

Yamaha drives digital transformation with Veeam



Company

Present in more than 200 countries and a proud Fortune 500 company, Yamaha Motor has been in Brazil since 1970. Comprised of many companies, Yamaha Brazil has a network of approximately 420 authorized dealerships, 2,500 employees, a factory in Manaus and administrative operations in Guarulhos.

Solution

[Veeam Data Platform — Advanced](#)

Industry

Manufacturing

Region

Latin America

“Before we began our digital transformation, we chose Veeam to support new business demands related to hybrid-cloud computing, privacy and security. Veeam is very important to us, and we appreciate that it’s always evolving.”

Fernando Rostock

IT Executive Manager, Yamaha Brazil

Challenge

Yamaha Brazil chose a strategic approach to digital transformation. The goal was to ensure agility, transparency and security of the IT infrastructure while improving the customer experience through digital marketing. The first step was to replace several legacy backup solutions with a single solution offering modern data protection.

Results

- Provides unmatched data protection and DR for the hybrid-cloud IT infrastructure.
- Improves the customer experience by uncovering key metrics via API integration.
- Supports regulatory compliance for Brazil’s General Data Protection law.

Business Challenges

For more than 50 years, Yamaha Brazil has provided motorized vehicles and products to enrich people's lives. To improve the customer experience, the company envisioned a digital ecosystem to support customers and dealerships. Customers would gain a better digital buying experience and dealerships would benefit from a seamless backend that sustains operations and inventory.

Before Yamaha Brazil began its digital transformation, the company had to be certain the IT infrastructure was agile, transparent and secure.

"We evaluated our infrastructure to analyze the resiliency of data and discovered several shortcomings in our legacy backup solutions," said Fernando Rostock, IT Executive Manager at Yamaha Brazil. "They didn't offer the latest data protection capabilities, yet they had a high total cost of ownership. They also didn't offer native encryption, and backup was slow and complex."

Yamaha Brazil considered several solutions to improve data protection, so the IT Department

studied assessments made by leading research and advisory institutions such as Gartner. The IT Department also talked to peers in the industry and sought advice from several consulting companies including V8 Consulting, which helped develop and implement the project.

"V8 Consulting played an important role," Rostock said. "They understood our goals, were attentive to our needs, managed all of the prospecting and conducted the testing."

V8 Consulting also helped define criteria for data protection: built-in disaster recovery (DR) for a hybrid-cloud environment, API integration for uncovering key customer insights for digital marketing as well as support for regulatory compliance. The new solution also had to meet current and future computing demands.

"The choice for data protection was clear," Rostock said. "Veeam® Availability Suite™ has all the features we need. No other solution offers the comprehensive capabilities or the level of maturity and innovation required by our company."



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The Veeam Solution

Veeam provides Yamaha Brazil with unmatched modern data protection and built-in DR for its hybrid-cloud infrastructure. Veeam also helps improve the customer experience through API integration that reuses backup data to uncover key customer insights for digital marketing. Furthermore, Veeam supports regulatory compliance for Brazil's law regarding General Data Protection (LGPD).

Veeam backs up 50 TBs of monthly data across 350 physical and virtual machines (VMs) and cloud for fast, local recovery.

"It didn't take long to see the benefits Veeam provides," said Manoel Júnior, Infrastructure Supervisor at Yamaha Brazil. "Our backup window decreased by 15 hours, enabling us to redirect tasks among employees to more strategic activities that will benefit the business. Recovery time decreased too. Veeam offers multiple restore options including granular recovery and Instant VM Recovery®. We can recover data in minutes."

Veeam also offers a Data Integration API that leverages backup data. Yamaha Brazil generates substantial data, and that data offers opportunities

for analytics that can help improve the customer experience. Insights gathered from analytics help companies refine their digital marketing campaigns. In addition to leveraging data, Veeam offers data management through advanced monitoring, reporting and capacity planning.

“Veeam allows for more centralized management on-premises and off-premises,” Júnior continued. “For example, comprehensive reporting supports our compliance with LGPD.” Rostock said Veeam encryption supports compliance as well.

“Veeam has definitely raised the bar on security for our company,” Rostock said “Next we’re considering immutability to enhance ransomware protection. Veeam creates a copy of backups that can’t be updated or deleted, enabling us to increase the protection we already have in place. Veeam is a solution that is always evolving to meet future needs.

“Veeam enables us to take advantage of all the opportunities that digitalization offers.”

Fernando Rostock
IT Executive Manager, Yamaha Brazil



The Results

Provides unmatched data protection and DR for the hybrid-cloud IT infrastructure

“Before we began our digital transformation, we chose Veeam to support new business demands related to hybrid-cloud computing, privacy and security,” Rostock said. “Veeam is very important to us, and we appreciate that it’s always evolving.”

Improves the customer experience by uncovering key metrics via API integration

Veeam unleashes the power of backup data through API integration that offers opportunities for data mining, analytics and forensics. Veeam helps companies gain deeper insights into their data so they can increase customer satisfaction.

Supports regulatory compliance for Brazil’s General Data Protection law

In addition to supporting compliance for data privacy, Veeam offers immutable backups that can’t be updated or deleted. Veeam uses object lock technology provided by S3-compatible providers to prohibit data changes in backups (until the immutability expiration date).

About Veeam Software

Veeam, the #1 global market leader in data resilience, believes businesses should control all their data whenever and wherever they need it. Veeam provides data resilience through data backup, data recovery, data freedom, data security, and data intelligence. Based in Seattle, Veeam protects over 550,000 customers worldwide who trust Veeam to keep their businesses running. Learn more at www.veeam.com or follow Veeam on LinkedIn [@veeam-software](https://www.linkedin.com/company/veeam) and X [@veeam](https://twitter.com/veeam).

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About V8 Consulting



V8 Consulting is a business management consulting firm that helps organizations adopt innovative technologies for their digital transformation journeys. Based in São Paulo, V8 Consulting is a Platinum Veeam Cloud Service Provider (VCSP) partner serving customers throughout Latin America including Chile, Argentina, Colombia, Peru and Mexico.

