VEEAM PROPARTNER

Scenario Card

What's New:

Veeam Backup *for Microsoft 365* v7

Goals, problems and needs

Protecting Microsoft 365 data has never been more important. IT pros need to ensure their backup data is untouchable by threats, their backup environment is running at peak performance and that they can remediate data issues faster.

Tenants leveraging BaaS need increased control with the ability to monitor their Microsoft 365 backup environment and restore their own data when needed.

- We need total confidence our Microsoft 365 backup data is safe from ransomware and can be fully recovered when needed.
- I want to empower my users to restore their Microsoft 365 files and data when needed.
- I want to leverage BaaS without losing the ability to monitor and control my Microsoft 365 backups and restores.
- I need a better way to monitor the health of my Microsoft 365 backup environment.
- I want to proactively monitor and receive alerts about issues with our Microsoft 365 backups so they can be quickly resolved.
- I need advanced reporting to be sure I can meet RPOs for compliance.

Key selling points

- **Backup immutability**
  Confidence that backup copies are protected against ransomware attacks.
- **Complete visibility**
  Advanced monitoring and reporting for your Microsoft 365 backup environment.
- **Increased control for backup as a service (BaaS)**
  Tenants have more self-service backup, monitoring and restore options.

Elevator pitch

Microsoft 365 has become the center of our productivity universe, enabling workers across the globe to maintain business continuity through overwhelming obstacles. Protecting Microsoft 365 data has never been more important. IT pros need to ensure their backup data is untouchable by threats, their backup environment is running at peak performance and they can remediate data issues faster. Service providers need capabilities which allow them to have more control over their tenant's backup environments, help them more efficiently build a backup business and allow them to delegate more control to tenants.

Veeam®, the Microsoft 365 backup market leader, with over 14M users protected, releases NEW Veeam Backup *for Microsoft 365* v7, enabling **backup copy to any object storage with immutability, integration with Veeam ONE™, a deeper integration with Veeam Service Provide Console and enhancements for self-service restores**.

Top capabilities and features

IMMUTABILITY
With V7 you can leverage backup copies with enabled immutability to get peace of mind that Microsoft 365 data is out of reach from ransomware attacks and can be recovered with confidence. You can store the immutable copies on ANY object storage repository including Azure Blob/Archive, Amazon S3/Glacier and S3 Compatible storage.

NEW INTEGRATION *WITH VEEAM ONE*
Advanced monitoring and reporting is delivered through upcoming Veeam ONE v12. This integration allows you to proactively monitor Microsoft 365 backup and storage resources with an at-a-glance dashboard, receive alerts to resolve issues immediately and leverage SLA reports to ensure you can meet recovery points objectives and stay in compliance.

DEEPER INTEGRATION *WITH VEEAM SERVICE PROVIDER CONSOLE*
Building upon existing features, the Veeam Service Provider Console allows organizations to have increased control for leveraging BaaS for Microsoft 365 backups with a Veeam Cloud and Service Provider partner. Tenants will gain the autonomy to create backups, monitor protected data and recover at any time without service provider assistance. They can also take advantage of easier adoption with secure onboarding, automated billing and REST API support.

ENHANCEMENTS SELF-SERVICE RESTORE PORTAL
Self-Service Restore Portal now has support for Microsoft Teams, in addition to the services it already supports including Exchange Online, SharePoint Online and OneDrive for Business. Users can now choose individual restore points as needed and restore SharePoint Online and OneDrive for Business folders.

Triggers

In the context of Microsoft 365:

- Ransomware attack
- Immutability
- Monitoring
- Reporting
- Self-service
- BaaS/SaaS
- Microsoft 365 Tenant

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Product
Veeam Backup *for Microsoft 365* v7

Questions to ask

Broad

Start the conversation

What is your strategy for protecting Microsoft 365 backups from ransomware?

What are your procedures for monitoring and reporting your Microsoft 365 backups?

