



Veeam and Azure

Customer Reference Book

8 Customer Successes with Simplified Data Protection



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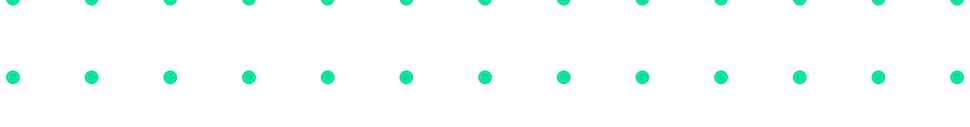
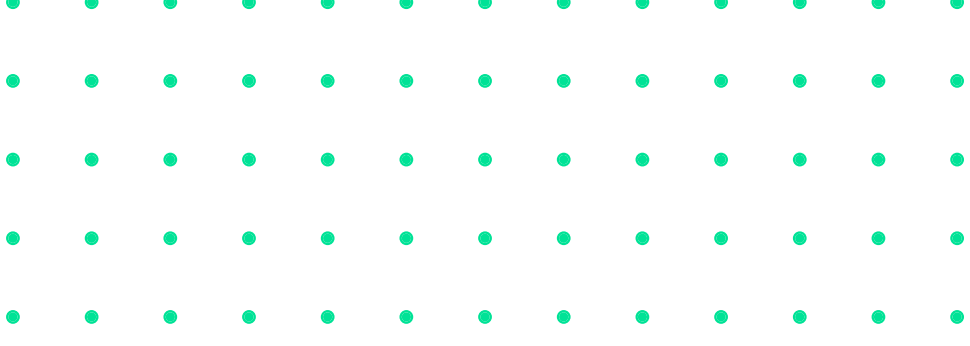
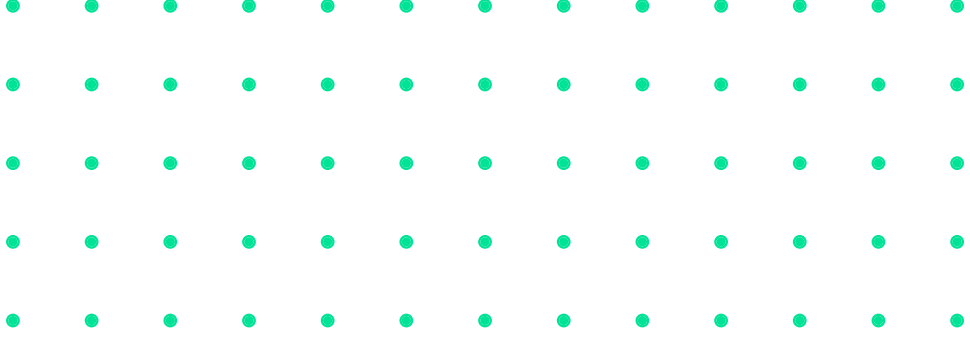
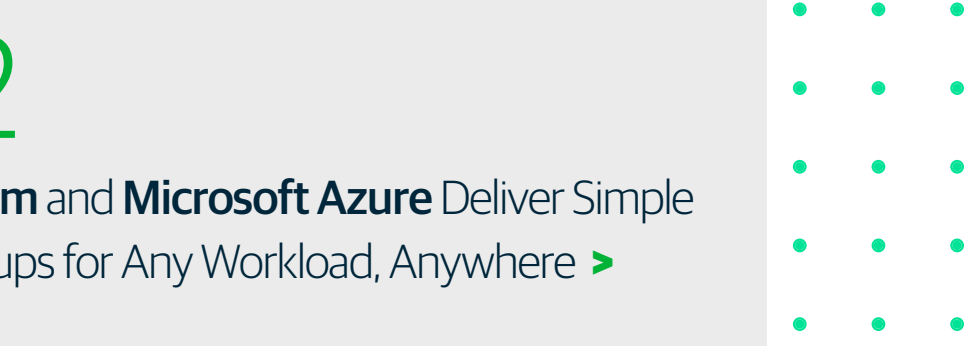
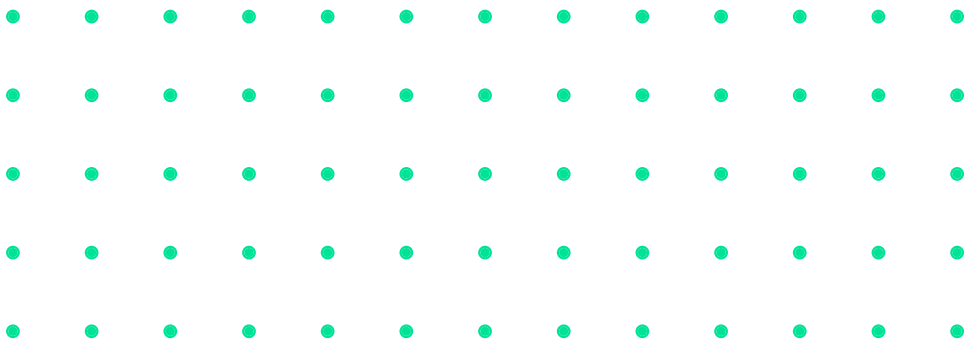
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How Veeam and Microsoft Azure Simplify Modern Data Protection

