

Veeam + Cisco Better Together Value Proposition: A modern, high-performance solution for next generation datacenters

Today's IT departments are increasingly challenged by the complexity and management of disparate components within their data centers. Rapidly proliferating silos of server, storage, and networking resources combined with numerous management tools and operational processes have led to crippling inefficiencies and costs.

To meet this challenge Cisco collaborated with leading storage vendors to create a series of pre-validated configurations composed of leading computing, networking, storage, and infrastructure software components. The Cisco Unified Computing System™ (UCS), a server platform ideal for virtualized environments, serves as the foundation for these three converged infrastructure solutions:

- FlexPod: featuring best-in-class components from Cisco and NetApp for VMware and Hyper-V virtual environments
- VSPEX: complete, modular solutions for VMware or Hyper-V environments featuring EMC storage
- Vblock: efficient and agile virtualization solutions for VMware environments

Veeam® is Modern Data Protection™. We believe today's IT requirements have changed and that "3C" legacy backup problems—high costs, increased complexity and missing capabilities—are no longer acceptable for any organization. As the leader in backup and replication for virtualized environments, Veeam protects more than four million virtual machines worldwide and has been proven in the most demanding environments—many of which are hosted on Cisco UCS server platforms optimized for virtual applications. Together, Veeam and Cisco combine to deliver fast, flexible and affordable solutions designed for today's high performance data centers.

Veeam directly aligns and complements UCS with:

- Powerful, easy-to-use and affordable solutions that are Built for Virtualization™ and the Cloud—a perfect fit for a Converged Infrastructure and the modern data center
 - **Powerful:** Meet the most stringent RPOs and RTOs with features such as Instant VM Recovery™
 - **Easy-to-Use:** eliminate risk while saving time and effort with SureBackup®, SureReplica and 1-Click Restore
 - **Affordable:** Agentless deployment with simple per-socket licensing reduces TCO and improves ROI
- A storage agnostic architecture that allows IT administrators to choose any pre-validated UCS configuration, or create a reference architecture based on Cisco servers and storage from other providers



- Enterprise-level data protection featuring the best RPOs and RTOs for both VMware vSphere and Microsoft Hyper-V environments
- Features such as Built-in WAN Acceleration, optimized specifically for Veeam backups that gets backups offsite up to 50x faster than regular file copy
- A network of more than 3,500 managed service providers who use Veeam to power their Disaster-Recovery-as-a-Service (DRaaS) offerings for vSphere and Hyper-V
- A Modern Data Protection message which complements the Cisco UCS vision for next-generation data centers and a Converged Infrastructure

Why Veeam + Cisco?

Veeam and Cisco UCS deliver solutions on the cutting edge of technology that converge to unify computing and storage access with Modern Data Protection for next generation data centers.

Veeam Backup & Replication is the #1 VM Backup and provides value to end users by:

- **Minimizing risks:** Avoid data loss by replicating every few minutes or simply backup faster and more frequently. Also, ensure the recoverability of your backups by automatically testing each one in an isolated virtual environment.
- **Reducing costs:** One low price for powerful functionality in one product: backup, replication, deduplication, multi-hypervisor support—and more. Reduce other costs by lowering demands on storage, bandwidth and manpower.
- **Decreasing downtime:** With vPower®, recover a VM from a backup in a matter of minutes.
- **Streamline management:** Veeam's adaptive distributed architecture dynamically assigns tasks, eliminating the need to babysit jobs or constantly tune job schedules. Especially useful for ROBO (remote office/branch office) and large-scale deployments.
- **Support for multi-hypervisors:** From one console, you can protect VMware vSphere AND Microsoft Hyper-V VMs.
- **Support of any storage:** Because Veeam Backup & Replication is storage agnostic, you're free to use whatever mix of production and backup storage best meets your needs—now or in the future.

Why sell Veeam with Cisco UCS?

- **Strong brand recognition** in virtualized environments running VMware vSphere and Microsoft Hyper-V
- **Rapid growth** in the SMB and mid-market space
- **Storage agnostic:** add to pre-validated UCS configurations or allow users to create a reference architecture based on Cisco servers using other storage
- **Best-in-class backup and replication**

Descriptions

25-word description:

Veeam® Backup & Replication™ and Cisco UCS deliver Modern Data Protection™ for next generation data centers built on a Converged Infrastructure.

50-word description:

Veeam® Backup & Replication™ is Modern Data Protection™—Built for Virtualization™ for next-generation data centers. It's the powerful, easy-to-use and affordable solution that complements Cisco UCS™ platforms—helping customers meet the most stringent RPOs and RTOs while reducing risk and improving ROI.

75-word description:

Veeam® delivers powerful, easy-to-use and affordable solutions that are Built for Virtualization™ and the Cloud. Combining Veeam Backup & Replication™ with a Cisco UCS™ platform provides solutions on the cutting edge of technology that converge to unify computing and storage access for next generation data centers—helping customers minimize risk, decrease downtime, streamline management and reduce costs. It's the powerful, easy-to-use and affordable solution that complements Cisco UCS platforms with Modern Data Protection™—a perfect fit for a Converged Infrastructure and the modern data center.