# ENABLING THE ALWAYS-ON ENTERPRISE

Ensure zero downtime and prevent data loss
with the right backup and recovery solutions.

MicroAge®
The IT Solution Experts

VEEAM

# TABLE OF CONTENTS

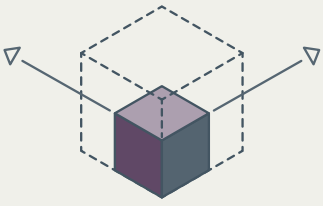
# INTRODUCTION

The IT landscape is changing faster than ever. Everyday, a new breakthrough ushers in not only new opportunities to power your business, but also new complexities.Yet, some things stay the same. In particular, the challenges around storing, protecting, and recovering data remain critical for the modern enterprise.

All organizations today exist in a digital universe where data is the lifeblood of business. Digital data continues to grow faster than any other commodity. An estimated 2.5 quintillion bytes of data is being created daily. The digital universe is doubling in size every two years, and by 2020, the amount of data is expected to grow to 44 zettabytes.[1]

It's no surprise, then, that most businesses are struggling to cope with vast amounts of data across traditional databases and within cloud and virtual environments. Meanwhile, end-user demands have never been higher. The insistence on 24/7 access to data and applications, and zero tolerance for downtime or data loss, is a universal business reality. Protecting a company's applications and data is more complex than it was in the past and more important than ever.

Spiceworks recently surveyed IT decision-makers to get their insights on creating and maintaining the modern data center. The survey explored their key concerns, pain points, and roadmaps around driving data storage, backup, and recovery strategies.



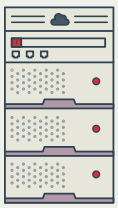
*The digital universe is doubling in size every two years, and by 2020, the amount of data is expected to grow to 44 zettabytes.[1]*

# DATA, DATA EVERYWHERE

Companies today are eager to analyze the growing volumes of data entering their organizations, so they can make smarter business decisions. But this deluge of information is extremely problematic.

With the amount of data increasing exponentially, the technology infrastructure at many companies is bursting at the seams and IT professionals are grappling with how to manage, store, and protect such unprecedented quantities of data. In fact, among survey respondents, nearly two-thirds (64%) reported that their organization currently stores more than 5 TB of data—and 22% store more than 20 TB.

*Nearly 2/3 of organizations store more than 5 TB of data.*



As companies adapt to the new digital world, they need to answer key questions around data storage, and understand what best meets their requirements as well as aligns with their business goals. To ensure scalability, security, and business continuity, this may mean integrating a series of in-house storage systems with virtualized and cloud systems. But managing data storage and determining the best combination to support your business can be a staggering undertaking, giving rise to a series of complex decisions.


> *Business is now 24/7, and customers simply have no patience for downtime or data loss.*
>
> *– Dale Janda, Disaster Recovery & Storage Practice Manager, MicroAge*

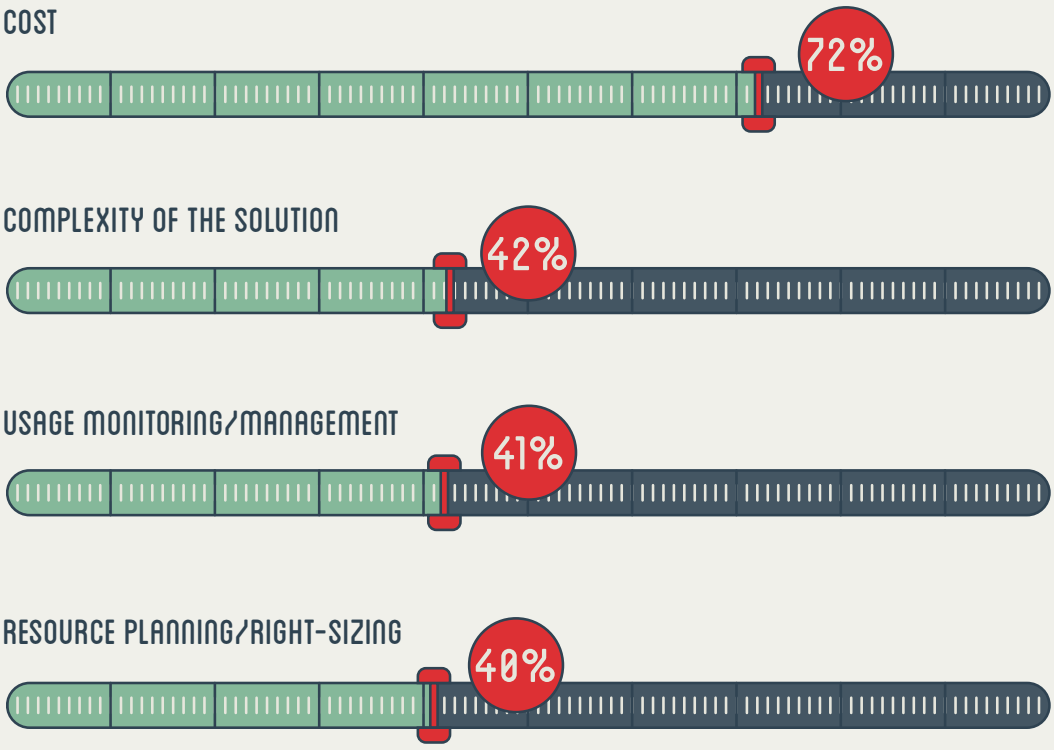
# KEEP DATA CLOSE

With the amount of data multiplying exponentially, IT professionals need storage solutions that can scale to accommodate future business growth. Storing data on-premises seems to be the overwhelming preference, with nearly all (90%) of surveyed IT pros reporting that they currently store data on-premises.