Protecting sensitive data and recovering workloads has never been more critical as companies rely on hybrid cloud tools and platforms to serve their customers and conduct business operations. A hybrid cloud strategy has become more common so that applications and data are available across the infrastructure to any user at any time. A recent survey by Veeam indicated that 96% of organizations expect to accelerate their cloud efforts in 2021.¹

Redundant backups should be a way of life, but many organizations find that their legacy backup systems fail them when they're needed most. Legacy backup hasn't evolved to keep up with modern application development that operate in a hybrid environment, or defend against cyber threats. Organizations need a modern data protection platform to match their evolving data protection needs.

Veeam and Microsoft provide tightly integrated solutions for enterprises of all sizes, enabling availability for virtual, physical and cloud-based workloads, eliminating complexity and simplifying business continuity between your data center and Microsoft Azure. We make sure data is always available, protected and actively working for our customer's businesses.

The following customer stories illustrate how the combination of Veeam and Microsoft Azure protects critical data and applications, ensures business operations, improves disaster recovery and business continuity while simultaneously improving backup performance and reducing the costs of operating their data backup and recovery environments.

¹ Veeam 2021 Data Protection Report, February 2021

[View Customer Stories](#)



INDUSTRY | INFORMATION TECHNOLOGY

Avnet Slashes Backup Times to Meet SLAs

Avnet is a global electronic components distributor with extensive design, product, marketing, and supply chain expertise for customers and suppliers at every stage of the product lifecycle. With more than 2.1 million customers in 140 countries, Avnet provides the business intelligence to get their products to market fast. Avnet's challenge was protecting the IT systems supporting business intelligence in their locations throughout the Americas and Asia Pacific. Backup was time-consuming, decentralized, and didn't align with the company's cloud initiative, making it difficult for the IT team to meet SLAs with the business.

Seamless cloud backup protects business intelligence.

Avnet replaced its tape backup with Veeam to protect business intelligence and support the company's cloud initiative. Veeam simplifies and centralizes data protection by simultaneously backing up virtual and physical servers to local NetApp Storage and Azure. Veeam also migrates critical workloads quickly and seamlessly, which enabled the Avnet team to move on-premises workloads to Azure fast during political unrest in Hong Kong. Veeam also migrates workloads when Avnet acquires companies and when data centers are consolidated or decommissioned.

Recovery is also vital for Avnet, so Veeam DataLabs provides extensive functionality to help the company meet compliance regulations such as Sarbanes-Oxley Act (SOX) and the Controlled Unclassified Information Program (CUIP). SureBackup and SureReplica verify the recoverability of backups and replicas, and Secure Restore scans data with antivirus software before restoring it. Staged Restore helps companies manage compliance by ensuring sensitive data is removed from backups before they're restored.

Solutions

- Azure Blob Storage
- Veeam Availability Suite
- Veeam Direct Restore to Microsoft Azure

"Our customers vary across industries, but they have one thing in common. They trust Avnet to help them turn their ideas into products, and we trust Veeam to protect the business intelligence that powers that process."

