

Lenovo

veeam

Storage and Data Management

The uncomfortable truth

Why businesses are looking for smarter storage and data management solutions.

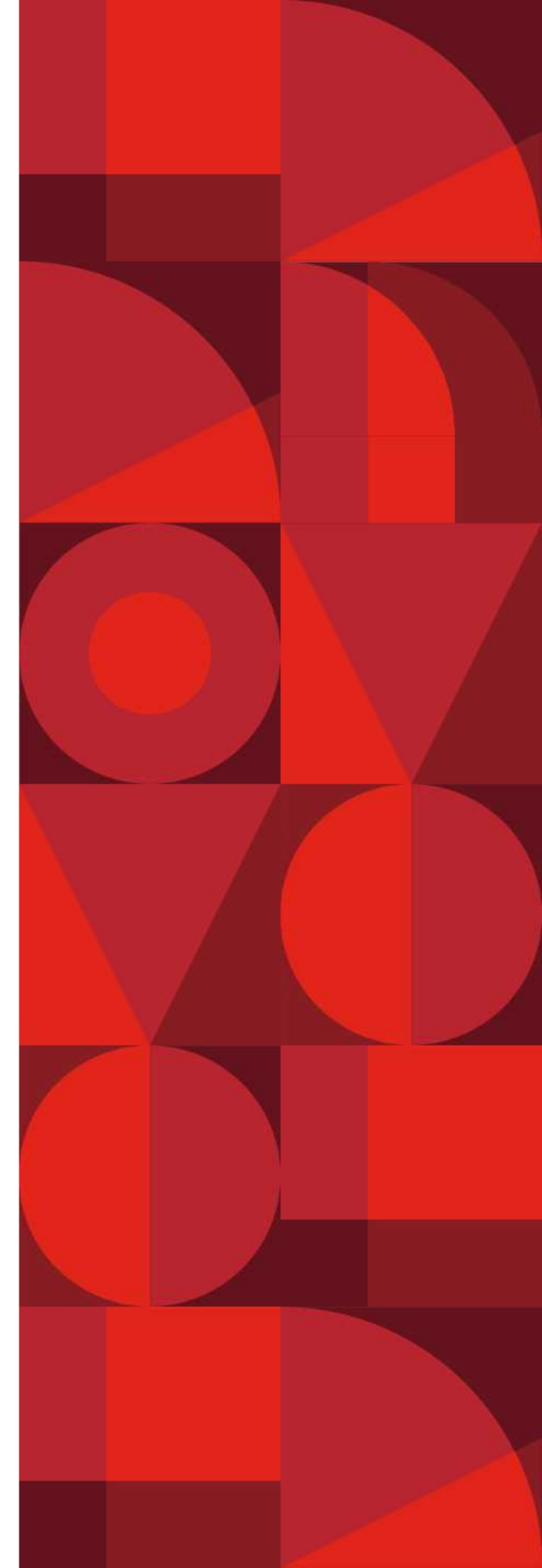


Foreword

Lenovo, a multinational technology company specialising in designing, manufacturing, and marketing consumer electronics, personal computers, software, business solutions, and related services, has joined forces with Veeam, developers of backup, disaster recovery and modern data protection software for virtual, physical and multi-cloud infrastructures, to bring the ultimate in modern storage and data management solutions for growing businesses.

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Introduction

The truth is, data runs the current economy, and it is predicted that by 2025 175ZB of data needs to find a home¹. Add to this that 95% of businesses close within a year of a data breach, it is vital that businesses from all sectors buy backup solutions that scale securely as their data grows.

From increased external threats of stolen data being held ransom, to internal risks of accidental data deletion and inadequate recovery, in this guide you will discover the common challenges businesses face, the importance of having a storage and data solution with support, backup and other services built in, and the benefits of Lenovo and Veeam's new, modern solutions.



Part 1

The truth about data

The 8 uncomfortable truths about data

Data is growing at such a rate. It's predicted that over the next three years, more data will be created than in the past 30 years².

So, it's time to come face-to-face with the sometimes harsh realities of storage and data management, and how they impact your business.

