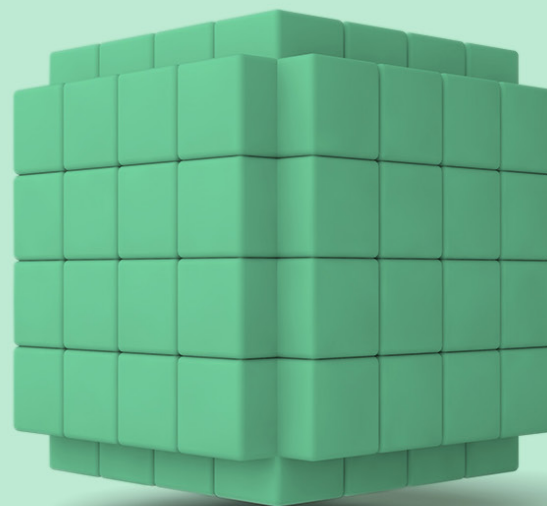


Backup and disaster recovery to IBM Cloud powered by Veeam and NetApp



Modernizing data protection for your data fabric.

The challenge

As organizations of all sizes continue to embrace digital transformation, the need to maintain data availability is more critical than ever. Just as consumers won't tolerate downtime from the mobile applications they use every day in their personal lives, they won't tolerate it in their business interactions. This business imperative, often referred to as "IT consumerization," puts enormous pressure on corporate IT teams.

The solution

NetApp has partnered with IBM Cloud and Veeam to modernize backup, disaster recovery, and data protection to eliminate downtime and facilitate digital transformation.

Protect your critical business data in IBM Cloud with NetApp® and Veeam solutions that can help speed up recovery, make storage more efficient, and avoid risk. You can make applications more available,

make IT operational management simpler, and lower costs in IBM Cloud when you pair NetApp ONTAP® Select with the Veeam Availability Suite. By combining NetApp and Veeam solutions in IBM Cloud, you can get continuous availability without the expense of a second physical infrastructure site.

Enhance data protection and application availability

The integration of NetApp data management software and Veeam backup technologies in IBM Cloud provides you with a deeper level of data protection and availability across your application portfolio. This fully integrated solution offers:

- **Faster backups.** Back up VMware virtual machines (VMs) directly from NetApp Snapshot™ copies.
- **Quick recovery.** Recover entire VMs or individual items from NetApp Snapshot, SnapMirror®, and SnapVault® software; high-speed recovery tools enable you to retrieve your data assets in 15 minutes or less.
- **Improved data protection.** Enable cost-effective disaster recovery with no data loss by creating instant secondary backups from NetApp Snapshot copies.

With NetApp ONTAP software, you maintain complete control of your data—on premises and in the cloud. Built-in security features, such as end-to-end encryption and key management, let you rest assured that your solution complies with even the most stringent internal and external regulations.

Simplify IT operational management

Managing data across on-premises and cloud environments can be challenging and time consuming. IBM Cloud with NetApp and Veeam simplifies data management with a fully automated backup and disaster recovery solution. Your IT staff is free to focus on strategic tasks for moving the business forward while your IBM Cloud solution takes care of backup tasks. With key features that allow you to completely manage your entire backup data lifecycle, Veeam saves you time and money, simplifying administration and minimizing costly downtime. Now you can focus on driving your business objectives forward with confidence.

Key benefits

Enhance data protection and application availability

- Accelerate backup with NetApp Snapshot copies
- Improve resiliency for your most critical workloads with near-zero RPOs.
- Control and secure data with full compliance.
- Create instant secondary backups.

Simplify IT operational management

- Take the burden off your IT staff with an automated backup and recovery solution.

Get the most value from IBM Cloud

- Get advanced data management functions with consumption pricing.
- Choose the right resources for efficiency and business impact.
- Monetize data by using IBM's predictive and cognitive tools.

Get the most value from IBM Cloud

IBM Cloud with NetApp and Veeam delivers a backup and disaster recovery solution that provides significant value. As part of a hybrid cloud platform, the solution allows you to choose the exact resources your organization needs for efficiency and business impact. ONTAP Select offers advanced data management functions so that you can optimize storage performance, capacity, and efficiency—all at affordable consumption-based pricing. For even more value, you can monetize your data by using IBM's predictive and cognitive analysis tools. With an exposed hypervisor and full bare-metal access, you can take advantage of Veeam's many advanced capabilities, such as Instant VM Recovery, SureReplica, and SureBackup. You can consume "native Veeam," because there are no technical limitations with IBM Cloud: You get the same functionality, control, and security as you do on premises.

With unlimited intracloud network backbone between IBM Cloud data centers, you get multisite connectivity. You can easily and securely transfer your data and applications to your other IBM data centers without extra cost. This capability eliminates one of the most expensive elements of backup and disaster recovery.

About IBM Cloud

IBM Cloud enables seamless integration into public, private, and hybrid cloud environments. The infrastructure is secure, scalable, and flexible, providing tailored enterprise solutions that have made IBM Cloud the hybrid cloud market leader. For more information, please visit ibm.com/cloud or ibm.com/it-infrastructure/solutions/hybrid-cloud.

For more information, contact us:

Ng-ibmcloudsales@netapp.com

Additional resources:

www.ibm.com/cloud/object-storage

About Veeam

Veeam is the global leader in backup solutions that deliver Cloud Data Management. They provide customers with the most simple, flexible, and reliable data protection solution in the market to help them reach a new level of confidence and operational excellence, ensuring that data is always protected and available. This means, regardless of where their customers' data resides—cloud, virtual, Kubernetes, and physical—Veeam's platform helps hundreds of thousands of companies keep their businesses running. www.veeam.com

About NetApp

In a world full of generalists, NetApp is a specialist. We're focused on one thing, helping your business get the most out of your data. NetApp brings the enterprise-grade data services you rely on into the cloud, and the simple flexibility of cloud into the data center. Our industry-leading solutions work across diverse customer environments and the world's biggest public clouds.

As a cloud-led, data-centric software company, only NetApp can help build your unique data fabric, simplify and connect your cloud, and securely deliver the right data, services and applications to the right people—anytime, anywhere. www.netapp.com