Mark Wysolmierski
Senior Manager of Systems Administration

Outcomes

Protects data with simultaneous backups:

Makes it easier to meet SLAs with the business by first protecting data to local storage and then to Azure storage for a long-term, offline, remote secondary copy.

Quickly safeguard on-premises workloads:

Fast and flexible data protection to migrate on-premises workloads to Azure during the Hong Kong protests.

Reduces IT support and compliance costs:

Saves thousands each year in IT costs and supports compliance with SOX and CUIP.



Simultaneously backs up 50TB across 180 virtual and physical servers



Saves \$200,000 annually in IT costs



Recovers workloads directly in Azure

INDUSTRY | EDUCATION

Arizona Department of Education Protects Azure Native Workloads

The Arizona Department of Education oversees and administers the state's K-12 public education system, the 14th largest in the United States, with 1.1 million students in 2,380 public schools and nearly 51,000 teachers.

The Department of Education adopted AzEDS, a cloud-first technology initiative featuring a new data management system that automates tracking and reporting of student data. The data is used for several purposes, including the dispersal of \$6.5 billion in school funding each year. The new system is in Microsoft Azure, but legacy backup didn't offer native Azure backup, so data protection was slow and complicated. A second challenge arose after deploying Microsoft Office 365. Microsoft's data retention policy didn't align with Arizona's law mandating long-term retention of public information.

"Veeam protects any workload anywhere, and for us, that includes native backup to Azure and backup in Azure. Veeam is simple to use, making it easy to manage everything under a single pane of glass."

Chris Henry
Infrastructure Manager

Recovery speed increases 99%.

Veeam Modern Data Protection platform provides unmatched data management and protection across any environment, provides a single solution to protect Microsoft Office 365, AzEDS and on-premises workloads.

ADE deployed Veeam Availability Suite to quickly achieve fast, flexible, reliable backup, archival and recovery of their cloud, virtual and physical workloads. Further, ADE leveraged, Veeam Backup for Microsoft Office 365 to protect Exchange Online, SharePoint Online, OneDrive for Business, and Microsoft Teams. The combined solution enabled ADE to realize unparalleled data availability, visibility, analytics and governance across their multi-cloud environment.

ADE complies with federal regulations for data recovery, which must be tested every year to ensure federal funding is distributed in compliance with regulations. Veeam DataLab creates isolated environments for Instant VM Recovery® – one reason recovery speed increased by 99%. The other reason is Veeam Direct Restore to Microsoft Azure, which restores on-premises workloads to Azure in minutes.

Azure provides ADE with full access to Microsoft Office 365 data to retain backups indefinitely compared to 30 days for deleted items under Microsoft's policies.

Solutions

- Veeam Availability Suite
- Veeam Agent for Microsoft Windows
- Veeam Direct Restore to Microsoft Azure
- Veeam Backup for Microsoft Office 365

"Protecting AzEDS is a top priority. Our challenge was legacy backup. AzEDS is in Microsoft Azure, but the legacy backup wasn't Azure-friendly. Backup and recovery were slow and complicated."

Ed Block
Head of Production Services

Outcomes

A single solution protects any workload anywhere:

Veeam backup protects any workload to support regulatory requirements for data protection and recovery.

Cloud storage compatibility increases recovery speed:

Instant VM Recovery and Veeam Direct Restore to Microsoft Azure reduced recovery time from days to minutes – an increase in recovery time of 99% compared to legacy backup systems.

Enables compliance with data protection regulations:

The system provides DR reports required for legal evidence of data protection.



**Backs up 16TB
across 319 virtual
machines**



**Cuts recovery
time from days
to minutes**



**Provides legal
compliance**

INDUSTRY | RETAIL

Lincolnshire Co-Op Eliminates Risk of Data Loss to Protect Business Information

Lincolnshire Co-operative, one of the most successful independent consumer co-operatives in the United Kingdom for more than 150 years, serving 290,000 members through over 200 stores that provide food, pharmacy, funeral, travel, and post office services.

A large portion of Lincolnshire Co-op business-critical data is in Exchange, SharePoint, OneDrive for Business and Microsoft Teams. The challenge was protecting data as the Co-op migrated to Microsoft Office 365. Losing data could impact some store operations, leaving customers short of seasonal goods at a critical time of year. Employees use Microsoft Teams to collaborate on seasonal inventory and to communicate with suppliers. Accidental deletion of information could lead to serious customer service shortfalls. Loss of data could also impede the development of new store locations, which are planned using Microsoft Office 365.

