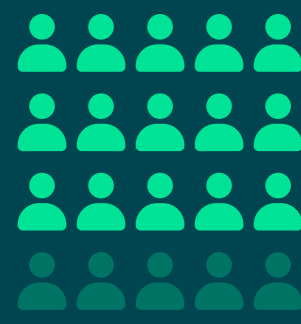# 7 Vital Ways BaaS and DRaaS Build the Strategic Value of IT

BaaS (Backup as a Service) and DRaaS (Disaster Recovery as a Service) help IT professionals STOP focusing all their energy on maintaining systems and START looking to the future. With business continuity assured, IT professionals in any size organization can focus on strategy and take their place at the leadership table.
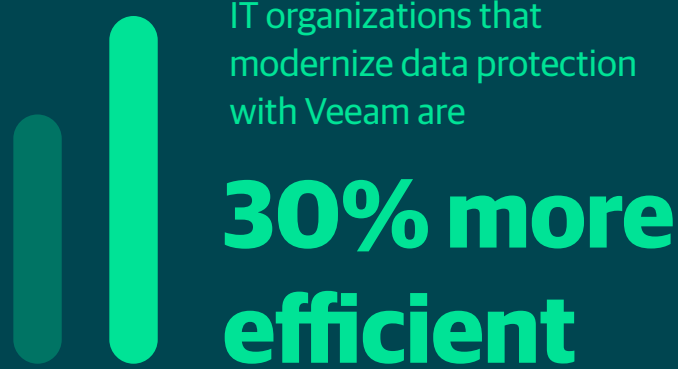
1 Provide protection in a high-risk world

BaaS and DRaaS are the next generation of data protection and business continuity assurance. Veeam Cloud Connect Backup delivers powerful and reliable features and functionality to help you avoid the risk of catastrophic data loss.

75% of business leaders surveyed cited challenges with backup and recovery as an issue in deploying their hybrid IT strategy

IT organizations that modernize data protection with Veeam are **30% more efficient**

2 Protect cloud-based apps

SaaS applications such as Microsoft Office should be protected as part of every backup and replication strategy. Cloud repositories provide flexible recovery of essential business data whenever problems arise.

3 Ensure the 3-2-1 backup rule

Data management experts agree that the "3-2-1 rule" is the best way to make sure data is fully protected and easily recoverable. This is defined as:

3 Maintain at least three copies of your data

2 Store data on at least two types of storage media

1 Keep one copy in an off-site location
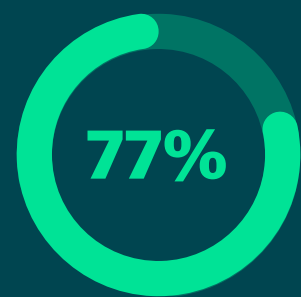
Impact of downtime is

#1 Loss of customer confidence

#2 Damage to brand

#3 Loss of employee confidence

#4 Diversion of resources

4 Support uninterrupted access to data and apps

As each organization's dependence on connected systems and data grows, employee productivity and customer relationships are directly tied to access and continuity — with zero tolerance for downtime.

5 Automate governance and compliance

When data protection systems are managed by true security experts, organizations can ensure complete governance and compliances in the face of evolving regulations with comprehensive monitoring, reporting, and capacity planning.

77% reduction in risk of data loss for Veeam Cloud Data Management customers

25–30% of the workforce will be working from home multiple days a week by the end of 2021
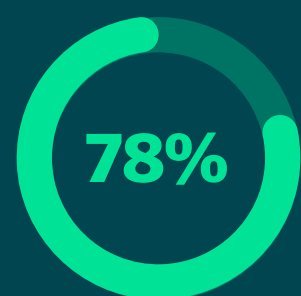
6 Educate to build security awareness

When employees are educated on data security policies for both in-office and remote work, companies can rest assured that their corporate and customer data is protected, no matter where it resides.

7 Align technology with corporate strategy

An effective IT organization is truly aligned with the its company's business strategy. BaaS & DRaaS allow IT to spend less time keeping the lights on and more time focusing on growth and innovation projects.

78% of surveyed businesses say support of digital transformation is their main reason to adopt cloud infrastructure and services