Why Veeam Disaster Recovery Is Important For MSPs

The loss of crucial data due to an unexpected and unpredictable disaster can severely disrupt business continuity and operations – ultimately, affecting the bottom line.

This is why data protection, backup, and disaster recovery plans are crucial – they allow IT departments to recover enough system functionality and data to allow the business to keep operating.

Now more than ever, companies rely on cloud-based and virtualization services as a backup and recovery plan.

This has led Managed Service Providers (MSPs) to seek high-end services to offer quality solutions to their clients.

Veeam is a vendor that has emerged as a leader in backup technology; it serves as the ultimate data protection and disaster recovery solution through affordable and efficient image-based VM replication.

What Is Veeam?

Veeam allows backup, replication, and restoration of data on virtual machines (VMs) as part of its Veeam Availability Suite.

The company is known as one of the pioneers in disaster recovery technology, designed to provide VM specific backup software. Veeam enables MSPs to provide data protection to any type of infrastructure, whether it is virtualized data center components, physical servers, or cloud based infrastructure.

The Veeam Availability Suite with the backup and replication software is compatible with the most used hypervisors such as vSphere by VMware and Hyper-V by Microsoft. It also runs smoothly with a large number of cloud backup services.

Veeam is both an agent-based and agentless software that runs on a virtualization layer and offers a recovery time of 15 minutes - regardless of the cloud service being used.

Its built-in WAN optimization works to replicate data to offsite servers at speeds that are up to 50 times faster than raw data replication.

Why Do MSPs Need It?

Veeam is the answer to all data protection, backup, replication and restoration needs, and is well-suited to assist MSPs that are looking to offer cloud based data solutions to their clients.

With the Veeam Availability Console, MSPs have the ability to create and manage separate client profiles on a single portal. These customer accounts can be customized by service providers to include customer information, specifications, requirements, and each client organization's [Recovery Point Objective (RPO) and Recovery Time Objective (RTO)](#).

Veeam also affords providers the ability to establish customized data retention policies, allocate client privileges, and assign specific infrastructure as per requirements.

The Veeam platform enables MSPs to:

- Recover data from cloud backup as a part of [Disaster Recovery-as-a-Service (DRaaS)](#), from remote and on-site servers
- Offer clients Infrastructure-as-a-Service (IaaS), and Software-as-a-Service data protection for second-party cloud servers
- Transfer data across different cloud centers in multiple regions

What Does Veeam Do?

In a nutshell, the Veeam Availability Suite protects data and applications hosted across hybrid and multi-cloud servers.

Veeam enables users to establish [secure socket layer or transport layer security](#) (SSL/TLS) protocols that allow data identification, authentication, and communication between enterprises and MSPs. The SSL and TLS protocols ensure data confidentiality, and maintain the integrity of data being backed up on cloud.

Through Veeam, MSPs can pre-schedule routine backups, and customize the frequency to meet clients' needs – it can be set to daily, or periodical backups as per requirement.

This allows fast data recovery in case of mishaps, emergencies or disasters, where data can be routed to either the client's virtualized environment, or to the MSPs' data servers.

Veeam has partnered with 18,000 MSPs, along with cloud services like Microsoft Azure, IBM Cloud and Amazon Web Services (AWS), and can restore data directly to their servers.

Key Capabilities Of Veeam

Catastrophic data loss can be prevented using Veeam Cloud Connect Backup, which offers the following features:

Offsite Backups

It enables cloud backup at hosted physical and virtual off-site locations through an SSL protocol without requiring any additional licensing.

Transparency And Control

Veeam allows data visibility and access to easy recovery from remote cloud repositories via the backup console. It also helps users track the cloud storage consumption rate, and receive and respond to reminders about storage upgrades.

Modern Backup Architecture

The advanced backup technology offered by Veeam allows routine backups over built-in WAN acceleration. The [GFS](#) (grandfather-father-son) preservation protocol retains data for longer periods of time, while using minimal storage space.

Asymmetric Encryption

Asymmetric encryption, also referred to as end-to-end encryption, secures data before it leaves the source network, until it reaches the cloud network.

Advantages Of Veeam

Licensing Restrictions

The Veeam End User License Agreement restricts businesses to directly backup their own data without MSP involvement. This allows providers to create managed service offers around the Veeam software, without the worry of competition.

Ease Of Use

Owing to its data transparency and easy access, Veeam can be configured to manage data, control backup, and customize retention policies for every client.

WAN Acceleration

The built-in Wide Area Network optimization allows for data transfers that are faster than raw data transmission; thus allowing data to be restored and backed up in as less as 15 minutes.

Pricing

Veeam provides discounted prices for software and storage, allowing MSPs to set market competitive charges for their customers, while still generating revenues.

Veeam Cloud Connect Licensing

Through the Veeam Availability Suite, MSPs can access software such as Veeam Backup Essentials, Veeam Backup & Replication, and Veeam Agent for Microsoft Windows, all with a single license and no additional charge.

Veeam is the perfect solution to all disaster recovery needs, as its robust Availability Suite allows data backup, replication and restoration for a variety of virtualized, physical and cloud based platforms.

Not only that, it also acknowledges the complex dynamic that exists between MSPs and their clients, and enables providers to meet their customers' needs efficiently.

Through SherWeb, you can have a VPN-less backup destination on our servers – all you need to do is add SherWeb as a service provider to your Veeam management console.