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Storage Competency

Veeam and AWS

Customer Reference Book

Simplicity, Security + Savings Powered by Veeam and AWS

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Simplicity, Security and Savings: How Veeam® Software and AWS Deliver the "S" Trifecta of Data Backup

Now more than ever, the world relies on online tools and platforms to conduct business, gain an education and maintain a social life. Cloud environments — particularly the public cloud — have made this shift possible. Gartner, Inc. forecasts that worldwide end-user spending on public cloud services will grow from $257.5 billion in 2020 to $304.9 billion in 2021, an increase of 18.4%. As enterprises do more on the cloud, data availability is essential.

The combination of Veeam and Amazon Web Services (AWS) ensures availability for any application and any data. Veeam solutions help move, manage, protect and recover critical data including backup to, from and within AWS.

AWS provides a robust cloud platform for you to create and deploy business applications without the financial burden and time commitment of building and maintaining your own infrastructure. However, as outlined in the AWS Shared Responsibility Model, your applications and data remain your responsibility to secure and protect.

Veeam Backup & Replication™ enables you to meet this responsibility. It delivers a comprehensive set of enterprise-grade data protection capabilities. You can easily recover from any cloud data loss scenario, including outages, accidental deletion, malware and more, in just minutes. And you can manage all your data protection – cloud, virtual and physical – from one unified console, with unlimited data portability and the flexibility of Veeam Universal License.

The following customer stories show how the combination of Veeam and AWS protects critical data and applications, ensures business operations, improves disaster recovery and business continuity, and saves significant time and money so businesses can focus on what they do best.

View Customer Stories >

INDUSTRY | FOOD AND BEVERAGE

Azzurri Group Reduces Data Recovery Time from Days to Minutes

The Azzurri Group is one of leading Italian food businesses in the United Kingdom. Its constant focus on key value proposition, menus and restaurant design helps it thrive in a competitive market. To make the best business decisions, Azzurri relies on point-in-time data analytics from IBM's Cognos, a business intelligence (BI) solution that generates detailed sales and financial reports. Because it drives decision-making, data is a vital asset. Azzurri's data protection was adequate, but it lacked replication capabilities.

"Having point-in-time data analytics at our fingertips is vital to our business because it lets us proactively resolve issues at our restaurants. If we notice a dip in sales, we can identify the cause quickly."

Jon Lee
IT Infrastructure Manager

Taking business continuity and disaster recovery to the next level.

Veeam's proven business continuity (BC) and disaster recovery (DR) strategy uses replicas and backups to enable more resilient IT operations. For Azzurri, Veeam backs up and replicates 10 TB across 60 VMware vSphere virtual machines (VMs) on premises for high availability, off-premises for BC and DR, and to Amazon Simple Storage Service (Amazon S3) for long-term retention. During failover, Veeam recovers a fully functional VM to the required restore point. As a result, the VM is up and running within minutes, making data available to Cognos.

Automatic verification is also important for Azzurri, so the company may add Veeam Availability Orchestrator, a reliable, scalable and easy-to-use solution that eliminates manual testing and inefficient recovery processes.

Solutions

- Veeam Backup & Replication
- VMware vSphere
- Amazon S3

"Replica failover ensures our data is always available… the biggest benefit to using Veeam is peace of mind."

Jon Lee
IT Infrastructure Manager

Outcomes

Protects data required for BI analytics:
Veeam protects the critical data that Cognos analyzes to uncover insights into daily restaurant functions, empowering Azzurri to improve operational efficiency.

Provides data recovery in minutes:
Replication reduces recovery time from days to minutes, making data continuously available to Cognos for BI analytics.

Minimizes downtime:
Replica failover enables Azzurri to recover a fully functional VM to a specific restore pint, making data available with minimal disruption.

Automates and orchestrates BC and DR testing:
Azzurri is considering Veeam Availability Orchestrator to conduct extensive recovery processes, automate DR testing, and generate DR documentation automatically.

Backs up and replicates 10 TB across 60 VMs

Cuts recovery time from hours to minutes

INDUSTRY | HOSPITALITY AND TRAVEL

Maritz Eliminates Stun During Backup and Decreases Recovery Time

Maritz combines behavioral science with data insights and analytics to provide a variety of digital services and software solutions that help its Fortune 500 clients — such as General Motors and Southwest Airlines — increase sales, productivity, customer satisfaction and employee engagement.

Its challenge was protecting these services and software solutions, and the data they generate. Legacy backup was beginning to stun virtual machines (VMs) during backup, causing some services and solutions to become temporarily unavailable. Recovery was slow, sometimes taking hours.

"If our services and solutions aren't backed up and available to our clients, we're failing them."

Michael Masters
Infrastructure Specialist

Stunning reduction in recovery time.