Truth 1: Data capacity

It is predicted that by 2025 175ZB of data needs to find a home¹

Storage solutions nearing full capacity may suffer performance issues.

Truth 2: Data management

37% of businesses experience accidental data deletion³

Employees can end up spending half their time searching for information.

Truth 3: Data backup

Shockingly, only 55% of all data is backed up⁴

Important data should be backed up every 24 hours.

Truth 4: Data protection

60% of companies that lose their data close down within six months of the disaster⁵

New ransomware and malware attacks are happening every 14 seconds.

**Truth 5:
Data security**

Becoming a victim of ransomware and malware attacks is no longer a matter of if or when but how often⁵

This incurs not only clean-up and investigation costs, but also the cost to rebuild their reputation.

**Truth 6:
Data storage**

It's estimated that 90% of data is never accessed again 90 days after it is stored⁶

This wastes valuable space and time, filling already-saturated storage and requiring ongoing management.

**Truth 7:
Software disruptions**

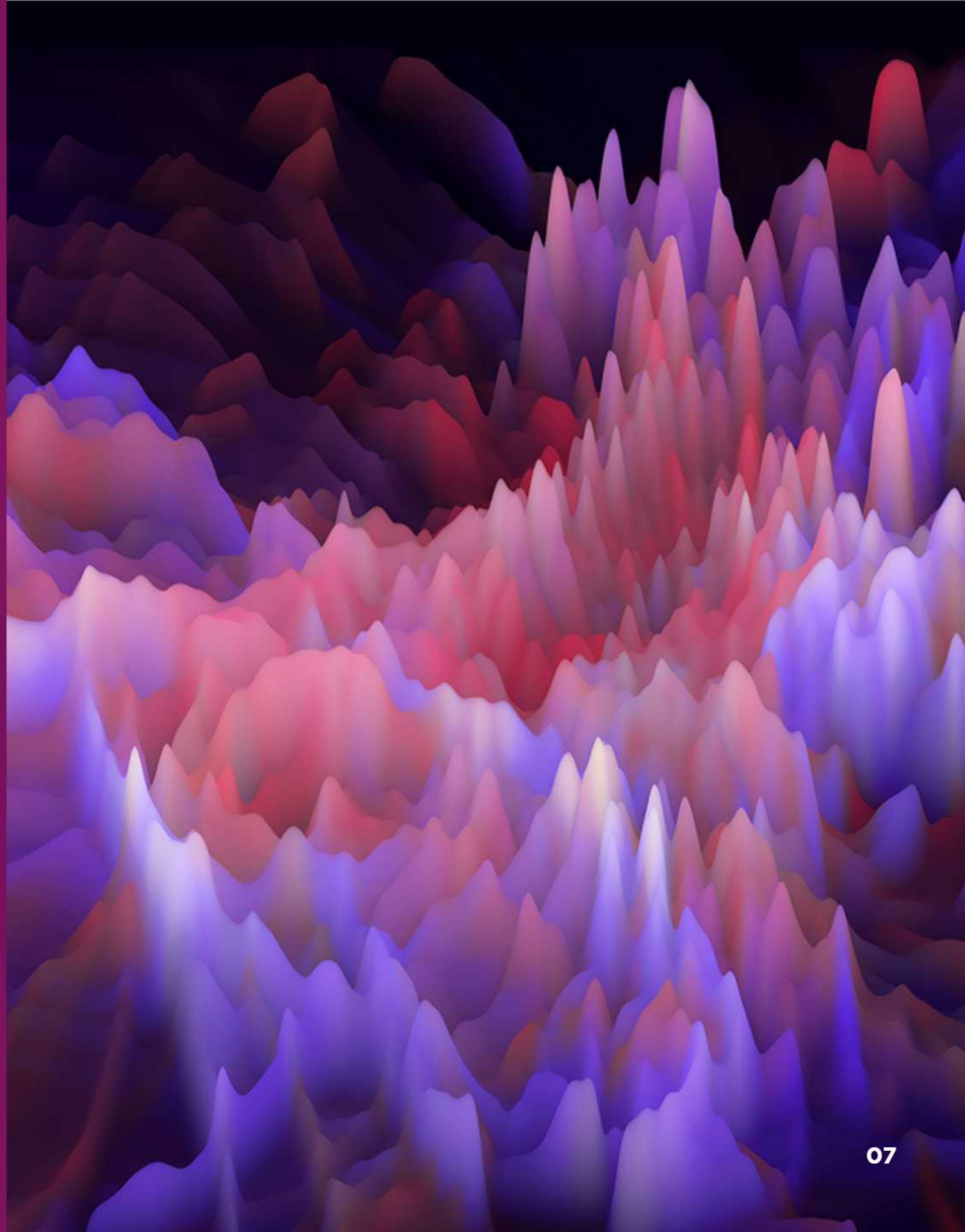
New software updates and outages can disrupt production and business-critical tasks, leading to lost customers

