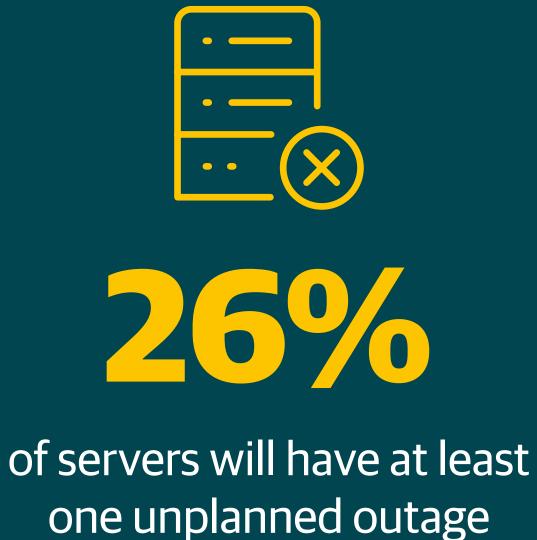


Impact, costs and benefits of modern data protection

2020 was a unique year for everyone, and business was no exception. External pressures unknown to our generation have forever changed the IT landscape, creating new challenges for all.

Veeam's Data Protection Report 2021 looked into a recent survey of more than 728 unbiased businesses from North America to understand today's data protection impact, costs and benefits.

The impact of legacy data protection is high



one unplanned outage



8

30%

of all restore jobs fail



failure of recovery

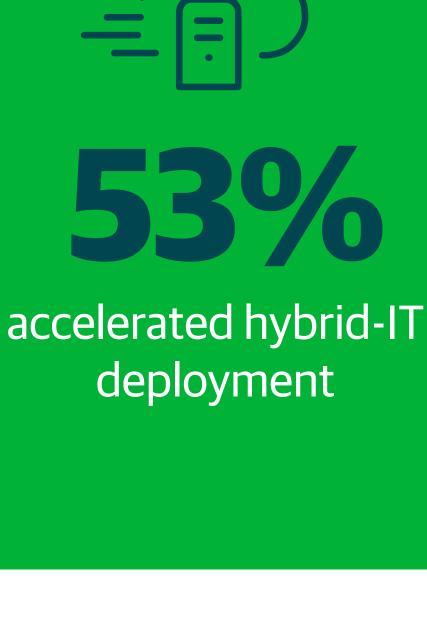
Can you afford to only recover your critical data half of the time?

COVID-19 had significant impact on IT strategy IT delivery is under a massive change, as organizations aggressively adopt a more cloud-first

approach, putting even more pressure on legacy data protection. Are you ready for this shift?







never been more important As organizations adopt modern services at a rapid pace, legacy systems cannot keep up. IT leaders are looking for immediate results to solve their critical data protection needs.

The drive for modernization has

33% 36% 36%

to improve reliability

32%

to reduce

hardware costs

to improve RPO

and RTO SLAs

of backups

319/6

The cloud is changing data protection.

Are you ready?

