Benefits of Using Veeam with Wasabi

to Power Digital Transformation in the Cloud

wasabi
hot cloud storage

What You'll Learn

- Why a successful Digital Transformation depends on making your data foundation rock-solid today - including data protection and data management

- The challenges that IT teams face with data right now, and options to overcome those challenges

- How Veeam and Wasabi together solve modern data protection and data management leveraging a next-gen cloud storage foundation

- How this focus on your data foundation frees up IT staff to learn the required skills and frees up budget to power a true Digital Transformation

Introduction - Does the Future Seem Out of Reach?

In the business world, from analyst firms to talking heads on TV and in visionary magazines in the airport, we hear about the wonders of Artificial Intelligence, Machine Learning, Virtual Reality and a variety of cutting edge technologies as though they are the only issues your business should care about - all as part of a "Digital Transformation" (DX) of your business.

Meanwhile, in the offices of a typical organization, the struggle is real to keep the technology lights on and prevent the foundation from crumbling, as long-needed upgrades to fundamental technologies and processes have been left unfunded and untouched for years.

IT staff feel overwhelmed with the volume of work, legacy systems threaten to collapse and take out the business, and it seems simply impossible to work on strategic, long-term projects like AI in the midst of daily operational challenges.

Every IT organization knows full well they have some "zombie/legacy systems" that are just barely holding on, and it's simply a matter of time before the magic that's kept them running as long as they have just doesn't work anymore. If your data protection system (backup and recovery) is one of these, your risks are much higher than you're acknowledging.

Sure, you should be considering and experimenting with how AI can impact your business, but how do you go about pursuing the cutting edge in one area, while being woefully behind in another?

Building the Future, While Keeping the Lights On - Why Not Do Both?

Realistically, you have to do both, of course - implement and maintain new

technologies that will ensure your business has a successful, competitive future AND also make sure any existing technology you're keeping works as it should without being an anchor tying you to the past.

The risks of doing nothing on either front are substantial, and for reasons that are often baffling, doing nothing to modernize backup and replication within organizations is a common approach. It seems obvious that the processes at the heart of your risk management strategy needs to stay current with today's business needs, and yet legacy backup systems are extremely common.

It may seem like your backup and recovery strategy should have no impact on digital transformation, but the two are intimately tied together, particularly from a staffing and skills perspective.

For personnel stuck trying to keep the lights on while desperately hoping against hope that the whole thing doesn't simply implode, being stuck behind the scenes managing these systems leaves IT personnel with a career path that leads nowhere - a significant demotivator for both existing and future employees.

And it's not just low-level IT staff that are at risk of leaving.

According to the **IDC FutureScape: Worldwide CIO Agenda 2019 Predictions**, by 2022, 75% of CIOs "who do not shift their organizations to empowered IT product teams to enable digital innovation, disruption, and scale will fail in their roles." If it is clear that the business will not support and fund the required modernization needed to move forward on new innovations AND foundational processes like backup and recovery, smart CIOs will have their eyes focused on finding a new employer before the business crumbles from neglect.

This is a long-standing problem, with 66% of enterprises admitting that digital transformation initiatives are being held back by unplanned downtime based on the Veeam 2017 Availability Report.

Fast-forward to 2019, with the 2019 Veeam Cloud Data Management Report, which surveyed 1,575 senior business and IT decision makers worldwide to understand their approach to data protection and data management today, unplanned downtime remains a challenge to digital transformation:

- 73% of organizations are unable to meet users' demands for uninterrupted access to applications and data;

- Respondents have (on average) experienced five to ten unplanned outages in the last 12 months, each lasting an average of 65 minutes;

- And the costs are significant - on average, lost data from mission-critical application downtime costs organizations $102,450 per hour.

Pursuing "pure" digital transformation without making sure your foundation is solid is clearly very dangerous territory. But if you do both at once, with a more modern

approach to data protection and data management, your odds of success dramatically improve.

Today's Challenges Require New Approaches

Computers have clearly revolutionized the world, and arguably, digital transformation has been well underway for the last 30 years, with some industries and roles lagging behind during that journey, and others leading the way.

Yet to get to the point where the expectations of what today's digital transformation promises will require rethinking some fundamental assumptions of technology and IT.

What is IT's role? How should technology be purchased and implemented? And where is technology in any form, whether IT is involved or not, adding value to the business?

For example, how should processes, technology and capabilities be delivered?

The "as-a-service" models, including Software-as-a-Service (SaaS), Platform-as-a-Service (PaaS) and Infrastructure-as-a-Service (IaaS), or even more specific offerings such as Backup-as-a-Service (BaaS) or Disaster-Recovery-as-a-Service (DRaaS), are clearly taking off as a new alternative to traditional technology models.

In fact, the 2019 Veeam Report found that 77% of respondents say they are using Software-as-a-Service (SaaS), 51% are using cloud for backup and 44% are using Disaster-Recovery-as-a-Service (DRaaS). Why? Reliability, flexibility and data security are their top three reasons for pursuing more modern ways of managing the technology required by today's businesses.

In short, not only are new technologies available that eliminate the old inefficiencies of earlier generations, but the very nature of whether to own and operate technology directly or "outsource" by way of an as-a-service approach, has opened up everyone's eyes, from the C-suite on down and across business and technical teams, to an entirely different discussion about choosing solutions and the best ways of implementing and operating new tech.

And while any new technology or new deployment approach like as-a-service models eliminates many of the cons of prior technologies, new skills need to be nurtured to embrace the future and let go of the past. Those skills won't get built up without purposefully addressing your digital transformation skills gap - a universal issue across organizations of all sizes.