A third of customers will take their business elsewhere after one bad experience⁷.

**Truth 8:
Cybercrime & Ransomware**

The global cost of malware will grow to \$10.5 trillion by 2025⁸

Ransomware has grown 56% over the past year⁹, costing small businesses \$2.98 million in 2021.



Common data challenges

The business risks of out-of-date storage and data management.

The data challenges of today

Modern businesses are driven by their data, as every decision, connection and relationship are reliant on accurate data. Data dominates the way we work and it's not surprising that the top pain points that businesses face are around the lack of high availability, the complexity of how data is stored and the difficulty with accessing the right data precisely when it's needed.



Make modernizing data protection a priority

Inefficient data storage, management and security, and idle data, can result in:



Increased costs to recover from irretrievable data loss



Reduced agility from blocked data-driven initiatives



Risks of malware attacks, backup errors and compliance gaps



Danger of fines and a damaged reputation



Missed opportunity to leverage secondary data from backups and replicas

Plus, with new organisations falling victim to ransomware every 14 seconds¹⁰, losing approximately \$5,600 per minute and as much as \$540,000 per hour¹¹, businesses need to integrate an effective storage and data management solution to overcome these challenges, deal with the many data risks and address the need for scalability as data grows at exceptional rates.

Common business scenarios

Data touches every part of an organisation.
Here are a few of the key scenarios facing many organisations today.

Business Need

Transformation to Hybrid Cloud Infrastructure (HCI)

Scenario

Complex data management resulting from infrastructure silos. High costs due to hypervisor licensing, expensive hardware, maintenance and warranty. Need to overprovision to ensure performance, which incurs costs and complexity. Inability to meet corporate data regulatory or compliance mandates. Legacy data protection requires numerous expensive hardware & software add-on products to protect the company's data assets. Time to restore critical applications, VMs or data is not meeting SLAs. Limited ability to perform granular restores of individual items (files, OS, applications). Costly, cumbersome and risky process to verify new software before deploying to production. Disruptive process to extract business intelligence from production data to drive business change.

Challenge

To backup and restore large scale NAS and SMB shares reliably and efficiently.

Solution

NAS

Results

- Seriously powerful NAS backup
- Redefine NAS data protection for the world of massive file data
- Instant recovery





Ransomware Case study

Business Need

Fear of Ransomware attack

Scenario

Potential loss of business-critical data.

Ever-present and growing threat, especially within the public sector.

Loss of trust and reputation amongst customers.

Significant recovery costs on top of ransomware payment.

Challenge

Having to execute backups can negatively impact daily production operations.

Solution

Backup from Storage Snapshots

Results

- Minimise impact on production VMs
- Simplify scheduling
- Agentless, application-aware consistency

Business Need

Microsoft 365 users need to back up their own data - Microsoft won't do it for you per default

Scenario

Wasting time trying to find and recover individual deleted items for employees.
Frustrated by recovery of Microsoft 365 data taking too long and not meeting business expectations.
Worried about the security risk the company is taking by not having direct access and control of your own data, and only relying on what is covered by Microsoft

Challenge

To recover data as fast as possible in any particular failure scenario.

Solution

Snapshot orchestration

Results

- Application-consistent
- Reduce RPOs even further
- Snapshot-only Veeam jobs



Business Need

Effectively Backup & Restore SAP HANA workloads and applications

Scenario

Manage critical business workloads and applications.

Maintain access to the databases and native SAP functionality.

