

SOLUTION GUIDE

# Veeam Data Cloud or BaaS?

Understanding the key differences between Covenco's Private and Independent Backup and Recovery Services, and Veeam's latest SaaS platform.

## Overview:

Safeguarding your information is more critical than ever. While Veeam Data Cloud offers a solution, Covenco's fully managed Backup and Recovery Services, powered by Veeam technology, deliver distinct and crucial advantages designed to provide unparalleled data resilience for your organisation.

## Advantage 1: True Data Independence & Security

### Covenco's Private UK Data Centre: Your Truly Independent Backup Repository

At Covenco, your mission-critical backups reside in our totally private and dedicated UK-based data centres. This isn't just about data sovereignty; it's the bedrock of robust data protection.

Our infrastructure is exclusively designed for customer backup and recovery, ensuring a completely separate and independent environment for your critical data.

### The Fundamental Offsite Backup Principle

The core rule of offsite backup is independence. Your secondary data copies should always be in a separate location, managed by a different entity, to protect against a single point of failure or a coordinated attack affecting both your primary data and its backups.

### Veeam Data Cloud: The Microsoft Cloud Conundrum

Veeam Data Cloud is entirely hosted on Microsoft Azure. This means that if you're backing up your Microsoft environments (e.g., Microsoft 365, Azure VMs, File Shares, Storage Accounts), you are effectively backing up your Microsoft data to another storage account within the same Microsoft cloud.

### The Risk

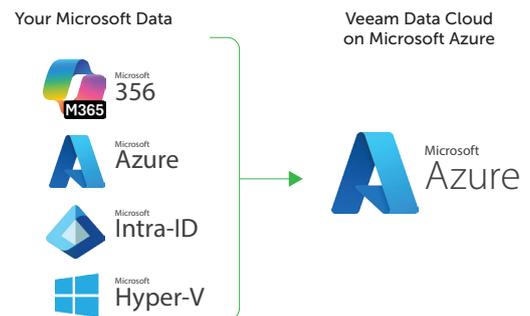
While highly resilient, relying solely on a single cloud provider for both production and backup introduces a potential "all your eggs in one basket" scenario.

In the event of a widespread Microsoft service disruption, a targeted attack on Microsoft's infrastructure, or even a configuration error within your Microsoft tenant, both your live environment and your backups could be simultaneously affected.

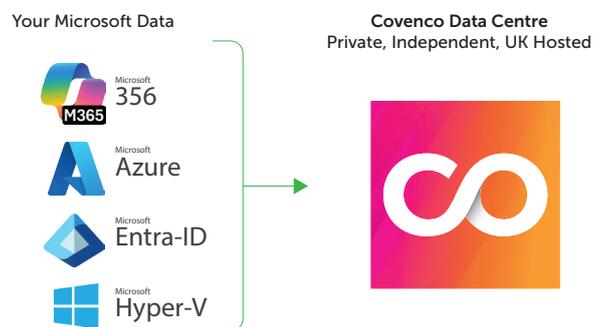
### Covenco's Advantage: True Independence

By backing up to Covenco's independent, private cloud in the UK, you establish a true diversification strategy.

This significantly reduces the inherent risk of a single-provider dependency, adhering to the most critical best practices for comprehensive data resilience. This not only provides an independent off network copy of data, it also provides independent recovery capability.



Backing up Microsoft environments to Microsoft Azure could constitute a single point of failure in your backup strategy



Covenco: Achieving Truly Independent Data Resilience

## Advantage 2: Fully Managed Service: Our Expertise, Your Peace of Mind

### Veeam Data Cloud: The "Platform as a Service" Burden

Veeam Data Cloud operates on a Platform as a Service (PaaS) model. While it offers the platform, the operational burden still falls on you:

- › **Customer Responsibility:**  
You remain responsible for the monitoring, management, and support of your backup jobs.
- › **Self-Service Troubleshooting:**  
If a backup job fails or encounters an issue, it is entirely up to your internal IT team to identify, troubleshoot, and resolve the problem. This adds to your operational burden and requires dedicated internal expertise.
- › **Constant Vigilance:**  
You must actively monitor your backup health, ensure data integrity, and manage retention policies.

### Covenco's Fully Managed Service: Proactive, Guaranteed Reliability

With Covenco's fully managed backup and recovery service, you gain a dedicated extension of your IT team. We transform backup from a burden into a guarantee:

- › **Proactive Monitoring & Maintenance:**  
Our certified technicians proactively monitor and maintain your backups 24/7. We don't wait for you to discover an issue.
- › **Guaranteed Reliability:**  
If any problems arise with a backup job, the Covenco team is immediately alerted and will action remedies. Our goal is to guarantee a reliable and error-free backup process, freeing up your valuable internal resources.
- › **Expert Support:**  
You benefit from our deep Veeam expertise and our unwavering commitment to ensuring your data is always protected and recoverable, without the day-to-day operational toil.

“Our commitment to your RTO is paramount. When every minute of downtime costs your business, Covenco provides the fastest, most reliable recovery paths.”

**Gurdip Sohal**

Sales Director, Covenco

## Advantage 3: Unmatched Recovery Speed & Recovery Options (RTO)

### Veeam Data Cloud: The Azure Restoration Challenge

While Veeam Data Cloud provides a user-friendly interface for managing backups, the experience of data restoration directly from Azure - especially for large volumes of data - can be notoriously slow and unreliable.

Anyone who has attempted such a large-scale recovery from a public cloud will understand the potential for significant downtime, including:

- › **Network Bottlenecks:**  
Recovering massive datasets over the internet from a public cloud such as Azure can be severely constrained by network bandwidth and egress limitations, leading to extended Recovery Time Objectives (RTOs).
- › **Complex Logistics:**  
Coordinating the restoration of terabytes of data back to an on-premises environment or a new data centre can be a complex and time-consuming logistical challenge, further impacting your recovery speed.

### Covenco's Unique Rapid Recovery Capabilities: Minimising Downtime

Covenco offers unique recovery solutions designed to dramatically reduce your Recovery Time Objective (RTO) in a disaster, ensuring you get back online faster:

- › **High-Speed Dedicated Fibre Connectivity:**  
We leverage our high-speed dedicated fibre internet connectivity to facilitate rapid data transfer for recoveries where immediate physical delivery isn't feasible or desired.
- › **Direct Data Shipment on NAS Drives:**  
For very large datasets, we can ship restored data directly to your premises in the UK on an independent NAS drive. This bypasses internet bottlenecks and allows for a more rapid and reliable local data ingestion. This is a game-changer for critical, time-sensitive recoveries.
- › **Installation to Fresh Rental Hardware:**  
In the most severe disaster scenarios, such as a complete site loss, Covenco can rapidly provision and install your restored data to fresh rental hardware.
- › Our recovery to new and rental hardware option enables you to create a replacement data centre within hours, ensuring unparalleled business continuity.

## About Covenco

Covenco connects data management services with IT hardware supply and support. With over 35 years of experience in the IT industry, our team offers a reliable source of expertise for data centre administrators.

Covenco supports businesses with world-class data protection, backup, and disaster recovery services.

Our UK data centres have over two Petabytes of customer data under management at any time, and we are fully ISO27001 accredited for data security.

### Contact Covenco

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DATA MANAGEMENT & INFRASTRUCTURE 365

