

# VEEAM Solution

## Use case: Data availability with Cisco HyperFlex systems

Today's users expect 24x7x365 access to information, and they demand a seamless digital experience. Cisco HyperFlex™ is fundamentally changing the way enterprises operate their infrastructure, bringing together network, storage, and compute into a single system. While Cisco HyperFlex has tremendous platform availability, enterprises are placing modern infrastructure into a legacy environment with outdated data protection. More than four out of five organizations recognize that they have an availability gap, and nearly three out of four organizations recognize that they have a protection gap. These traditional data protection solutions were not built for this new virtualized world and can cause data loss and downtime if not upgraded. This can lead to loss of customer confidence, damage to a company's brand, diversion of project resources, and compliance issues. The environment becomes even more complicated because the downtime leads to lost confidence in the entire system – not just the data protection solution and software. According

to an annual survey, downtime costs an enterprise \$21.8 million on average annually, which is an increase of 36 percent from the previous year. Also, the 2017 Veeam Availability report shows that 82 percent of CIOs believe that there is a gap between what they can deliver and what is expected – 1 out of 2 companies will either augment or replace existing data protection solutions to avoid data loss and downtime. Upgrading data protection when implementing Cisco HyperFlex is critical to the success of any IT organization.

**Key verticals:** Emphasis on manufacturing, retail, SLED, federal government, financial services, healthcare, service providers

**What to look for:** Cisco HyperFlex opportunities, converged infrastructure refresh, data center modernization and application projects

**Who to call:** IT decision makers, line of business, application owners

### Traditional data protection solutions

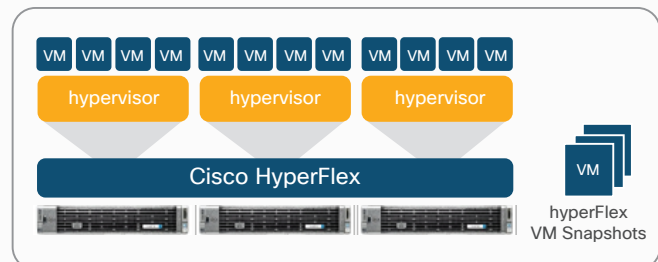
**Shortcomings:**

- Built for the physical world, not modern virtualized data centers
- Loss of data
- Downtime
- Increased costs (expensive to manage and maintain)

### Recommended solution deployment – Veeam Availability Suite, Cisco HyperFlex, and Cisco UCS

**Key benefits to the end user**

- Lower admin costs by 43%
- Improve recovery time by 58%
- Enhance reliability by 54%
- Reduce backup software costs by 36%
- Accelerate backup performance by 49%
- Gain scalability
- Lower RPOs with snapshot integration
- TCO is 50% less than other solutions
- Provision new services up to 12 times faster than prior legacy solutions



Backup/Restore  
NFS Backend



## Detailed view of the solution

### BOM

- Veeam Availability Suite (VEM-VVASP-VS-P, VEM-VVASP-VS-S)
- Cisco HyperFlex
- Cisco UCS® S3260 Storage Server, C240 Rack Server
- Services
- Maintenance

### Customer wins

linxdatacenter  
Securing your  
business growth

NTT DATA

### Value to the end user/ROI

- Lower admin costs by 43%
- Enhance reliability by 54%
- TCO is 50% less than other solutions

### Value to the ISV

- Leverage Cisco Sales/channels
- Creates a complete solution
- Provides scale

### Value to Cisco

- Solves a big customer problem
- Drives 4x Cisco revenue
- Drives Cisco UCS
- Provides greenfield opportunities
- Offers account protection
- Veeam is on GPL – retire quota

## Questions to ask

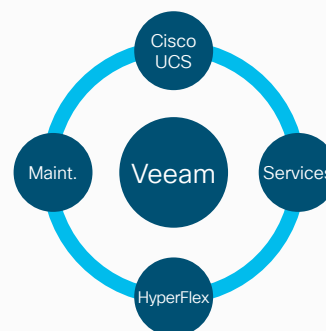
- Is availability affecting your ability to innovate?
- Are you undertaking any data center modernization projects?
- Does managing your backup environment take too much of your time and resources?
- What projects could you focus on if your infrastructure was managed more efficiently?
- Have you deployed or are you considering deploying Cisco HyperFlex?

## Influenced revenue – typical deployment (what a typical deal could look like for the Cisco AM)

### \$1 of Veeam drives up to \$4 of Cisco

Veeam is on the GPL – retires quota

Adding Veeam software increases deal margins



## Next steps: Who to contact

- Identify opportunities
- Veeam – North America: Brett Morris, [brett.morris@veeam.com](mailto:brett.morris@veeam.com), Canada: Ryan Narinesingh, [ryan.narinesingh@veeam.com](mailto:ryan.narinesingh@veeam.com), EMEAR: Simon Stokes, [simon.stokes@veeam.com](mailto:simon.stokes@veeam.com) APAC: Dean Cunningham, [dean.cunningham@veeam.com](mailto:dean.cunningham@veeam.com)
- Cisco: Ted Purdy, [tepurdy@cisco.com](mailto:tepurdy@cisco.com), Jeff Drescher, [jedresch@cisco.com](mailto:jedresch@cisco.com)
- ISV works with key Cisco resellers around the world