Seamless operations with the ability to backup and restore natively to a desired state.

Challenge

Difficult and slow to find exactly what is needed during a recovery, potentially harming the business.

Solution

Veeam Explorer for Storage Snapshots

Results

- RPO and RTO of <5 minutes
- Granular recovery
- Instant visibility

Business Need

Minimise waste and drive efficiencies by only paying for the storage you use with Storage-as-a-Service (STaaS)

Scenario

Customisable “as-a-service” solution.
For businesses from all sectors and of all sizes who want to pay for storage as they use it.
Simplified decision-making.
Scalable storage that grows as your data does.

Challenge

Rolling out new software updates risk disrupting the production environment and business-critical tasks.

Solution

Lenovo TruScale Infrastructure Services and Veeam DataLabs for Storage Snapshots

Results

- Verified recoverability
- Test, development, training and troubleshooting
- Low-risk deployments

Part 2

Enterprise-wide storage and data management

Complete, modern storage and data management solutions

Brought to you by Lenovo and Veeam

In response to the growing need for all businesses to have scalable and secure storage and data management, Lenovo has teamed up with Veeam to offer the most modern storage and data solutions for growing businesses. Integrating the right hardware with the right software, Lenovo and Veeam's solutions provide greater control over data, protection against data loss and help IT infrastructure run more efficiently - making it the right move for businesses.

When Lenovo and Veeam come together, their central solutions cover all areas of the business to deliver leading storage and data management that:



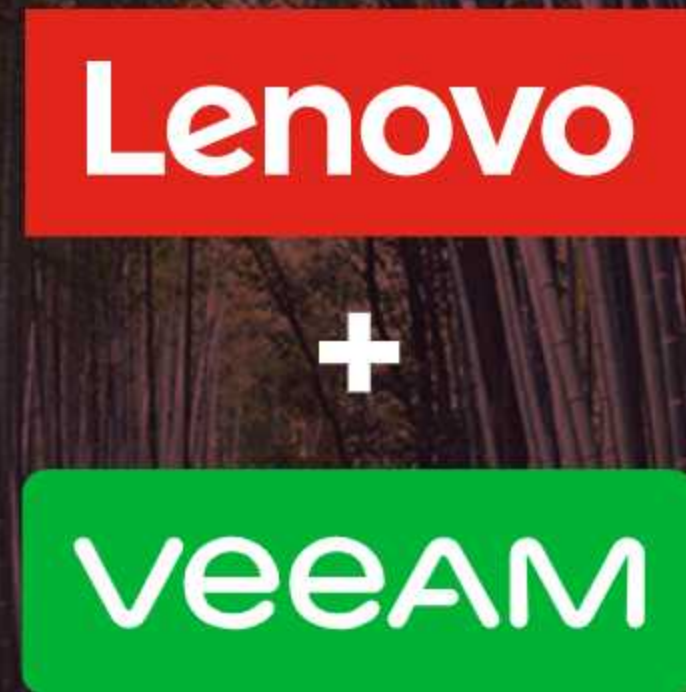
Recovers quickly from lost or messed up data



Offers scalable pay-as-you-grow data storage



Allows backend rebates for solutions



Product packages

Product packages

Lenovo and Veeam's complete storage and data management provides a cloud experience everywhere with self-service, scalable, end-to-end solutions that include:



Veeam® Backup & Replication™

Delivers availability for ALL your cloud, virtual and physical workloads.

Veeam Availability Suite v12

Powerful backup, instant recovery and ultra-secure.

Veeam Backup for Microsoft 365

Because Microsoft won't back up your data for you per default.



Lenovo ThinkAgile HX, VX and MX HCI solutions

Simplify IT infrastructure and accelerate digital transformation.

Lenovo ThinkSystem DM Series Storage Arrays

Performance, simplicity, capacity, security, and high availability for hybrid and all flash storage.

Lenovo ThinkSystem DE Series Storage Arrays

Performance and economics to handle your most important Microsoft 365 data at an attractive cost.

The combined strength of Lenovo and Veeam delivers faster results, easier management and lower infrastructure costs, so businesses can run smarter, increase efficiencies and strengthen IT strategies.

