



IT is the Forefront of Business:

Unlock the Strategic Value of IT with BaaS & DRaaS



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While technology is a foundational building block of every organization, the strategic value of the IT team — laying the course to achieve business goals — is often overlooked. In many cases, since IT professionals must focus all their energy on maintaining and protecting the infrastructure, there is no time to spend working on the bigger picture.

BaaS (Backup as a Service) and DRaaS (Disaster Recovery as a Service) can provide the critical support organizations need to STOP focusing all their energy on maintaining and START looking to the future.

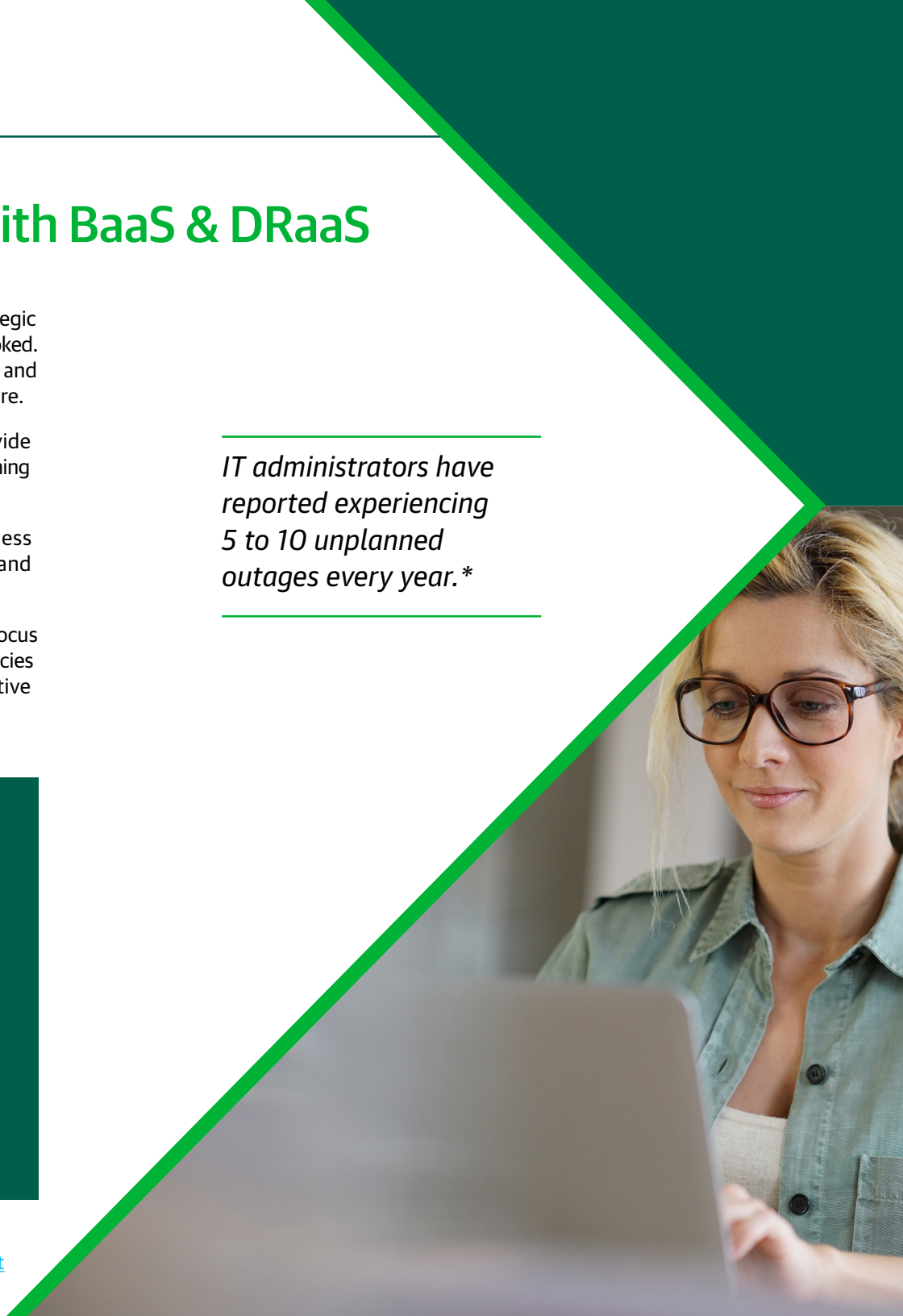
BaaS and DRaaS represent the next generation of data protection and business continuity assurance. Plus, the ability to recover applications in the cloud, if and when needed, slashes the cost and complexity of recovery capabilities.

