncertainty

Economic impact is driving organizations to think about their IT direction differently

**7x** rise in Ransomware attacks

More remote end-points and distributed systems increased the surface area of attack

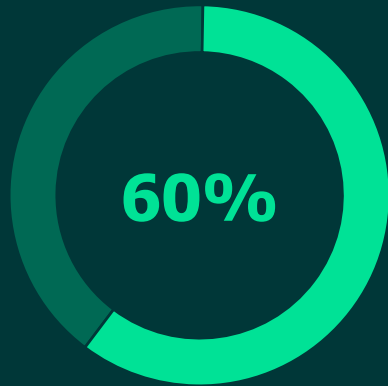
**96%** of organizations accelerated cloud usage

COVID significantly accelerated cloud adoption to ease on-prem management

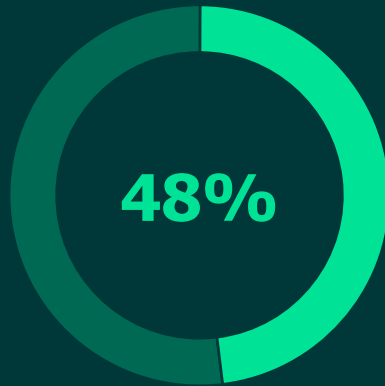
**58%** of data cannot be recovered

Data protection is struggling to keep up with the acceleration of modern platforms

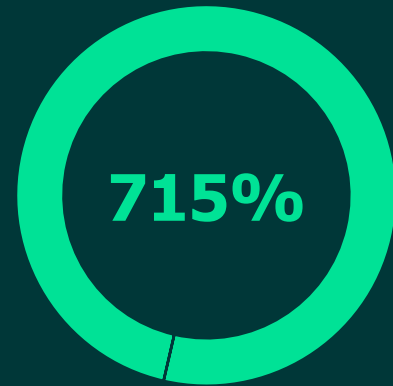
# COVID-19 has changed the IT landscape



Cloud Service Growth



SaaS usage acceleration



Increase in Ransomware

96% of all organizations expect to accelerate their cloud investment –  
how does this affect data protection?

We have seen two years' worth of

# **DIGITAL TRANSFORMATION**

in just two months”

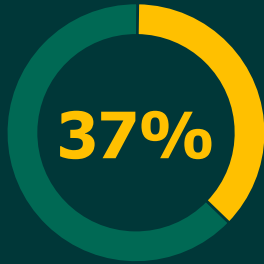
Satya Nadella



# The reality of legacy backup in today's world

**23%**

of servers will have  
at least one **unplanned** outage

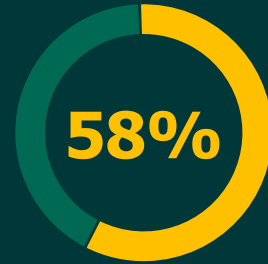


of all backup jobs **fail**

&



of all restore jobs **fail**



**failure** of recovery

Data protection is struggling to keep up with the acceleration of modern platforms

# The real cost of ransomware

Ransomware is no longer a question of **if** but **when**.

**\$67,000**

average cost per hour of downtime (USD)

**50%**

percentage of new data not fully protected

**\$84,166**

average recovery cost per attack (USD)



**93%**  
Organizations  
attacked  
every year

**96%** of Veeam customers cut their average ransomware recovery costs **under \$5,000**

**76%** of Veeam customers have to spend **NOTHING AT ALL**

# Ransomware's expanding reach

- Average ransom paid: **170K**
- Average data loss: **35%**
- Total cost of attack: **1.85M**

Extortion on the rise from **3%** in 2020 to **7%** in 2021

<https://secure2.sophos.com/en-us/content/state-of-ransomware.aspx>





The most trusted  
provider of **backup,**  
**recovery and data**  
**management** solutions that  
deliver **Modern Data Protection**



# The promise of modern data protection

## Modern backup and recovery

- Meet RPO/RTOs
- Reduce costs and complexity
- Break free from legacy backup



## Accelerate Office 365, AWS, Azure, and Google

- Move confidently
- Know your cloud data is protected



## Reliable ransomware protection and data security

- Detect, Protect, Recover
- Immutable, air-gapped, tested



## App agility with Kubernetes-native backup

- Rapidly deployment
- Protect your modern applications



# The clear market leader

**83%**

of the Fortune 500  
trust Veeam with  
their data

**#1**

Market Share  
in EMEA and  
#2 worldwide

**FORRESTER®**

“Forrester showcases Veeam  
as a market leader in Data  
resiliency solutions (Q3 2019)”

**200+**

Top Industry  
Awards

**400K+**

Customers  
worldwide

**Gartner®**

2021 (5 years in a row): “Gartner  
Magic Quadrant for Data Center  
Backup and Recovery recognizes  
Veeam as a Leader. 2 years as  
highest in ability to execute”

# Our design strategy



Simple



Flexible

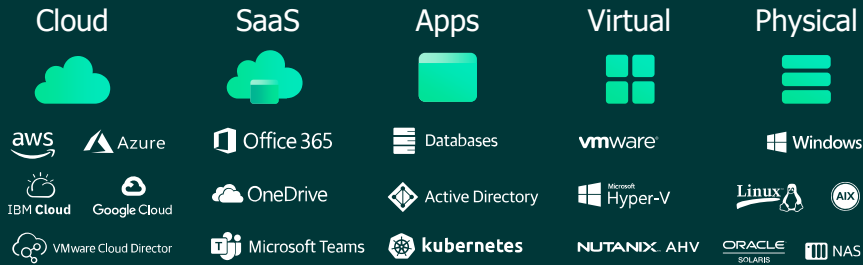


Reliable



Powerful

# Veeam Platform



Veeam Availability Suite



Veeam Backup & Replication



Veeam Backup *for Microsoft Office 365*



Veeam DR Orchestrator



Kasten K10 by Veeam

# Why change now?

The facts are clear; legacy data protection costs time and money while putting your data at risk.



## > Modern data protection can give you:

**50%** lower cost of data Backup and recovery

**83%** less lost productivity time due to data loss

**55%** more efficient data protection teams

**19%** lower storage costs

## > With Veeam specifically, you can expect to experience:

**25%** shorter Backup windows

**95%** of customers recover from Ransomware with **ZERO** cost

**3x** 3 times more Backups per day

**>55%** more recovery point objectives (RPOs) and recovery time objectives (RTOs) met

iGracias!

veeam