Maritz replaced legacy backup with Veeam Availability Suite, which eliminates stun during backup and decreases recovery time from hours to minutes. In just a few clicks, Veeam Explorer™ for Microsoft SQL Server recovers databases and Instant VM Recovery® restores a VM from a backup. Veeam also backs up several PB of data across more than 1,000 VMware vSphere VMs from INFINIDAT storage snapshots. Additionally, Veeam integration with INFINIDAT lets Maritz back up as often as needed with zero impact on servers that support clients' services and solutions. Lastly, Veeam Backup for AWS will enable Maritz to make backups of Amazon Elastic Compute Cloud (Amazon EC2) data and keep them in Amazon Simple Storage Service (Amazon S3) for highly available, cost-effective, long-term storage.

Veeam also supports regulatory compliance with state-specific data privacy laws and the Payment Card Industry Data Security Standard (PCI DSS).

Solutions

- Veeam Availability Suite
- Veeam Backup for AWS
- VMware vSphere
- INFINIDAT
- Amazon S3

"Veeam's built-in encryption helps us protect data before backup, in transit and at rest. And Veeam's detailed reports help us demonstrate compliance. It's clear why Veeam is the industry leader in data protection."

Michael Masters
Infrastructure Specialist

Outcomes

Protects client data to increase productivity and accelerate growth: Veeam protects data in the software solutions and digital services it provides to clients so they can increase customer loyalty, employee engagement and sales.

Eliminates stun during backup and significantly reduces recovery time: Veeam integration with INFINIDAT storage snapshots eliminates stun on critical VMs during backup; high-speed recovery features reduce recovery time, so clients always have access to solutions and data.

Enables compliance with data privacy laws and PCI DSS: Veeam helps secure data with built-in, end-to-end AES 256-bit encryption; it also provides complete visibility into the backup infrastructure and detailed reports, helping Maritz ensure compliance.

Backs up several PB of data across more than 1,000 VMs

Cuts recovery time from hours to minutes

Ensures data security and compliance

INDUSTRY | ANIMAL WELFARE AND ADOPTION

Best Friends Animal Society Protects Data to Protect Pet Lives

"We're gathering even more data from shelters to improve adoption rates. Veeam and AWS are helping us achieve our goal of a no-kill nation by 2025."

Brent Bain
Lead Cloud Engineer

Best Friends Animal Society runs the nation's largest no-kill sanctuary for companion animals, as well as lifesaving programs in collaboration within its nationwide network. They operate pet adoption centers and spay/neuter clinics in Atlanta, Los Angeles, New York City and Salt Lake City. To reach its goal of zero shelter kills by 2025, Best Friends shares information on how to run effective adoption campaigns with its network of more than 2,500 partners across all 50 states. The partners, in turn, share their adoption data with Best Friends, which uses predictive analytics to determine where to transfer homeless animals so they're more likely to be adopted.

While most data is migrated to Amazon Elastic Compute Cloud (Amazon EC2), the lifesaving applications remain in Best Friends' Kalb, Utah location for ready access. Veeam® Backup & Replication™ had been sending data to a co-location facility for disaster recovery (DR) and business continuity (BC), but that facility was in an area prone to monsoons and flooding, it didn't support the 3-2-1 Rule (3 backups on 2 different media with 1 backup being off premises). Plus, it was expensive to operate.

"Data is such an important part of our work, so that means we must protect data to protect lives."

Brent Bain
Lead Cloud Engineer

Streamlining data storage and cutting costs.

In addition to backing up and replicating data from Best Friends' applications and systems on premises (800 GBs across 60 VMware vSphere virtual machines), Veeam also sends copies to a second site on premises and to Amazon Simple Storage Service (Amazon S3) for long-term data retention. The organization was able to stop using the co-location facility.

Veeam's automatic tiering (Veeam Cloud Tier) provides the conduit to Amazon S3. If the on-premises data center is flooded, Best Friends can use Veeam Direct Restore to AWS to transfer data from Amazon S3 to its Salt Lake City adoption center or to Amazon EC2.

Solutions

- Veeam Backup & Replication
- VMware vSphere
- Amazon S3 and Amazon EC2

Outcomes

Protects and expands the critical data that save pets' lives:
Best Friends uses Veeam to back up, replicate and restore myriad of data used in life-saving veterinary applications and for analytics; protecting this data ensures more homeless animals are available for adoption.

Saves money that can be used elsewhere:
The $42,000 saved by eliminating the colocation facility was used to purchase another data lake in Amazon S3 for additional predictive analytics.

$42,000 saved by eliminating a colocation facility

Backs up and replicates 800 GBs across 60 VMs

INDUSTRY | FOOD AND BEVERAGE

Palmaz Vineyards Produce Data Accessibility and Protection by Veeam and AWS

"Veeam is synonymous with DR for us because I know I can recover quickly, I take risks with our data so we can be even better winemakers."