Protecting store operations with Veeam Backup for Microsoft Office 365.

The Co-op leveraged Veeam Backup for Microsoft Office 365 with backup repositories in Azure Blob. The challenge was protecting data as the Co-op migrated to Office 365. With Veeam Backup for Microsoft Office 365, accidentally deleted emails and SharePoint documents or files from a user's personal OneDrive folder can be granularly restored at any time. Even if an Office 365 account is shut down because the employee has left the company, the data remains available. Losing data could impact store operations, leading to customer dissatisfaction, and loss of revenue.

Veeam provides visibility into the storage size of data contained in Office 365, allowing users to manage data consumption and access to reduce costs. Also, Veeam compresses data, enabling users to maximize storage efficiency.

Veeam protects the Co-op's data, so it's always available.

Solutions

- Azure Blob Storage
- Veeam Backup for Microsoft Office 365

"Veeam is the only solution we considered that provides the flexibility, speed, ease of use, and affordability to meet our precise data protection requirements."

Ryan Niblett
Infrastructure Manager

Outcomes

Protects critical company data to maintain operations:

Veeam Backup for Microsoft Office 365 provides total access and control of data and protects against accidental deletion.

Reduces operating costs and speeds up data recovery:

Veeam Backup for Microsoft Office 365 leverages the cost efficiency, simplicity and scalability of Azure Blob storage. Faster, more efficient data backup and recovery save money that can be spent elsewhere to benefit co-op members.

Enables information access for future growth:

The team can stay on schedule designing, developing, and building new co-op stores in case of data failure. The team can rely on Veeam Backup for Microsoft Office 365 with complete confidence no data will be lost.



Data is always protected and accessible



Eliminates risk of accidental deletion, addresses security threats & retention policy gaps



Supports legal and GDPR compliance

INDUSTRY | FOOD AND BEVERAGE

SodaStream

Simplifies Backup Management and Restores Workloads in Minutes

Founded in 1903, SodaStream is part of PepsiCo, a Fortune 100 company, and is the world's number one sparkling water brand. SodaStream is revolutionizing the beverage industry by empowering people to make sparkling water at home, saving the planet from billions of single-use plastic bottles each year.

SodaStream manufactures millions of carbonation systems and reusable bottles, so ensuring the IT systems supporting manufacturing (Scada WINCC, WMS) are protected is a top business priority. Protecting the systems supporting business intelligence (QlikView) and finance (IBM TM1 and Controller) is equally essential. SodaStream must have the ability to recover them quickly. Slow recovery threatened the availability of critical systems.

Protecting critical data with a single solution.

SodaStream replaced all their legacy backup solutions with Veeam Availability Suite. Veeam provides secure, enterprise-ready Azure Blob backup for disaster preparedness, enabling the IT team to quickly recover critical systems supporting manufacturing, business intelligence, and finance. Veeam simplifies and consolidates backup management, saving the equivalent of a part-time position and annual tape costs. In addition, Veeam supports compliance with the Sarbanes-Oxley Act (SOX).

SodaStream also leverages Veeam Backup for Microsoft Office 365 to maintain total access and control of their data in Microsoft Exchange Online, SharePoint Online, OneDrive for Business and Microsoft Teams. Veeam protects against accidental deletion, security threats and retention policy gaps. Familiar search tools, including built-in Veeam Explorers™ for Microsoft Exchange, SharePoint, OneDrive for Business and Microsoft Teams, help restore individual items and files fast.

Solutions

- Veeam Availability Suite
- Veeam Direct Restore to Microsoft Azure
- Veeam Backup for Microsoft Office 365

"It's critical that our data is always protected and accessible, and that's what Veeam does best."

Hen Ron

Global Infrastructure Manager & Chief Information Security Officer

Outcomes

Saves significant time and money in backup and recovery:

SodaStream saves the equivalent of half a full-time position and thousands of dollars from simplified backup management.