What limits do you have for leveraging Microsoft 365 via BaaS?

Environmental

Explore the current state

How do you achieve immutability for your Microsoft 365 backups?

How do you know if there are potential errors or changes in your Microsoft 365 backup environment?

As a Microsoft 365 BaaS tenant, how do you monitor and manage your backups? Are you able to independently restore if needed?

Credibility

Demonstrate understanding and achieve agreement

Does that mean your Microsoft 365 backup is not immune from data loss?

Does that mean unseen errors could negatively affect the health of your Microsoft 365 backup environment?

Does that mean you would appreciate more self-service capabilities from your BaaS provider in order to meet your organization's expectations?

Impact

Quantify the pain to help justify making a change

How would it impact your business if your Microsoft 365 backup was attacked by ransomware and you could not fully recover?

What is the impact to your business if your Microsoft 365 backups have errors without you knowing?

How does it impact your business if you don't have completely visibility and control of your Microsoft 365 backup environment?

Position with usage & value

Backup immutability

- **Leverage backup copies with enabled immutability** for peace of mind that Microsoft 365 data is out of reach from ransomware attacks and can be recovered with confidence
- **Store immutable copies on ANY object storage repository** including Azure Blob/Archive, Amazon S3/Glacier, and S3 Compatible storage

Complete visibility
(Integration w/ Veeam One)

- **Proactively monitor** Microsoft 365 backup and storage resources with an at-a-glance dashboard
- **Receive alerts** to **resolve issues** immediately
- Ensure you can **meet recovery points objectives** and **stay in compliance** by leveraging SLA reports

Increased control for BaaS
(Integration w/ Veeam Service Provider Console)

- **Increase control and leverage** BaaS for Microsoft 365 backups with a Veeam Cloud and Service Provider partner
- Gain the autonomy to **create backups, monitor protected data** and **recover at any time** without service provider assistance
- **Ease adoption** with secure onboarding, automated billing, and REST API support

Self-service restore portal

- Users can **choose** their individual restore points as needed for Exchange Online, SharePoint Online and OneDrive for Business, and now **Microsoft Teams**
- **Restore** SharePoint Online and OneDrive for Business folders

Land and expand

While Veeam Backup *for Microsoft 365* is an important component of Modern Data Protection strategy, make sure your customer is aware that its real foundation is Veeam Backup & Replication™, including cloud-native protection for AWS, Azure and Google Cloud. Veeam Availability Suite™ adds powerful monitoring, analytics and compliance features.

Once the customer understands the Shared Responsibility Model for protecting their data in the cloud and in SaaS platforms, it's a good opportunity to check if they also have production workloads on Kubernetes or Salesforce usage. Similar to Veeam Backup *for Microsoft 365*, it's the customers' responsibility to ensure their cloud-native applications and business-critical data in the cloud is protected and recoverable, which could be good use cases to cross-sell some of the recent purpose-built products by Veeam: Kasten K10 and Veeam Backup *for Salesforce*.

Competitive differentiators

- **Real backup immutability**, not just access security. Most competitors claim to offer backup immutability but actually do not make backups unalterable
- **Infrastructure-flexible immutability**; on-premises or in the cloud, with many vendors. The few competitors that offer backup immutability typically do it only in AWS or Azure and not on-premises
- **Centralized visibility**; Microsoft 365 backups monitored from the same tool as other workload backups (simplicity, consistency). Most Microsoft 365 backup competitors protect SaaS only (3rd party products to protect/monitor other workloads)
- **Most extensive backup insights**; dashboards, reports, and alerts for the broadest set of backup components and activities. Competitors' monitoring, reporting, and notifications are typically limited backup and restore jobs completion
- **Comprehensive self-service restore portal**; self-service restore for Exchange, SharePoint, OneDrive and Teams. Over half the competitors do not offer self-service restore. Competitors offering it typically support Exchange and OneDrive only