91% of organizations responding to the 2019 Veeam Report see upskilling employee's digital skills as vital to their success.

This is true for "data scientists" and other more business-leaning roles, just as much as it applies to IT teams. Dead-end jobs are dangerous not only to employees but to the business itself - a dual risk that is often ignored.

Veeam Provides

Backup and Recovery including:

- Virtualized environments for VMware vSphere and Microsoft Hyper-V
- Physical servers and workstations for Microsoft Windows and Linux
- Native cloud workloads for AWS
- Enterprise applications
- Office 365

Using:

- Fast, reliable application-aware, image-based backups

Simple On-Premises to Cloud Overflow:

- With new Scale-out Backup Repository and Cloud Tier to offload older backup files to more affordable storage, like Wasabi

Wasabi Provides

Price and Performance:

- Next-gen cloud storage that is 80% less expensive and up to 6x faster than first-generation cloud storage providers

Protection:

- Industry-leading 11 9s (99.999999999%) of data durability
- Compliance with CJIS, FERPA, FINRA, GDPR, HIPAA, HITECH, SOC-2, ISO 27001
- Hosted in Secure Data Centers (Mission Critical - Tier 3/4)

Veeam + Wasabi: A New Data Foundation with Next-Gen Backup and Cloud Storage

Let's look at the foundation of data protection. Backup and Recovery.

Backup is a process as old as IT itself is, and yet while the core practice is largely unchanged (protect your data at the right price and with the right recovery times to meet your stomach for risk), innovations in backup-related technology implementations have had to keep up with innovations in IT at large.

And that pace has been truly breathtaking in hindsight after generations of improvements to backup software, including expanded options for data targets (flash, disk, tape, cloud), more applications/systems covered (bare metal, VMs, applications, including SaaS and other as-a-service solutions), automation, verification, de-duplication and other efficiencies.

Veeam, as a leader in backup & recovery, has continuously expanded its ability to do modern backup & recovery to cover workloads and modern scenarios of all kinds. Along this journey, eliminating the need for silo-specific backup solutions has been an ongoing driver, as Veeam recognized that any organization's data, indeed the value of the entire organization, is significantly at risk the moment they have to manage multiple data protection and data management systems to cover all of their data assets. Siloed backup systems have the same pros and cons of any other siloed system - with far more drastic downside if the backup and recovery system itself falls apart.

Wasabi Hot Cloud Storage is a universal, one size fits all cloud object storage service that eliminates confusing storage tiers and satisfies nearly all storage performance requirements. Hot Cloud Storage costs less than traditional cold storage service and is significantly faster than traditional frequent-access storage services. With Wasabi Hot Cloud Storage all data is treated equally and made readily

accessible no matter how you classify it, hot, cool or cold. It is low-cost, durable and highly available secure cloud storage with no tier-based latency delays. The goal of Wasabi is to make cloud storage a commodity utility as reliable and ultimately invisible as the electricity that flows when you flip a light switch, and to provide low-cost storage without compromising performance.

Combining Veeam as next-generation backup and recovery, with Wasabi as next-generation hot cloud storage, provides a solid foundation to modernize your data protection capabilities, simultaneously making it possible to sanely execute a digital transformation strategy, while keeping your data assets covered, no matter what they are.

Smarter Spending and Better Focus

According to IDC, in 2017, businesses spent $1.1 trillion trying to transform into connected, intelligent, and technology-driven organizations. In 2018, businesses were expected to spend an additional $1.3 trillion. By 2021, businesses worldwide are expected to spend $2.1 trillion trying to transform. Is that too much? Too little? Hard to tell, but it's a significant spend, and clearly, there is no universal success just yet.

But it's so easy to forget, as every new technology that comes along seems one step closer to magic than the last iteration.

Spending on new technology is only one aspect of digital transformation - yes, you need to invest in the technologies that will power your future, but your future digital transformation is only possible if you're not chained to the past by unstable systems.

Many organizations are stuck on a journey where the back of the boat is sinking (your legacy systems) while the front of the boat sees nothing but blue skies (the promise of the future). If the entire boat doesn't survive the journey, then what was the point?

Successful digital transformation requires not just the right technology, but the staffing and skills to turn the strategy from theory into reality.

As much as technology has made it easier to become increasingly efficient as a business or even as an individual worker, there's no getting around the fact that we all have limited time available to do everything we need to do.

For anyone in IT who has had to juggle multiple, conflicting projects simultaneously while also putting out fires regularly, the idea of ramping up new skills in the midst of chaos is nearly impossible, no matter what the expectation is from the business.

To unleash staff with the right skills for digital transformation, it's time to overhaul backup so you have a firm data protection process in place that reduces your risks AND THAT ALSO doesn't require the distraction of constant tending needed by legacy backup systems.

The combination of Veeam + Wasabi brings tremendous opportunities for greater efficiencies and reliability of your data protection ability. Benefits to IT include:

- Minimizing the time and headcount required to manage and operationally support data backup and recovery environments

- Enabling more effective and rapid data backup and recovery efforts to reduce risk and associated costs

- Optimizing the cost of storage according to your budgetary and availability needs through improved data deduplication and compression, as well as raw performance and low, predictable costs of hot cloud storage

All of these benefits free up significant time, staff, attention, and budgets that can then be put to use on future-focused digital transformation efforts.

Conclusion

By "buying back" time through modernizing your backup and recovery capability, instead of being constantly distracted by emergencies and maintenance, existing staff can take the time to think strategically, ramp up the skills needed to implement new technologies and processes, and work together with business colleagues to truly make digital transformation possible.

And with those steps, you are well on your way to having a solid data protection and data management foundation, that will benefit every aspect of your organization for today and the future.