With business continuity assured, IT professionals in any size organization can focus on the future and take their place at the leadership table. They can guide the policies that will further protect corporate knowledge and help leaders envision innovative solutions to challenges and opportunities.

*IT administrators have reported experiencing 5 to 10 unplanned outages every year.**

Contents

1. Reduce foundational business risks
2. Demonstrate competitive advantage
3. Create confidence in governance and compliance
4. Support proactive security initiatives
5. Focus on innovation



Reduce foundational business risks

In recent years, the role of IT teams has — for good reason — become focused on protection. Backup and disaster recovery (BDR) are critical to the survival of the organization in a high-risk world. By working with a BaaS/DRaaS provider, you can offload many of the data protection tasks with confidence.

Achieve 3-2-1 best practice

By engaging cloud-based BDR expert services, every size organization can achieve the “3-2-1 rule,” defined as:

- 3 — Maintain at least three copies of your data.
- 2 — Store data on at least two different types of storage media.
- 1 — Keep one copy of the backups in an off-site location.

Working with a BaaS/DRaaS provider, data backups and replicas can be maintained off site — fully supported by backup and recovery experts.

Enhance Data Protection

As your organization's data footprint continues to move to the cloud, examining data protection of cloud-based workloads becomes more critical. Many customers don't realize that the data created through production workloads, like Microsoft Office 365, or managed through hyperscale clouds like AWS and Microsoft Azure, are not automatically backed up. A BaaS offering can help you eliminate the risk of losing access and control over cloud-based data, while maintaining the -aaS nature of your infrastructure management.

Loss of customer confidence, damage to brand integrity and loss of employee confidence are the top three impacts of outages, according to IT and business leaders.



Demonstrate competitive advantage

As your organization's dependence on connected systems and data grows, your reputation and relationship with customers are tied to access and continuity, with zero tolerance for downtime. A BaaS/DRaaS provider can have your back, ensuring that if the power fails or a disaster strikes, you have the processes in place to provide uninterrupted services—and your customers have no need to take their business elsewhere.

Outages can create serious business problems

Despite advancements in storage and networking, organizations of all sizes still experience downtime and data loss. In a recent survey of senior business and IT decision makers, 73% admitted they were unable to meet their customer's and user's demands for uninterrupted access to applications and data—on average experiencing five to ten outages a year. When asked what impact to their business they perceived as a result, 54% cited a loss of customer confidence and 38% saw a damage to the integrity of their business's brand.

Sourcing the skills needed to stay ahead of the competition

In the same survey, 91% of senior business and IT decision makers noted that they view upskilling their workforce as vital to their Cloud Data Management success. But rather than bringing full-time employees on staff, customers can partner with an already up-to-speed provider of BaaS/DRaaS to achieve their business outcomes. In fact, businesses who have already implemented BaaS/DRaaS saw reliability (69%) and flexibility (60%) as the main reasons for partnering with a provider.

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



Create confidence in governance and compliance

BDR plays an integral role in supporting compliance with the laws, regulations and standards governing your organization's responsibility for data protection. Managing compliance has become such a complex task that it's difficult for your organization to navigate alone. Working with a BaaS/DRaaS provider gives you the flexibility to meet the many levels of standards and regulations governing electronic data management.

