Veeam: Availability for Today’s Multi-cloud Enterprise

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Abstract: As companies increase their adoption of multiple cloud services, including public, private, and hybrid clouds, the need for them to both manage and leverage these multi-cloud environments becomes critical. Veeam ensures availability in these environments by providing data protection to, from, and within multi-cloud environments.

- ESG research shows extensive use of multiple public cloud infrastructure providers by companies today.
- ESG research found that companies expect to continue to make extensive use of on-premises environments for years to come, leading to hybrid and multi-cloud environments.
- Veeam offers a solution that addresses the needs of multi-cloud enterprises, across different availability and data protection scenarios.

Overview

In today’s digital economy, IT organizations are increasingly using public cloud technologies and services to meet their needs for increased agility and innovation, as well as cost management. This use of public cloud technologies is further complicated when companies use multiple cloud service providers, a concept also known as multi-cloud, and attempt to integrate on- and off-premises environments, known as hybrid cloud. IT organizations now must manage systems that span across both multi-cloud and hybrid cloud environments, which presents new challenges for data protection. The Veeam Availability Platform offers solutions that can provide data protection to, from, and within multi-cloud environments, ensuring companies can fully leverage their public cloud providers and existing on-premises systems.

The Current State of Multi-cloud Adoption

As companies increasingly leverage cloud services, they are confronted with both how to protect those environments and how to leverage these new capabilities. Since the complexity of the data protection and management systems grows with each new cloud environment, just how common are multi-cloud environments, especially those with more than two providers, with enterprises today?

ESG conducted research into the impacts of hybrid cloud and public cloud environments on IT and systems management. ESG surveyed 318 IT decision makers with knowledge of and/or responsibility for systems management or cloud infrastructure strategy at midmarket (i.e., 100 to 999 employees) and enterprise (i.e., 1,000 or more employees) organizations in North America. To better understand the extent to which multiple cloud service providers are being used
today, ESG asked the survey respondents from enterprise organizations how many unique public cloud infrastructure service providers their organizations currently use (see Figure 1).¹

Figure 1. Number of Unique Public Cloud Infrastructure Providers in Use at Enterprise Organizations

ESG’s data found that 81% of enterprise organizations currently using public cloud services were leveraging more than one public cloud infrastructure service provider, which can be defined as multi-cloud. Only slightly less than a sixth of the respondents (15%) were using only one provider. Even more telling for the concept of multi-cloud, the largest segment of the respondents, with 56% of the responses, were using three or more public cloud infrastructure service providers. These results show that a vast majority of public cloud users are multi-cloud today.

This obviously has an impact on availability and data protection environments. IT is not simply adding a single cloud provider, like Amazon Web Services, Microsoft Azure, IBM Cloud, or Google Compute Engine, to its existing on-premises environment. IT now must manage and protect applications and services across on-premises and potentially three or more public cloud providers. And each public cloud provider can present its own specific usage and protection requirements, capabilities, and challenges, greatly increasing the need to reduce the complexity of availability in multi-cloud environments.

On-premises Environments Continue in the Future and Key Systems Management Capabilities

With the significant adoption of public cloud and multi-cloud, will organizations need to continue to manage on-premises and hybrid cloud environments or is the future of IT operations completely in the public cloud? Is hybrid cloud simply a transitional state or is it the end-state for many companies? The balance of on-premises and off-premises systems will drive how companies protect and manage their environments. To better understand what that balance may be in the future, ESG asked the survey respondents what they expected the size or extent of their organization’s on-premises IT environment to be in five years (see Figure 2).²

² Source: ESG Brief, On-premises Infrastructure Is the Key to Hybrid Cloud, June 2017.
According to ESG’s research, the vast majority of respondents expect their organization’s IT environments to have at least half their applications and workloads on-premises in five years. Within that group, 42% said they expect to have a significant on-premises IT environment (most of their workloads still on-premises) and 49% said they expect to have a measurable on-premises environment (applications evenly split across on- and off-premises). A very small portion of those surveyed, 7% of the respondents, said they expect to have most, if not all, of their applications running in the cloud. These results highlight the present and future importance of on-premises environments. By reviewing the potential balance of IT environments five years out, we can begin to understand the need to both manage existing on-premises systems and prepare to extend them to multi-cloud environments. The optimal solutions for availability would not only account for both on-premises and multi-cloud environments, but would also be able to optimize for the unique capabilities of the combined environments. Otherwise, the solution would effectively be two firewalled solutions within one application, as opposed to one that can take advantage of hybrid and multi-cloud.

