Public Cloud Data Protection

Protect hyperscale workloads with Veeam

It's no secret that more and more organizations are moving to a multi-cloud approach. Production workloads that were traditionally contained in on-premises data centers are rapidly being dispersed into public hyperscale clouds such as AWS, Microsoft Azure and Google Cloud Platform (GCP). According to the 2021 Data Protection Trends Report, its estimated that 52% of virtual machines will reside within a hyperscale or service provider's cloud by 2023.

This creates a lucrative opportunity for service providers to extend their data protection services to include hyperscale cloud workloads. Now, service providers can protect their customers data wherever it may reside; on-premises, in a service provider's cloud, or in hyperscale cloud. In turn, expanding their service portfolio and generating new revenue streams.

3 options for hyperscale data protection

Customers have options when it comes to choosing a hyperscale provider to extend their production workloads to. Some customers may choose to run their entire production environment in a hyperscale cloud, while others may use a hyperscale platform to only run test and dev, or as a cost-effective storage option. Veeam provides the technology to protect this data for 3 major hyperscale public cloud providers:

- **Veeam Backup for AWS** – Amazon EC2, Amazon RDS
- **Veeam Backup for Microsoft Azure** – Azure VMs, Azure Blob
- **Veeam Backup for Google Cloud Platform (GCP)** – Compute Engine, Cloud Storage

Helping you save the day

With Veeam®, you can capture demand and increase revenue by offering reliable, effective hyperscale cloud data protection solutions. For service providers of all types and sizes, it's easy to extend Veeam-powered data protection to all your customers workloads no matter if they reside on-premises, in a private cloud infrastructure or in hyperscale clouds like AWS, Microsoft Azure and GCP.

The best part? Veeam partners *with* you. We enable you to build your own service, or partner with a cloud service provider to deliver an end-to-end Backup as a Service (BaaS) offering to give your customers the data protection they need.

The Opportunity

In a recent independent research study, 97% of organizations surveyed stated they would consider a backup solution for their hyperscale cloud workloads. This provides a great opportunity for service providers to expand their reach into protecting customer data in public clouds like AWS and Azure. Veeam provides the technology to protect customer data no matter where it resides. Whether on-premises, in a private cloud or a public hyperscale cloud.

Veeam Solutions:

- Veeam Backup & Replication (offering support for both cloud-native options)

- Veeam Backup for AWS, Azure and GCP

- Veeam Service Provider Console

#1 Backup and Recovery

Three critical components of a Veeam-powered Public Cloud Protection offering are Veeam Backup & Replication, Veeam Backup *for AWS, Azure, GCP* and Veeam Service Provider Console.

Veeam Backup & Replication

Veeam Backup & Replication™ helps businesses achieve comprehensive data protection for ALL workloads — cloud (including hyperscale clouds), virtual and physical. Achieve fast, flexible, reliable and powerful backup.

Veeam Backup *for AWS, Azure and GCP*

Offer data protection services for customer workloads running in AWS, Azure and GCP. All three solutions can be managed through Veeam Backup & Replication and powered by VCSP rental licensing. Simplifying data protection even further.

Veeam Service Provider Console

A remote monitoring and management platform that offers customer onboarding and billing capabilities with the flexibility to manage all of your customers Veeam-powered workloads. Including workloads running in AWS and Azure. *GCP support coming soon*

Partnering to win with Veeam

By building a Veeam-powered service offering, you'll also be invited to join the Veeam Cloud & Service Provider (VCSP) program, unlocking exclusive access to sales and marketing resources:

- Customizable, ready-to-go marketing and sales enablement assets
- Free trials, including Veeam Backup for AWS, Azure and GCP.
- A pay-as-you-grow pricing and licensing model available *exclusively* to partners

Other Veeam-powered service offerings

Veeam launched the VCSP program in 2010, and since then our service provider story has evolved tremendously. We recently launched a new solution story for our VCSP partners that speaks to clearly-defined use cases to help you drive more value to your customers while helping you save on staff, storage, and software. These use cases fall into three main tiers:

Infrastructure Protection: Offering BaaS for any infrastructure, including remote managed services for on-premises customer deployments.

MSP Backup: Provide remote-monitoring and management of your customers on-premises workloads wherever they may reside. Complete with easy customer on-boarding and billing capabilities.

Off-site Backup & Disaster Recovery: For service providers looking to offer protection of production workloads by scaling to the cloud.

Partner with Veeam
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