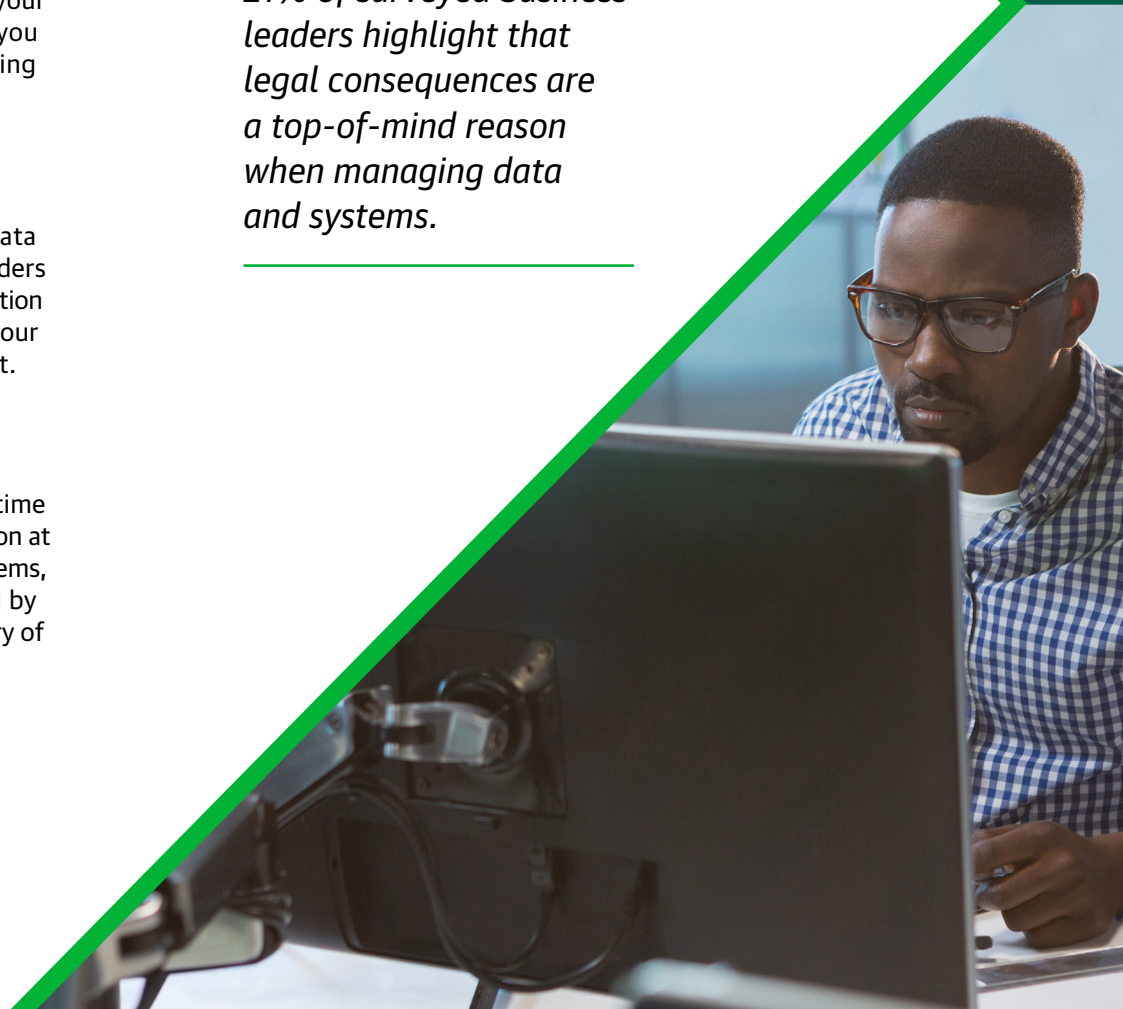
Respond to change

Regardless of your industry, the laws, regulations and standards governing data protection are constantly changing. Managed by experts in compliance, providers offer unified monitoring, reporting and capacity planning that help your organization to stay compliant in the face of evolving regulations. You'll be able to show your auditors and regulators where your data is located and who has control over it.