IDC found that with Lenovo and Veeam products together, users have over 250% increased IT ROI¹².

HCI package: Lenovo Software Defined Infrastructure + Veeam



ThinkAgile HX, VX and MX

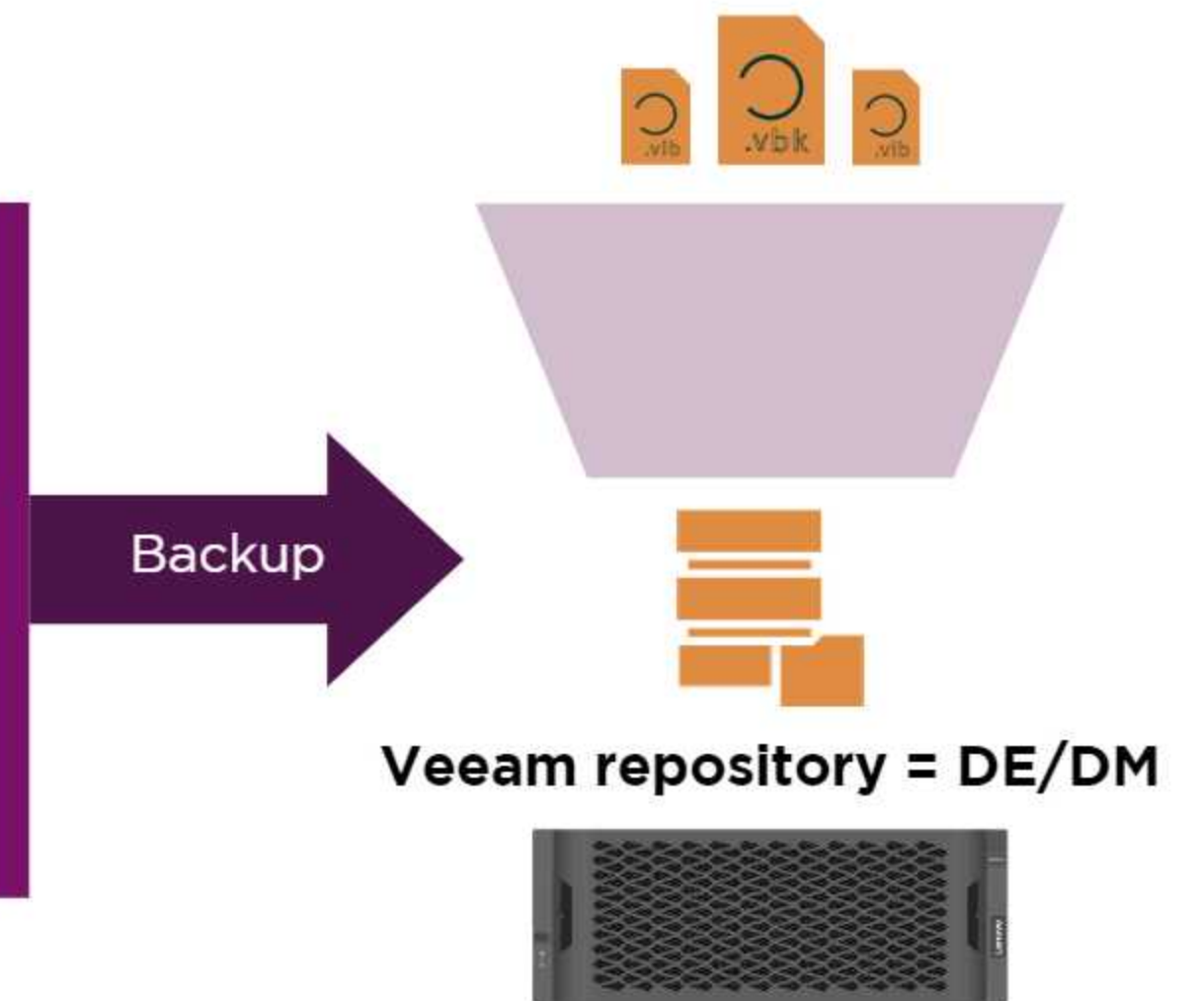
vmware
Microsoft
Hyper-V
NUTANIX AHV

- Veeam Backup & Replication
- Veeam Agent for Microsoft Windows
- Veeam Agent for Linux
- Veeam Availability for Nutanix