In addition, more than half (53%) of IT pros reported using a hybrid approach—that is, on-premises storage and off-premises physical OR cloud storage. Cloud is the location least used for data storage, with only about a third (35%) of IT pros indicating that they store data in the cloud. A majority of the survey respondents (92%) said that they believed storing business data on-premises was the safest practice.

While security is top of mind, IT pros identify cost as their top data storage and backup challenge. Solution complexity (42%), usage monitoring (41%), and resource planning (40%) also came up as key challenges. While determining the right data storage and backup solution, most of the survey respondents indicated that they carefully consider reduced costs (45%), fast data recovery (44%), and increased reliability (32%).

## TOP DATA STORAGE AND PROTECTION CHALLENGES:



# LOOK TO THE CLOUD

When it comes to storing data, the cloud is an affordable option. The cost of hardware and maintenance are eliminated when you move to the cloud, resulting in potential cost savings. When you store your data off-premise, all you really need in your physical office are computers and an internet connection. Much of your server hardware will no longer be necessary, not only saving you space, but also eliminating the need for maintenance and administrative attention.

For all the advantages of storing data in the cloud, there are some fundamental concerns around security. Even with encryption and authentication measures in place, many people worry that data saved on a remote storage system is vulnerable.

Yet, a properly designed cloud-based storage solution can effectively extend the security perimeter of an organization, ensuring that your data is always safe in transit and at rest. With many companies seeking new ways to safeguard against storage-related vulnerabilities, cloud storage is poised to grow. Despite current low usage (only a third of the survey respondents indicated they store data in the cloud), the survey also revealed that 60% of IT pros expect to increase data storage in the cloud within the next three years.

*3 in 5 IT pros expect their cloud usage to grow within the next 3 years.*

# PURSUE ZERO DOWNTIME

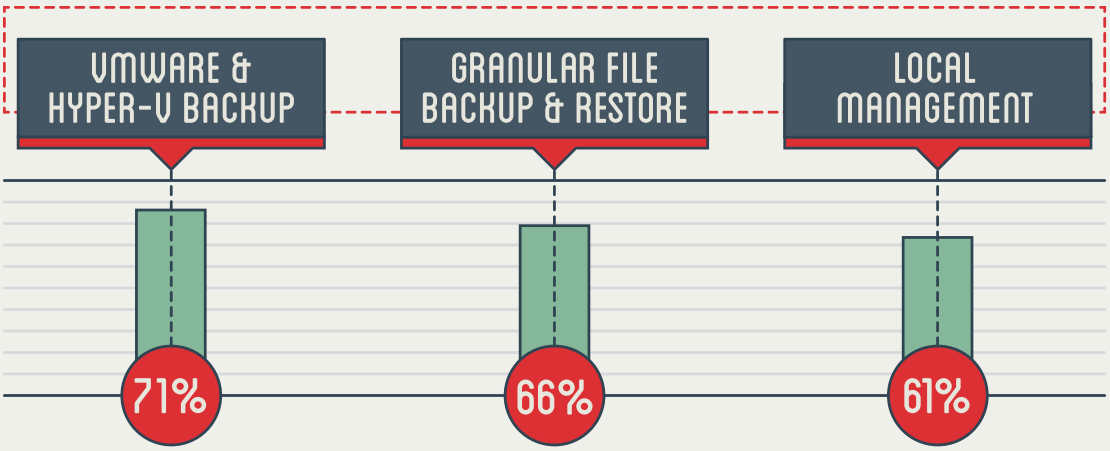
Many companies take business continuity and zero-downtime for granted. Today, organizations view every application as mission critical, and on-demand access to data has become a basic expectation. Now, more than ever, downtime is perceived as a serious business interruption.

And yet, all too often, a security breach takes your business offline. Whatever the reason for a data loss event, its impact on the IT department is almost always all-consuming. As a result, it has become critical to embrace new approaches to disaster recovery and work towards zero-downtime. Strategic planning, smart investments, and consistent innovation in backup and recovery solutions can potentially guard against the damaging business repercussions of data loss events.

When a data loss event happens, it is not just data that needs restoring, but the full working environment. In other words, comprehensive disaster recovery efforts across the entire IT network need to be galvanized immediately. IT professionals typically have their preferred strategies in place to streamline data backup and tackle disaster recovery.