**Veeam for the Multi-cloud Enterprises**

Veeam addresses the needs of emerging multi-cloud enterprises with the Veeam Availability Platform. With the Veeam Availability Platform, Veeam delivers the next generation of availability for the always-on enterprise. To manage and leverage multi-cloud environments, Veeam enables the following capabilities:

- **Data protection to the multi-cloud with cloud backup and DRaaS.** Enable cloud backup to avoid data loss by sending your data offsite with a seamless cloud solution, and provide disaster recovery capabilities to avoid downtime and ensure your data and apps are always available. Veeam Availability Suite provides multi-cloud-enabled data protection, with connections to Amazon AWS, IBM Cloud, and Microsoft Azure data stores as well as service providers. The concept of multi-cloud becomes even more important as the cloud providers differentiate themselves in terms of application support, connectivity to existing systems, and the availability of data centers and regions near the platforms being protected.

- **Data protection from the multi-cloud with IaaS and SaaS data protection.** Ensure data availability and accountability of cloud-based data by protecting a copy of IaaS and SaaS data anywhere, in the cloud or on-premises, while maintaining...
control with file and granular-level recovery. For those enterprises that have invested in IaaS and SaaS in the cloud, many are now finding that the tools for data protection may not have the depth of capabilities and coverage that they expected. Veeam addresses the unique IaaS and SaaS capability gap with solutions such as Veeam Agent for Cloud Instance and Veeam Backup for Microsoft Office 365. Along with the shortfall in tools is the realization that while the cloud providers have certifications and security protections for their systems, in the end, the responsibility for protecting data falls on the end-companies, not the provider. Enterprises can mitigate both these issues by using a comprehensive data protection tool, such as Veeam Availability Suite, that protects IaaS and SaaS workloads from the cloud, ensuring risk mitigation.

- **Data protection within the multi-cloud cross cloud data protection.** Enable backup in and across clouds, both in and across regions/data centers. Data replication and migration is available across regions and data centers, ensuring business continuity. With most enterprises being multi-cloud, there remains an untapped capability to provide data protection within multiple clouds, either between regions with one cloud provider or between cloud providers. By extending the data protection model to any cloud, whether on-premises or off-premises, enterprises can leverage all the data protection capabilities described above, between any cloud. Veeam enables this type of cross cloud data protection with Veeam Availability for AWS and Veeam on IBM Cloud. These tools create an opportunity for a comprehensive, layered data protection solution that fully takes advantage of today’s multi-cloud environments.

By leveraging these key capabilities, Veeam allows enterprises to take full advantage of their multi-cloud environments. By enabling cloud availability to, from, and within multiple clouds, Veeam covers all the key scenarios a multi-cloud enterprise may need and delivers data protection regardless of where or how enterprises use cloud environments. This level of flexibility is needed as the operational usage of cloud will change by workloads and departments, and even for the entire company over time. By delivering an availability and data protection solution across hybrid and multi-cloud scenarios, Veeam’s solution enables IT to fully exploit the strengths and capabilities of public cloud and gain additional functions from the integration of on-premises and multi-cloud.

**The Bigger Truth**

With multi-cloud being the reality for the majority of businesses today, IT needs to adopt an availability and data protection solution that not only supports multi-cloud but also takes advantage of it. Simply being connected to multiple public clouds is not enough for today’s digital enterprises. And with the continued importance of on-premises systems in the future, multi-cloud availability needs to be integrated with on-premises availability. To fully embrace digital transformation, IT must leverage multi-cloud infrastructures and develop new capabilities specifically for them. For data protection, that means not just extending management into cloud platforms but also protecting from and replicating within multi-cloud and hybrid environments.

The bigger truth is that the unique capabilities found in the Veeam Availability Platform are well positioned to address the needs of multi-cloud and hybrid environments. As the ESG results show, companies are already multi-cloud today, yet value their on-premises systems now and will continue to do so in the future. Veeam provides data protection to, from, and within a multi-cloud enterprise, with capabilities that cover the gamut of multi-cloud operations. For those companies looking to elevate their multi-cloud capabilities, Veeam offers an availability and data protection solution that is focused on meeting those needs.

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