



Veeam Data Cloud Vault

Menu of Goals, Problem, and/or Needs

Many of the customers I talk to...

- Lack the on-staff expertise to build and maintain off-site storage resources for backup and recovery.
- Don't have the tooling or expertise to architect repositories to be secure and resilient enough to combat security events like ransomware.
- Struggle to control backup storage costs, particularly in the cloud, which lands them with unpredictable expenses and bill shock.

Are you facing any of these challenges?

Elevator Pitch

Secure cloud storage made easy!

With data volumes exploding and security events on the rise, organizations continue to look for secure storage options to safeguard their backups, particularly in the cloud. However, controlling costs, architecting for security, and lack of expertise are key challenges that must be addressed.

Veeam and Microsoft partner to deliver Veeam Data Cloud Vault, a fully managed, secure off-site cloud storage resource on Azure that eliminates the headache of managing your infrastructure and unpredictable cloud cost models. Just let us know how much you need, and we'll handle the rest!

Personas and Buying Strategies

IT Practitioners (Backup Administrator), SMB System, Network Administrator

The backup personas Veeam has traditionally engaged are fully immersed with backup but may lack the expertise and/or time needed to fully address secure off-site cloud storage. Veeam Data Cloud Vault saves these roles time and money with a fully managed cloud storage solution that's built on Microsoft Azure.

IT leaders (IT Director)

These professionals are asked to advance IT capabilities with tight budgets and reductions in personnel. Veeam Data Cloud Vault enables IT teams to have immediate access to secure, off-site cloud storage with a simple, predictable price that alleviates bill-shock and overspend.

Buying Strategy: Attach Veeam Data Cloud Vault to New Veeam Data Platform Opportunities

Backup and storage go hand-in-hand, so offering and attaching Veeam Data Cloud Vault to Veeam Data Platform opportunities at the time of sale gives users instant access to cloud storage that's secure, fully managed, and aligned to the 3-2-1-1-0 Rule.

Buying Strategy: Cross-sell Veeam Data Cloud Vault to Existing Veeam Data Platform Customers

Expand the value of your accounts by cross-selling Veeam Data Cloud Vault storage to existing customers, giving them a secure, fully-managed storage resource that they can target their primary or secondary backups to.



Veeam Differentiator: Customer Choice

Veeam gives customers what others can't — the freedom to choose! Veeam now has three storage options:

- **DIY Storage:** Whether your storage is self-managed on-premises or in the cloud, Veeam has extensive integrations with multiple storage vendors to help customers better manage their own backup repositories.
- **Storage as a Service:** Veeam Data Cloud Vault gives users access to on-demand, fully managed cloud storage resources that are secure and predictable. Customers just let us know how much they need, and we handle the rest.
- **Managed service:** Delivered via Veeam's [network of managed service providers](#), this option gives users access to experts and offers services that range from hands-on options to fully managed solutions.

Packaging Options

	Foundation	Advanced
Intended Use Case	<p>The Foundation edition is ideal for secondary backups. It provides a cost-effective solution for organizations that want to ensure their data is securely backed up without needing advanced features.</p> <p>This edition is perfect for businesses that do not require frequent testing or specific regional data storage.</p>	<p>The Advanced edition is recommended for primary backups and environments that require regular testing. This version offers enhanced features and capabilities, making it suitable for organizations with more complex backup needs.</p> <p>This edition supports specific Azure regions or data center preferences, ensuring that backups are stored in the desired location.</p>
Routes to Market	<ul style="list-style-type: none">• Two-tier distribution• Veeam's Online Store• Azure Marketplace	<ul style="list-style-type: none">• Two-tier distribution• Veeam's Online Store• Azure Marketplace

Success Story or Plausible Emergency

I worked with a similar customer who...

- Did not have time to effectively build and manage storage infrastructures to receive their backups.
- Lacked the knowledge to implement security best practices to ensure their backups were as resilient as possible.
- Was frequently surprised by bill-shock from their cloud provider since they didn't account for the necessary charges beyond just storage.

With Veeam Data Cloud, they were able to...

- Easily access a secure, fully managed, off-site storage resource that was built to be radically resilient and safeguard their backups.
- Eliminate bill-shock and more accurately budget for storage as pricing is inclusive of storage, as well as the necessary API and egress charges.

Questions to ask

Broad (Start the Conversation)

- How do you ensure your backup storage is secure and resilient?
- How do you ensure your cloud storage expenses remain within budget?

Credibility (Demonstrate Credibility and Confirm There is a Problem)

- Does that mean that you're making trade-offs on personnel and infrastructure to retain your backup data?
- Does that mean you spend too much time or lack the resources needed to architect secure backup repositories?
- Does that mean your team is struggling to control and predict costs as your backup storage needs expand?
- Does that mean your cloud storage costs continue to increase and fluctuate, making it hard to predict expenses?

Environmental (How Does the Customer do it Without Veeam?)

- What storage types do you use as part of your backup strategy?
- How do you ensure your backup strategy aligns to the 3-2-1-0 Rule?
- Is your current backup storage spend within budget?

Impact (Quantify the Pain/risk to Justify a New Solution)

- How does the lack of time and resources for building, managing, and maintaining off-site storage impact your backup strategy?
- How would it impact your business if your backups were infected by a successful security event, meaning you couldn't reliably recover?
- What would the impact to your business be if you couldn't accurately forecast and budget for backup storage costs?

Usage Scenarios to Position

Would it help if you/your IT team could...

- Easily access storage resources on-demand to target backups to, without having to build that storage themselves?
- Utilize storage built on zero-trust principles, including logical air-gapping, immutability, and encryption to properly safeguard backup data?
- More accurately predict cloud storage spending by eliminating the bill-shock that often comes with not forecasting necessary API and egress fees?

Customer Objections

Objection

I can just build this myself on Azure or any other cloud storage.

Response

- **All-inclusive pricing:** Eliminates complex cloud storage pricing models that make forecasting difficult (i.e., storage, write and read API transactions, and egress) by providing a simple, all-inclusive price that is unbeatable even when doing it yourself.
- **Secure architecture:** Purposefully built to meet strict security standards and ensure the data resiliency, including logical air-gapping, immutability, and encryption — a task otherwise left to users.
- **Simplicity:** This solution is fully managed by Veeam and directly integrated into Veeam Data Platform, requiring little-to-no effort from users.