Automate to reduce risks

Manual processes, or using legacy or ad-hoc cloud systems, require valuable time from IT resources and don't provide adequate audit trails—putting the organization at risk. Many BaaS/DRaaS offerings are powered by automated data protection systems, ensuring that the security and governance of your organization is supported by critical capabilities like continuous BC/DR documentation and automated recovery of personally identifiable information (PII).

21% of surveyed business leaders highlight that legal consequences are a top-of-mind reason when managing data and systems.



54% of IT decision makers who currently use BaaS and/or DRaaS cite data security as a key desired outcome of the service.

Support proactive security initiatives

With BDR services in place, your IT team can move from reactive to proactive. By establishing and enforcing security policies and procedures, you can add another level of safety and continuity assurance to your organization. Educate employees on safe computing practices both in the office and while working remotely to protect corporate and customer data.

Promote security awareness

Policies and procedures that are practical and clear can provide a stronger foundation of security for your organization. This includes security policies that establish governance and promote awareness, such as controlling access to sensitive data and limiting corporate network access to appropriate users, locations, devices and operating systems. Many BaaS/DRaaS providers market their managed security services to go beyond data management and into policy setting, vulnerability testing and more.

Stay resilient in the face of an attack

Threats to availability, including the omnipresence of malware attacks, force IT organizations to plan for the worst. Fortunately, having the partnership of a BaaS/DRaaS provider can offer critical capabilities that a home-grown solution may not offer. For example, many BaaS/DRaaS providers offer sealed off-site backups that can be used to restore uninfected data back to production. These capabilities can mean the difference between paying a ransom or being up-and-running in fifteen minutes.

Focus on innovation

The greatest value from moving to BaaS/DRaaS systems is likely to come from the renewed participation of IT in the strategic direction of the organization. By aligning business strategy with a technology road map, the organization can avoid false starts and wasted investments, building confidence in employees and customers alike.

Identify practical solutions

There are usually multiple paths to achieve strategic goals and objectives — each with inherent challenges and risks. Understanding the capabilities and limitations of technology have become an integral component to all of those explorations. Outside consultants can provide important inputs, but having an objective, internal perspective to knowledgeably evaluate potential projects is critical. Finding the simplest, most practical solution to achieve organizational goals saves time, money and frustration.

Open new paths to innovation

Equally important is the value technologists can bring in envisioning new opportunities. Whether through emerging technologies or identifying overlooked potential, the IT team can provide new perspectives to guide the organization's strategy. With an understanding of long-term goals, the IT team can look for innovative ways to solve challenges and test technologies that improve operations.

Two-thirds of business and IT leaders believe that data could have a transformational impact on their organization and its revenue streams.



Build value with Veeam® + BaaS/DRaaS

As the leader in Cloud Data Management, Veeam is proud to power the BaaS and DRaaS offerings of thousands of providers who cover 80+ countries. Their offerings feature key capabilities that deliver the business outcomes your users and customers demand.

Secure, off-site backups

Send backups of production workloads off-site to a hosted repository, leveraging a secure SSL/TLS connection to ensure workloads hosted in the public cloud are secure.

Fast, flexible failover

Execute a full- or partial-site failover to a remote DR site with just a few clicks, ensuring you can stay resilient in the face of any disaster.

End-to-end encryption

Encrypt all data at the source (before it leaves your network perimeter), in flight and at rest, without negatively impacting the data reduction ratios of built-in compression and WAN acceleration.

Data protection of any app, any data, across any cloud

Whether you're protecting 5 laptops at a remote office, or 1,000 mailboxes in the Microsoft Cloud, Veeam-powered offerings leverage industry-leading backup and recovery capabilities to keep your data always-on.

Complete visibility and control

Access and manage your data using a remote-access, web-based customer portal, enabling you to gain all the benefits of partnership without sacrificing visibility and control.



Learn more at [veeam.com](https://www.veeam.com)



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