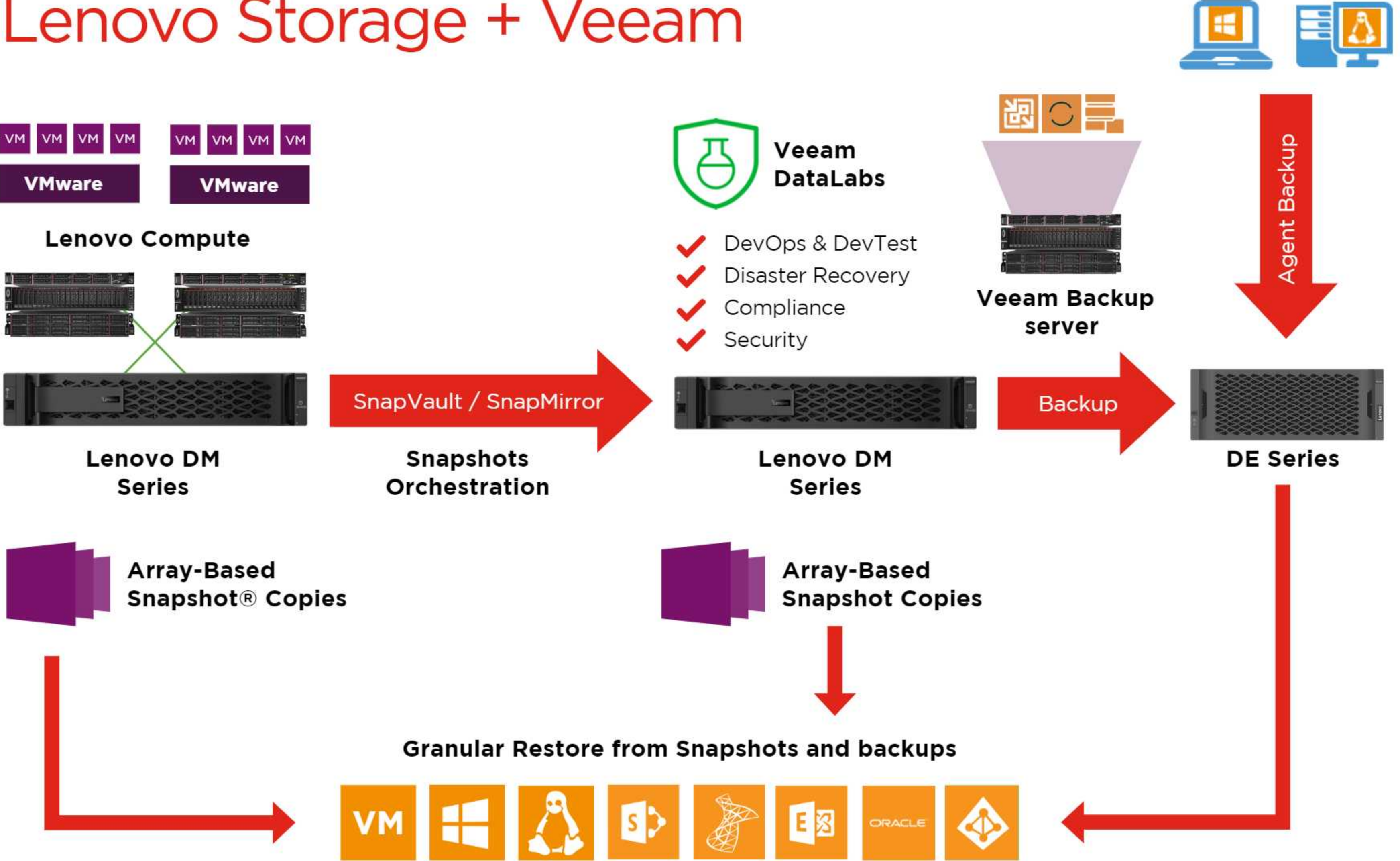
SE350 with Azure Stack HCI

Any on-premises VMware vSphere, Microsoft Hyper-V, Nutanix AHV VMs, physical servers and workstations, Azure Stack...