Provides secure, enterprise-ready backup to Azure for disaster preparedness:

One of the most significant advantages of using Veeam is restoring on-premises infrastructure in Azure, and Veeam extends those data recovery capabilities.

Complies with corporate governance and regulatory requirements:

Veeam supports regulatory compliance by enabling SodaStream to maintaining seven years of backups and copies on-premises and in Azure.



**Backs up 55TB
across 300 VMs**



**Maintains seven
years of backups for
SOX compliance**



**Saves \$25,000 in
annual tape costs**

Vancouver Canucks Score with Veeam to Keep Fans Happy

The Vancouver Canucks are a professional ice hockey team based in Vancouver, British Columbia, owned by the Aquilini Investment Group. While winning is always the goal for a sports franchise, optimizing the fan experience is a close second. One way the Canucks guarantee that fans keep coming back is to make sure hospitality services operate at peak performance on game day. At Rogers Arena, Home of the Canucks, the Aquilini Investment Group searched for faster backup and recovery of the IT systems supporting hospitality services.

The fan experience means making sure the IT systems that support hospitality services are always running. Arena technology includes ticket scanners at the gates, Wi-Fi systems so fans can track game highlights and social media on their mobile devices, and the point-of-sale system to purchase food, drinks and team merchandise. If these services aren't available on game day, IT runs the risk of failing fans, the team, and the business.

The arena's business is more than hockey. In addition to 45 games Canucks' play per year, the arena hosts about 45 concerts and shows. Each one generates more than \$100,000 per hour in concession sales. The risk of the point-of-sale system being out of order for even one hour during an event could lead to significant revenue loss and disappointed customers.

Eliminating the risk of downtime.

The Aquilini Investment Group replaced its legacy backup solution with Veeam Availability Suite. Veeam backs up and replicates 60VMware vSphere virtual machines (180TBs) between two data centers and backs them up to Microsoft Azure. Veeam and Azure help the Aquilini Investment Group meet industry best practices by achieving the final step of the 3-2-1 Backup Rule, which is three copies of data stored on two different types of storage with one copy located off-site.

Veeam Direct Restore to *Microsoft Azure* helps companies maintain business continuity by protecting all workloads—on-premises and in Azure. It provides an easy way to move, test, and restore Veeam backups and eliminates the complexity of setting up an on-demand recovery site in Azure.

The Aquilini Investment Group also uses Veeam for the rest of its portfolio, including construction companies, property management firms, golf courses, vineyards, and the largest cranberry and blueberry farms in North America.

Solutions

- Veeam Availability Suite
- Veeam Direct Restore to *Microsoft Azure*

"Off-site backup and cloud-based DR have never been so easy. If we suffer a catastrophic failure, we have peace of mind knowing Veeam can do a direct restore to Azure."

Bryce Hollweg
Director of IT

Outcomes

Optimizes the fan experience:

Hospitality services are always available for our fans, with instant recoveries from Veeam backups in case of failure.

Ensures business continuity:

Veeam ensures strong business continuity delivering trusted availability for all our cloud, virtual, and physical workloads.

Eliminates the risk of downtime:

Each hour the concession, POS, and ticketing systems are out of service costs over \$100,000 in sales per hour, so fast recovery is essential for business operations.



Backs up and replicates 180TBs on 60 VMs



Saves \$100,000-per-hour losses



Reduces IT workload 10-12 hours per week

INDUSTRY | GOVERNMENT

Government Agency Protects Employee Data with Veeam and Azure in Minutes

An unnamed U.S. government agency that employs approximately 3,000 people worldwide endured two instances of a critical IT system crashing, both during holiday periods. The systems contained private identifiable information (PII), including employees' names, addresses, and social security numbers.

The IT team backed up and replicated the PII system three times each day to four on-premises locations. The out-of-date hardware that housed 30 virtual machines crashed without warning, corrupting most of the VM data. The team resolved the problem after 36 hours of work. Failure of the backup system could mean the employees would not receive their next paycheck. Four weeks later, the system crashed again, and the backup software failed. Although the agency lacked the budget, the IT team created a proof-of-concept test that convinced executives to adopt a Veeam solution.

Protecting PII data to ensure business continuity.

