## MSP Backup

# Stop babysitting backups

Managed Service Providers (MSPs) spend a significant portion of their time on break/fix activities – but backup shouldn't be one of them. Your Backup-as-a-Service (BaaS) offering should be built on a solution that is simple and reliable, freeing you to focus on the value-added services your customers demand.

## Meeting and exceeding your customer's expectations

Increasingly customers are looking to get out of the business of backup, and today's landscape for backup and recovery services demands more from providers. Your customers look to you for flexible and reliable backup, replication, and recovery of ALL their applications and data.

No matter how cost competitive you are, delivering on the promises established with your customers is second-to-none when it comes to their MSP experience. High service level agreements (SLAs), increasingly complex IT environments and the expectation of an offsite backup option, means providers are looking for unique capabilities to meet (and exceed) customer expectations.

## Building powerful, automated BaaS

Putting break/fix in the rear-view mirror requires a well-oiled services stack, comprised of powerful backup capabilities and remote, automated access mechanisms. With Veeam®, you'll gain:
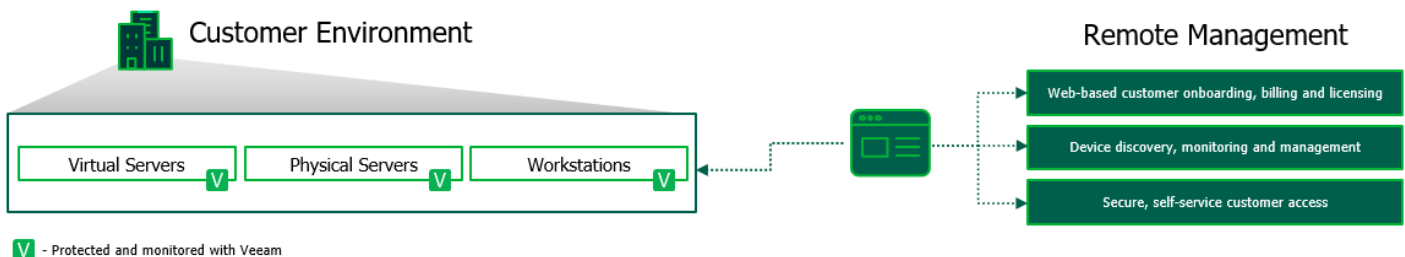
- Web-based remote monitoring and management (RMM) tools that enable you to access a customer's environment anytime, anywhere

- A strong integration fabric to build a connected services platform, including powerful out-of-the-box integrations with ConnectWise Manage and Automate, as well as RESTful APIs to connect to anything

- Best-in-class capabilities for backup and replication of VMware vSphere, Microsoft Hyper-V and Nutanix AHV virtual machines

- Centralized management for other kinds of workloads including Enterprise Applications (like Oracle RMAN and SAP HANA), Network Attached Storage (NAS), and Windows and Linux-based physical servers and workstation

### The Opportunity

Put break/fix in the rear-view mirror by remotely managing backup and recovery for customers' on premises environments. Plus, use a single data protection solution to cover VMs, servers and workstations.

### Components

- **Veeam Service Provider Console** is a single FREE platform for Veeam-powered service delivery

- **Veeam Backup & Replication** offers best-in-class data protection capabilities for virtualized environments

- **Veeam Agents for *Microsoft Windows* and *Linux*** delivers fast, flexible and reliable backup for physical servers and workstations

# #1 Backup and Recovery

The Veeam Cloud Data Management Platform™ is the most complete solution set to help service providers simplify backup and recovery, offer reliable services and build flexible offerings that solve key pain points – all from a single, fully integrated console.

### Veeam Service Provider Console

The console contains everything you need to stand up a Veeam-powered services business including customer onboarding and billing, discover and policy setting, licensing and usage reporting workflows, and more!

### Veeam Backup & Replication™

Achieve comprehensive data protection with reliable backup, fast recovery and workload portability all while offering smarter storage integrations with industry-leading storage providers.

### Veeam Agent *for Microsoft Windows* and *Linux*

Leveraging key capabilities for application-aware processing, backup resume/cache and more you can reach further into customer environments to backup physical servers and workstations, without needing a *different* backup software.

## Partnering to win with Veeam

Building BaaS with Veeam means joining the Veeam Cloud & Service Provider (VCSP) program, unlocking exclusive access to technical, sales and marketing resources like:

- Partner Success Kits with technical How To's, marketing templates and more
- Free trials, including Veeam Backup & Replication and the Veeam Agents
- 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

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

**Public Cloud Protection**: Capture the brand demand of hyperscale clouds, like Microsoft Office 365, a great addition to any line card

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**Delivering Excellence**

"The [school] district wasn't asking for something out of the ordinary. They wanted to protect their data without breaking the bank. Veeam offers so much more flexibility than its competitors. It's storage-agnostic, protects every server (both virtual and physical) and it's licensed per server. The district never has to worry about outgrowing storage. They can focus on their mission."

**Marc Langer**
Founder and President
Recovery Point Systems

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"We are convinced by the technological possibilities of Veeam as well as the offers for us as a service provider. Veeam really understands how our business works and is helping us to become even more successful as a service provider. In the future, we also want to make even greater use of the possibilities offered by the Veeam [Service Provider] Console. Our goal is to automate workflows as far as possible and to offer our customers more self-services for backup and recovery of their data."

**Mattis Richter**
Systems Administrator
noris network AG

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**Partner with Veeam**
vee.am/vcsp

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