Among the survey respondents, most IT pros (71%) cited the importance of virtual machine backups—specifically VMware and Hyper-V backups. Granular file backups and restores (66%) and local management capabilities (61%) were also identified as critical elements of data backup and disaster recovery strategies.

## TOP DATA BACKUP AND DISASTER RECOVERY ELEMENTS:



# SOLUTIONS FOR THE ALWAYS-ON ENTERPRISE

In the always-on IT landscape, businesses need to ensure the availability of all of their workloads, across virtual, physical, and cloud environments. They need a hybrid platform for backup and recovery that supports their strategi goals of zero downtime—without adding complexity to IT operations.

The latest backup and recovery solutions, such as Veeam Availability Platform for the Hybrid Cloud, leverage virtualization, storage, and cloud technologies to meet the availability challenges of the modern data center. They help IT pros save time, mitigate risks, and reduce costs by providing a streamlined backup experience across all data environments, on and off premises, stored physically, virtually and in the cloud.

> *With Veeam, our clients can move to a single-source backup strategy, including support for physical workloads on Windows and Linux.*
>
> *– Dale Janda, Disaster Recovery & Storage Practice Manager, MicroAge*

Veeam Availability Platform for the Hybrid Cloud extends the capabilities of Veeam's flagship product, Veeam Availability Suite, known for protecting private cloud and virtual server workloads. Now, the Veeam solution can also help ensure the availability of public cloud and physical server workloads. This way, IT pros can use a single, comprehensive solution for backup, restore and replication—along with advanced monitoring, reporting, and capacity planning functionality—to manage all their data environments.

## KEY CAPABILITIES OF VEEAM AVAILABILITY PLATFORM FOR THE HYBRID CLOUD:

- **Enterprise continuity:** Recovery service-level objectives (SLOs) of less than 15 minutes for all applications and data
- **Workload mobility:** Availability of workloads across any cloud or location, maximizing IT investments and increasing flexibility
- **Compliance and visibility:** Proactive monitoring, reporting, testing, and documentation to support compliance audits

With Veeam, your applications are always up and running when you need them, so your organization is always ready—no matter what. This means you can take unexpected events in your stride while giving end users the experience they demand.

# GET AN EXPERT VIEW WITH MICROAGE

Achieving uninterrupted service and continuous protection is a complex process for most data centers—requiring strategic investments in server virtualization, modern storage applications, and cloud-based services. Making these key data storage and recovery decisions for your business can be daunting. It helps to partner with an objective expert who's completely invested in growing your company's data management capabilities, without any vested interest in promoting a specific brand.

Dale Janda, Disaster Recovery & Storage Practice Manager at MicroAge, focuses solely on data storage, backup, and recovery solutions for clients. Let's face it, between your day-to-day operations, keeping your users happy, and putting out the latest fires, there's little time left to keep up with today's trends and emerging technologies. That's where Dale can help. Our clients trust Dale to understand their unique business needs and provide objective recommendations to help further their disaster recovery and storage strategies.

By partnering with hundreds of manufacturers, including innovative companies like Veeam, the experts at MicroAge have the resources needed to pull together a variety of data storage, backup, and recovery solutions to help you make the best choice. Rely on MicroAge to help you identify a comprehensive enterprise-level data protection solution, so that your business can stay ahead and remain always-on.

*It's easy to get lost in a maze of data protection options. We help you 'right-size' the solution for your specific needs.*

*– Dale Janda, Disaster Recovery & Storage Practice Manager, MicroAge*

The MicroAge reputation and culture is built on trust. Partner with us, so we can help you prepare your data center for the future.

Interested in a 30-day free trial of Veeam Availability Suite? ***We'll get you started!***

To find out more about MicroAge and how we can help you with your disaster recovery and storage needs, you can reach out directly to Dale Janda, our Disaster Recovery & Storage Practice Manager, at Dale.Janda@MicroAge.com or visit us at www.MicroAge.com.

**LEARN MORE**

# ABOUT MICROAGE

MicroAge is an award-winning provider of information technology solutions and services headquartered in Tempe, Arizona. We serve clients from the data center to the desktop with technology from industry-leading suppliers. Our objective, knowledgeable account executives are true experts, assisting clients with selecting IT solutions that best meet their unique requirements. MicroAge is a well-known name and a respected industry pioneer with a heritage of industry innovation spanning five decades. Top partners include Dell, Cisco, Hewlett Packard Enterprise, Lenovo, Microsoft, HP, VMware, EMC, Apple and APC. MicroAge is also proud to rank #2 among medium-sized businesses on the 2015 Phoenix Business Journal's list of the Best Places to Work in Phoenix.

# ABOUT THE SURVEY

MicroAge commissioned Spiceworks to conduct a survey in July 2016. The survey addressed IT decision-makers in the US to uncover the insights and understand the decision-making process around data storage, backup, recovery, and security. Results of the survey included responses from 153 participants from IT departments across industries including Manufacturing, Healthcare, Financial Services and Education.


[1] "The Digital Universe of Opportunities: Rich Data and the Increasing Value of the Internet of Things," IDC, sponsored by EMC, April 2014. http://www.emc.com/leadership/digital-universe/2014iview/index.htm