The government agency replaced legacy backup with Veeam Backup & Replication to protect all IT systems. Veeam extends data protection to the cloud, verifies backups' recoverability, and recovers from them in minutes.

Veeam backs up and replicates VMs from NetApp storage snapshots on-premises in a Cisco UCS FlexPod infrastructure. Veeam also sends backup copies to Azure. If there's an emergency, Veeam Direct Restore to Microsoft Azure lets the IT team restore on-premises physical and virtual workloads to Azure in minutes, providing a new level of disaster preparedness.

For the first time, the agency can send backup copies to the cloud, which supports restoring the on-premises infrastructure if local backups are not usable. Physical and virtual workloads can be restored in minutes compared to hours with the previous system.

With Veeam DataLabs, the agency has access to safe, isolated areas outside of the production environment to verify the recoverability of backups with Veeam SureBackup®; can recover in minutes Veeam's Instant VM Recovery® and Instant File-Level Recovery, and finally, test, develop, and troubleshoot backed up workloads with Veeam's On-Demand Sandbox™.

Veeam, used by more than 1,200 federal agencies, also supports regulatory compliance with the Privacy Act and the Federal Information Security Management Act (FISMA).

Solutions

- Veeam Backup & Replication™
- Veeam Direct Restore to Microsoft Azure
- NetApp storage

"Veeam provides many more features than we expected in a backup solution."

IT Project Manager

Outcomes

Ensures critical data protection:

Protects critical systems by extending data protection to the cloud.

Saves time and money:

Verifies recoverability of backups and recovers in minutes, not hours.

Compliance is ensured:

Supports compliance with regulations such as the Privacy Act and FISMA.



Backs up 32TB across 400 physical servers and VMs



Extends data recovery to the cloud



Verifies backup recoverability minutes, not hours

INDUSTRY | MANUFACTURING

Global Manufacturer Protects On-premises and Azure Cloud-Native Workloads

An unnamed global manufacturer with operations in 180 countries, needed to modernize and consolidate their data centers while simultaneously migrating the majority of their VM workloads into Microsoft Azure. Driven by a cloud-first mandate to streamline business operations and prepare for future growth they needed a solution that could protect their current on-premises workloads as well as their future Azure-based VMs. However, their legacy backup system did not work with Microsoft Azure.

Modernizing production includes modernizing your protection.

This multinational manufacturer began by deploying Veeam Backup & Replication to protect all their current on-premises workloads. Next leveraging Veeam's portable backup format, they migrated workloads from on-premises to Microsoft Azure. This was also enabled by Veeam's Universal License (VUL) format, providing a single portable license to be used across cloud, virtual and physical workloads, simplifying protection and management regardless of workload location. And, once the workloads were in Azure, they leveraged Veeam Backup for Microsoft Azure to initially create native snapshots of their Azure VMs.

Veeam Backup for Microsoft Azure made it easy to manage the lifecycle of native snapshots with policy-based automation that has the flexibility to create and manage snapshots prioritized by the criticality of the machines (down to minutes). Image-based backups were subsequently created from those snapshots and automatically tiered across hot and cool Azure Blob tiers for dramatically more cost-effective long-term retention and archival.

They used Veeam Backup & Replication to manage their hybrid-cloud environment. It's fully integrated with Veeam Backup for Microsoft Azure, so they were able to unify Azure data protection and management with all their on-premises operations, simplifying management from a common control plane and policy model.

Solutions

- Veeam Backup & Replication™
- Veeam Direct Restore to Microsoft Azure
- Veeam Backup for Microsoft Azure

"Veeam enabled our businesses to achieve the performance and efficiency needed to realize our cloud-first initiative goal, with reliable backup, recovery and disaster recovery solutions regardless of where the workload resides."

Senior Backup Administrator

Outcomes

Reliable backup and recovery:

Azure-native backup and recovery, fully automated for simple yet powerful data protection.

Simplified workload portability:

Veeam's Universal License (VUL), is a flexible "per workload" license that moves with the workload across on-premises, hybrid and multi-cloud environments.

