

VRVP

VIRTUALIZATION REVIEW VENDOR PROFILE

Data Protection in a Virtual World: Better, Faster, Cheaper

Virtualization offers a unique value proposition, with the opportunity to reduce costs while also increasing service levels. Nowhere is this more apparent than with data protection. Of course, you have to have the right tools to turn the opportunity into reality. Veeam Software has made enhanced data protection and disaster recovery a reality for more than 12,000 customers. And with Veeam vPower™, Veeam is taking backup to a whole new level, using virtualization to do things never before possible.

NEW Veeam Backup & Replication v5

Veeam has developed new patent-pending technology in Veeam Backup & Replication™ v5 for VMware that lets you run a VM directly from a backup file. We call it vPower™, and with it you can:

- Restore a failed VM from backup in a matter of minutes
- Recover individual items from any virtualized application
- Verify the recoverability of every backup

Veeam vPower ensures that your backups are good, slashes recovery time, and eliminates the need for expensive backup options—making data protection better, faster and cheaper.

Instant VM Recovery

With vPower, you can run a VM directly from a compressed and deduplicated backup file. This ground-breaking technology eliminates the need to extract the backup—you simply start the VM from the backup. So if a VM goes down, you can restart it on any host in a matter of minutes.

It's like having a "temporary spare" for your VMs.

To restore full service, simply use Storage vMotion to migrate the VM to production storage. Or just replicate the VM from the backup file to a production datastore—with 2-in-1 backup and replication from Veeam, you can replicate any time.

Veeam vPower™: Virtualization-Powered Data Protection™



SureBackup™

Recovery verification **NEW!**
Proven FastSCP™ engine
Advanced VSS integration

Reliability



InstantRestore™

Instant VM recovery **NEW!**
U-AIR™ **NEW!**
(universal application-item recovery)
Instant file-level recovery
(Windows and Linux)

RTO



SmartCDP™

2-in-1: backup & replication
Replicate on-site for HA, off-site for DR
Fraction of the cost of traditional CDP

RPO

U-AIR: Universal Application-Item Recovery

vPower also enables quick recovery of individual objects from any virtualized application. We call it UAIR™—universal application-item recovery—and it's a brand-new solution to the age-old problem of what to do when users accidentally delete important e-mails or scripts incorrectly update records.

U-AIR addresses the limitations of existing object-level recovery methods. U-AIR is:

- **Inexpensive:** doesn't require additional agents, backups or software licenses
- **Universal:** works with any virtualized application and the application's native utilities and permissions
- **Durable:** not tied to application internals so is easy to maintain and works seamlessly with new application patches and releases

SureBackup Recovery Verification

vPower also makes it possible to test your backups to ensure you can actually recover. Veeam SureBackup automates the entire verification process using available resources in your existing production or test environment. So you can verify the recoverability of every backup of every virtual machine every time, without additional hardware or staff. It's something no other backup solution offers, physical or virtual.

Everything You'd Expect—And More

Since its first release, Veeam Backup & Replication has been the leader in data protection and disaster recovery for VMware, delivering the most innovation, value and customer satisfaction.

vPower extends the advantage that Veeam customers enjoy. With vPower, you reduce costs while increasing service levels. After all, isn't that what virtualization is all about?

For more information about vPower and Veeam Backup & Replication v5, please visit www.veeam.com/vpower

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