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Solution Brief:

Better enable Cisco Hybrid Cloud with Veeam Data Platform

Hybrid and multi-cloud realities

While definitions of the hybrid cloud may vary, it is generally agreed that the hybrid cloud has two key components. The first one is that the hybrid cloud contains at least two computing environments. Most often, this is a combination of an on-premises data center (i.e., the private cloud) and a public cloud provider (e.g., AWS, Microsoft Azure, Google Cloud). But, as is the nature of IT environments, there are many possible variations that include public cloud providers and managed cloud/service providers. The second component is central management that enables data management services like data and application mobility and interoperability. This complexity is where the challenge lies.

The benefits of the hybrid cloud

Most organizations with data center footprints choose to keep their existing core operations in their own data centers. However, the same organizations still leverage the public cloud for the following three things since they can't be easily achieved in their own data centers.

Flexibility:

Choose between hundreds of services from a variety of cloud providers

Speed:

Near-instant provisioning of services right when they're needed

Elasticity:

Easily scale up and down as needed for performance and capacity

Other reasons for using the public cloud include the ability to only pay for what you use plus the highly resilient nature of cloud data and it's services.

# The challenges of protecting the hybrid cloud

While the benefits of the hybrid cloud are difficult to ignore, using the hybrid cloud does come with some challenges related to data management, protection and security. With the growing adoption of modern platforms like cloud-native, SaaS and Kubernetes, many organizations continue to struggle with their data protection strategy.

Legacy data protection can't succeed with modern applications, successfully stretch across the cloud or effectively defend against cyberthreats. These aging platforms are a costly risk to many organizations. Organizations need a Modern Data Protection platform that can match their evolving data protection needs.

Cloud mobility is not just moving applications and data into the cloud

Having the ability to move applications and data into the cloud is critical to realizing the benefits of public and managed cloud platforms. However, when vendors and providers talk about cloud mobility, this refers to the one-way movement of applications and data out of the data center and into the cloud. True cloud mobility provides users with the ability to move applications and data to the cloud, between clouds and back on-premises.

Cloud mobility should not only provide ease of movement to, from and between clouds, but it should also eliminate lock-in and be licensed in a flexible and affordable way.
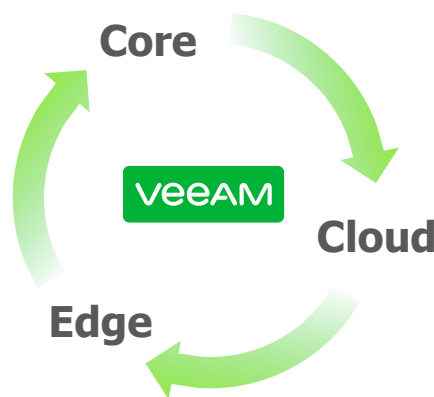
Cisco + Veeam: Unified for you for the hybrid cloud

Veeam® and Cisco's long-standing relationship has benefited customers with integrated and complimentary products and solutions. As the IT world has evolved from being primarily on-premises to the hybrid and multi cloud, Veeam and Cisco have also evolved to provide innovative solutions for this new reality.

• Veeam provides hybrid cloud data management, including backup and recovery, disaster recovery (DR) and cloud mobility not only to Cisco's offerings for edge computing, virtualization and bare-metal compute, but to cloud-native, container-based applications that run on Kubernetes as well.

- Veeam and Cisco Intersight simplify cloud operations by optimizing and unifying IT operations across data centers, clouds and edge sites with cloud data management and cloud operations management.

- Veeam and Cisco Security enable the high-level of application availability that customers expect while providing complete protection to hybrid cloud applications and customer data.

Veeam and Cisco's broad portfolio of hybrid cloud data management products and solutions enable customers with:

- The flexibility to run applications and workloads where they perform the best and are the most cost optimized.

- The control to migrate, protect and recover applications wherever they reside.

- The ability to centrally manage all the applications and workloads in the hybrid cloud, whether they be cloud, virtual, physical, SaaS or Kubernetes.

How Veeam Data Platform enables the hybrid cloud

Veeam Data Platform advances enterprise-grade recovery capabilities that ensure confidence in the face of disaster or cyberattacks across the hybrid cloud. Veeam Data Platform for Cisco drives the following benefits for our joint customers:

- **Simplified hybrid cloud data management:** Veeam Data Platform is easy to deploy, manage and scale across any platform. Gain license portability with Veeam Universal Licensing (VUL)!

- **Enhance product capabilities:** The most comprehensive cloud data management and availability platform with native support for AWS, Azure, Google Cloud, Microsoft 365, immutable backups and DR orchestration.

- **Make HyperFlex more resilient:** Veeam has snapshot integration and continuous data protection (CDP) with Cisco HyperFlex that has been tested and proven by Cisco Validated Designs (CVD).

- **Increase flexibility and reliability:** An API-based platform for multi-cloud simplicity that has the same user experience across cloud, virtual and physical workloads.

Learn more
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