Unified data protection management:

Veeam enables customers to unify Azure backup and recovery with other cloud, virtual and physical workloads in Veeam Backup & Replication™



Natively protects
1,300 Azure VMs



Unified data protection
management for both
on-premises and
cloud workloads



Veeam Universal
License for simplified
workload portability

INDUSTRY | AUTOMOTIVE

Automotive Supplier Ensures Kubernetes Application Backup with Kasten K10 by Veeam

One of the world's largest automotive suppliers, employing thousands of engineers and technicians across hundreds of sites, was looking for a way to productize their Kubernetes applications on Microsoft Azure. Their primary goal was to improve quality, increase scalability and accelerate application delivery while reducing daily management. Driven by the need to modernize their infrastructure and application delivery systems for both cloud-native and distributed non-cloud native applications, this unnamed organization needed a simple and easy-to-use solution to meet their backup and recovery needs. The solution also had to address their corporate compliance regulations for data protection before they could go live in production with Kubernetes.

Backup & Recovery for Microsoft Azure Kubernetes Service.

As a multi-national automotive supplier, the need to optimize and modernize IT environments is a never-ending process, and this includes the latest transition to developing Kubernetes-based applications on Microsoft Azure. Leveraging Azure Kubernetes Service (AKS) on Microsoft Azure was the easy part. The greater challenge was to implement an application-centric backup and recovery solution for Kubernetes applications. Additionally, corporate compliance regulations required a fully supported Kubernetes disaster recovery solution to mitigate any business risks arising from data loss or system outage.

Kasten K10 by Veeam delivers the #1 Kubernetes backup solution that is easy to operate on Microsoft Azure across Kubernetes distributions including AKS, Azure Red Hat OpenShift (ARO), and upstream Kubernetes. Kasten provides a backup and recovery solution on Microsoft that keeps the application as the unit of atomicity while simplifying data management operations and maintaining consistency. Kasten K10, not only operates within the Azure Kubernetes Service (AKS) but can also migrate Kubernetes-based applications between AKS and on-prem environments.

The implementation of Kasten K10 by Veeam enabled disaster recovery workflows across Azure including cross-region application migration. In addition, the organization's on-premises Kubernetes clusters were also protected with seamless data conversion between infrastructure formats as needed. And with centralized management the customer's IT staff achieved a 70% reduction in time spent on data management tasks.

Finally, the Kasten solution successfully addressed all data compliance requirements for leveraging Kubernetes in a production environment

Solutions

- Kasten K10 by Veeam on Azure

"Kasten K10 by Veeam delivers reliable backup, recovery and disaster recovery solutions for all our Kubernetes environments."

Senior Software Engineer

Outcomes

Complete application protection:

Automatically captures and protects the entire application stack, including resource definitions, configuration and underlying data.

Policy-based backup automation and monitoring:

Kasten K10 by Veeam helped the customer manage backups at scale through dynamic policies that apply to auto-discovered applications.

Enabled DevOps and shift-left environments:

Kasten K10 by Veeam enabled the customer to move Kubernetes workloads between clouds and on-prem for test/dev and cluster upgrades.



**70% Operator time
savings from
automation**



**Multiple Kubernetes
applications across
several clusters**



**Storage infrastructure
includes Azure
Disks and Files**

Veeam and Microsoft Azure ensures availability for any app and any data, on-premises or in the cloud

Together, Veeam® and Microsoft go beyond typical backup and recovery scenarios. We make sure data is always available, protected and actively working for our customers' businesses. Regardless of where your data resides — in Microsoft Azure, Azure Stack Hub, Azure Stack HCI, Azure Kubernetes Service or Microsoft Office 365 — we make sure it's available when and where you need it. Veeam solutions enable businesses to lower costs by moving data to Azure, mitigate risk by backing up Microsoft Office 365 and ensure the availability of cloud-based workloads with the protection of Azure-native virtual workloads.

No matter where your data lives, you need to maintain protection and availability. With Veeam software, customers can adopt a simple, reliable, and flexible data management platform that reduces hardware investment, boosts data recovery speed, and lowers operating costs.



LEARN MORE ABOUT HOW VEEAM AND MICROSOFT AZURE CAN DELIVER RESULTS FOR YOU >

TRY VEEAM BACKUP FOR MICROSOFT AZURE FOR FREE >



VEEAM