Christian Palmaz
CEO

Established in 1991, Palmaz Vineyards is a family-owned and operated winery in Napa Valley, California. Palmaz uses a home-grown monitoring system – Fermentation Intelligence Logic Control System (FILCS, pronounced Felix) – to track conditions inside its 24 tanks and alert winemakers if they need to make fermentation adjustments.

Shortly after deploying FILCS, Palmaz quickly recognized the need to protect this fermentation data. FILCS provides instant insight into the fermentation process at a rate of 1 GB every hour. Palmaz needed immediate access to this time-sensitive data. "By the time data was available, fermentation had changed so much that the data wasn't relevant," said Christian Palmaz, CEO. "The cost to retrieve data was staggering too; one month's bill was $40,000."

"Data protection couldn't be easier…with Veeam. SureBackup® and SureReplica make sure our backups and replicas are recoverable and Instant VM Recovery® recovers from them instantly."

Christian Palmaz
CEO

Protecting critical data to promote informed decisions and cost-savings.

Veeam® Backup Essentials™ enabled Palmaz Vineyards to bring winemaking data back on premises. Veeam backs up 36 VMware vSphere virtual machines (VMs) in the winery for fast, local recovery and replicates them to a second location for disaster recovery (DR). Veeam also transfers backup copies to Amazon Glacier for long-term storage.

In addition to backing up FILCS, Veeam backs up a system called Vineyard Infrared Optical Recognition (VIGOR). Analyzing data from infrared images taken by cameras attached to the underside of planes, it tracks chlorophyll in each grape vine, enabling the Palmaz family to assess the evenness of growth.

Solutions

- Veeam Backup Essentials
- VMware vSphere
- Amazon S3 Glacier

Outcomes

Saves significant time and money in backup and recovery:
Palmaz has saved countless hours and dollars using Veeam solutions to quickly access and recover critical data.

Protects data used for business insight:
The vineyard's FILCS and VIGOR systems have accumulated over 1.2 petabytes of irreplicable winemaking data, which it references for future harvests and production runs.

Provides priceless peace of mind:
Palmaz can rest assured that its data is fully protected and always available, allowing it to focus on producing great wine.

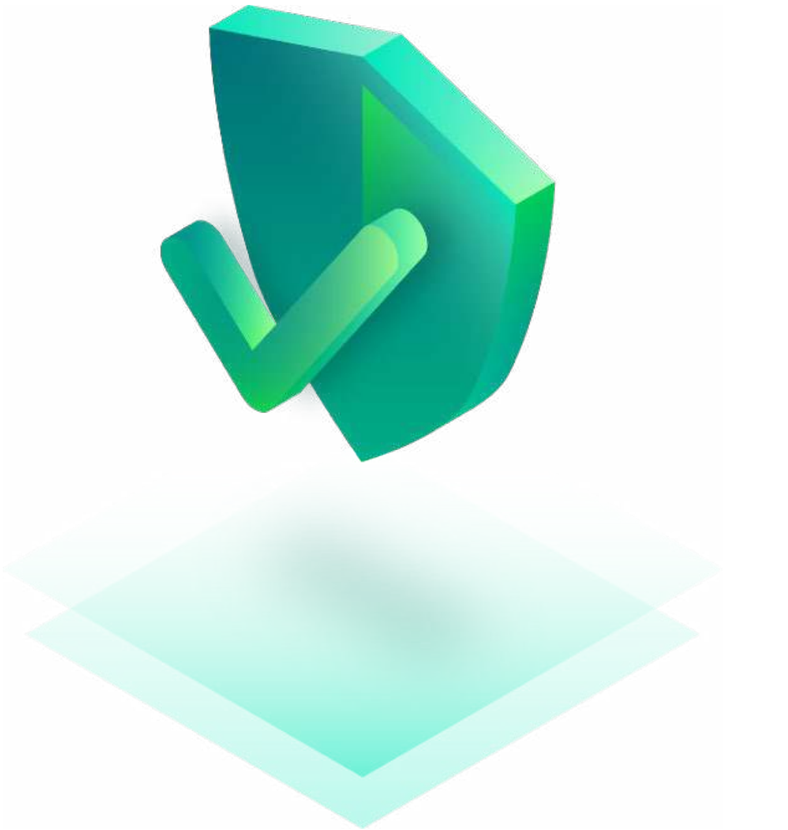
Backs up several PB of data across more than 1,000 VMs

Cuts recovery time from hours to minutes

Ensures data security and compliance

Together, Veeam and AWS Deliver Simplicity, Security and Savings

Veeam and AWS together ensure protection and availability for any data and any application. As an AWS Storage Competency Partner, Veeam offers innovative technology and solutions that are proven to help customers achieve their storage goals when it comes to backup & restore, primary storage, archive or business continuity/disaster recovery. Customers can be confident that they are using a simple, flexible and reliable data management solution that reduces hardware investment, accelerates data recovery and lowers operational costs.



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