to reduce

complexity

ROI/TCO

309/6

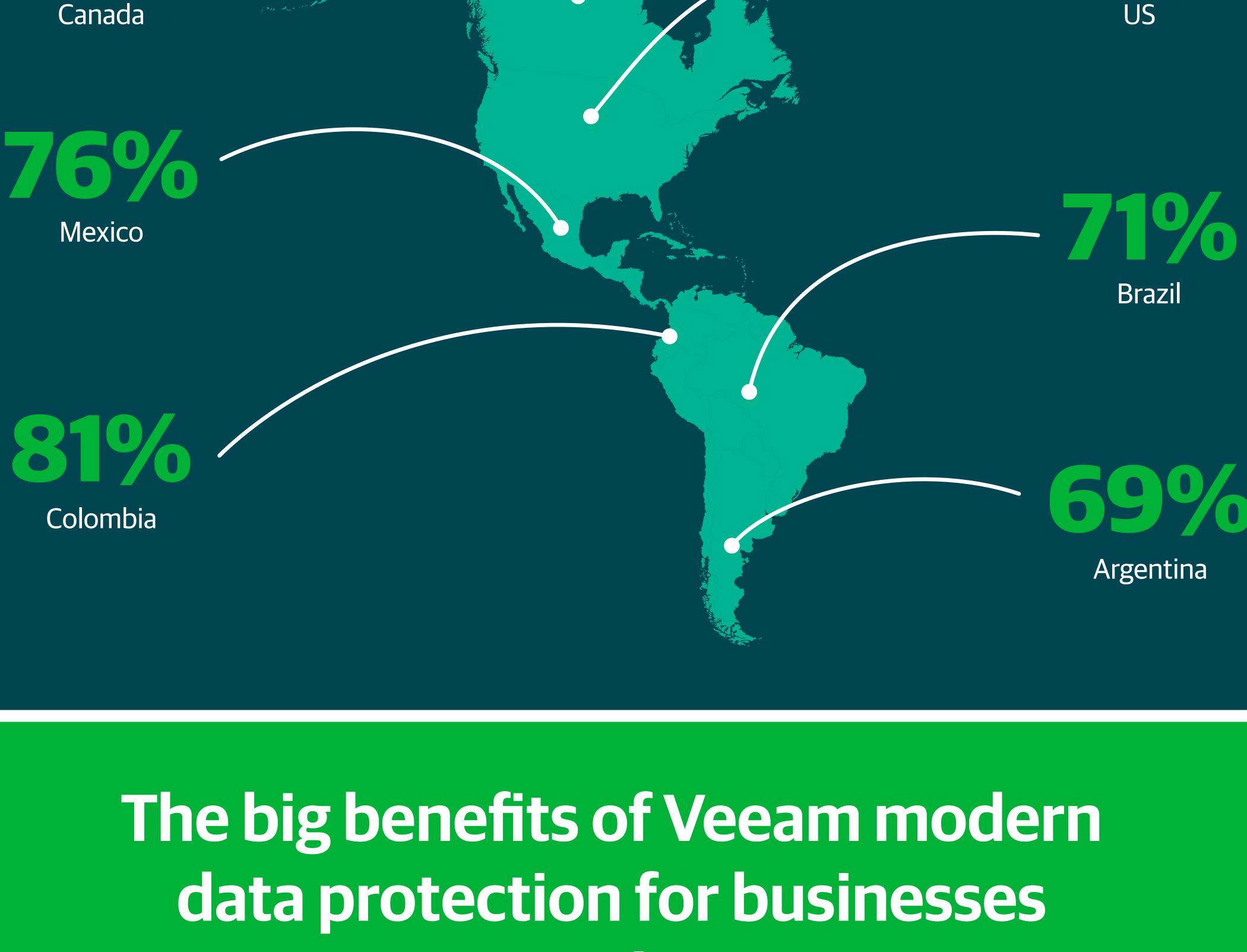
to improve

to move data

protection to the cloud

Modern data protection is rapidly accelerating through cloud adoption. Globally, organizations are taking advantage of cloud backup for their entire data protection portfolio. By 2023, a large number of companies will be using cloud first backup — where do you rank?

196 75



across North America

Digital business happens at a massive pace and scale — don't be left behind. It's time to make

a change. We'll put you back on your game and do more for your business' tomorrow, today.

30%

more efficient IT

lower cost of backup and protection¹

50%

infrastructure teams¹

ns¹ productivity time¹

¹IDC Research, The Economic Impact of Veeam Cloud Data Management Platform, April 2020

8240

reduction in lost

#1 Backup and Recovery



More value, realized. Bigger demands, met. Greater business acceleration, unlocked. That's why Veeam is the leader and most trusted partner for advanced data protection across any environment — cloud, virtual, Kubernetes, and physical. The time has come to break free from legacy backup with

a modern, future-ready approach that will set you up for success — now and into the future.

veeam.com