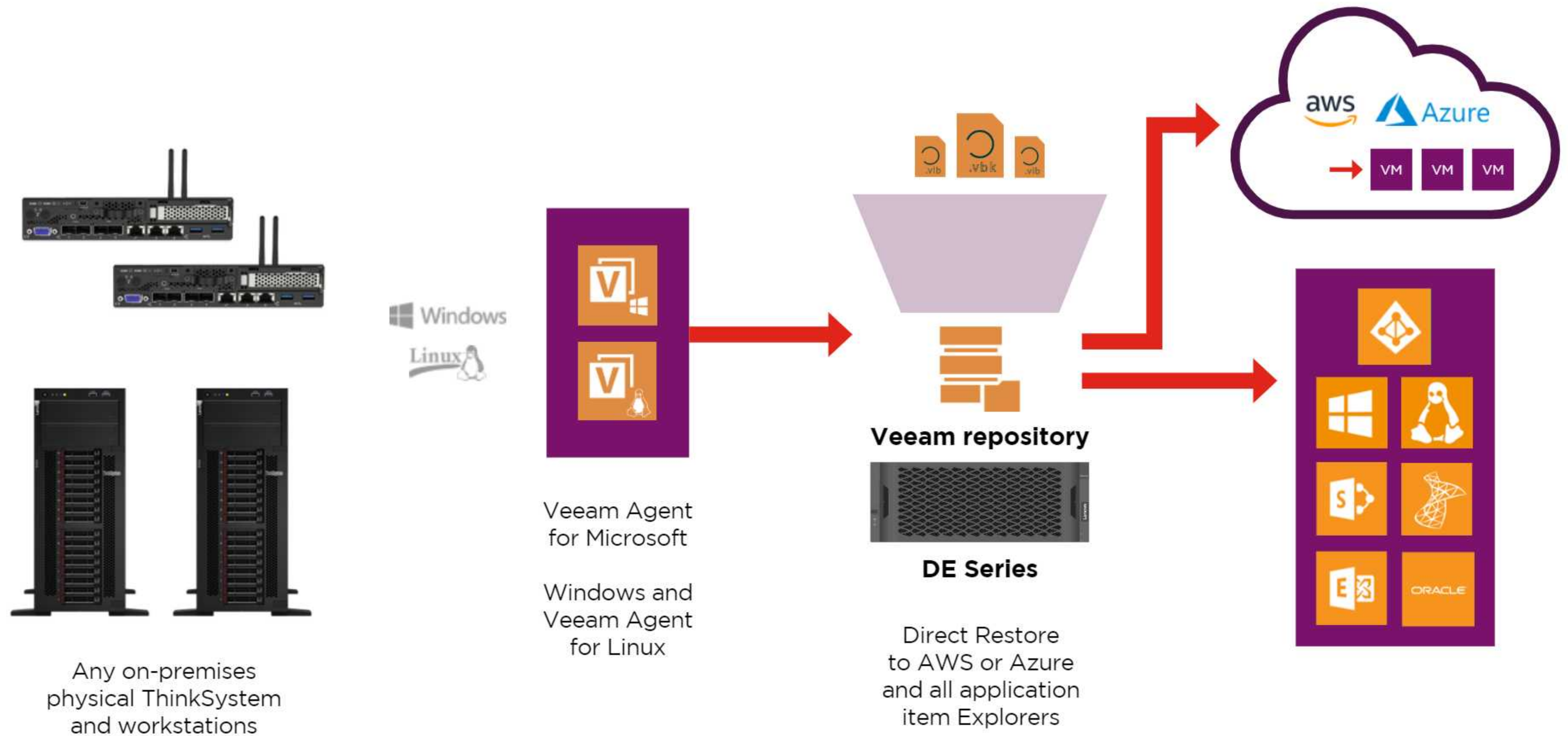


Lenovo DE-Series combined with Veeam gives organizations the best of both worlds – a high speed storage repository that scales-up to meet the backup and recovery needs of growing application environments and native Veeam data deduplication and compression to keep backup costs in check.

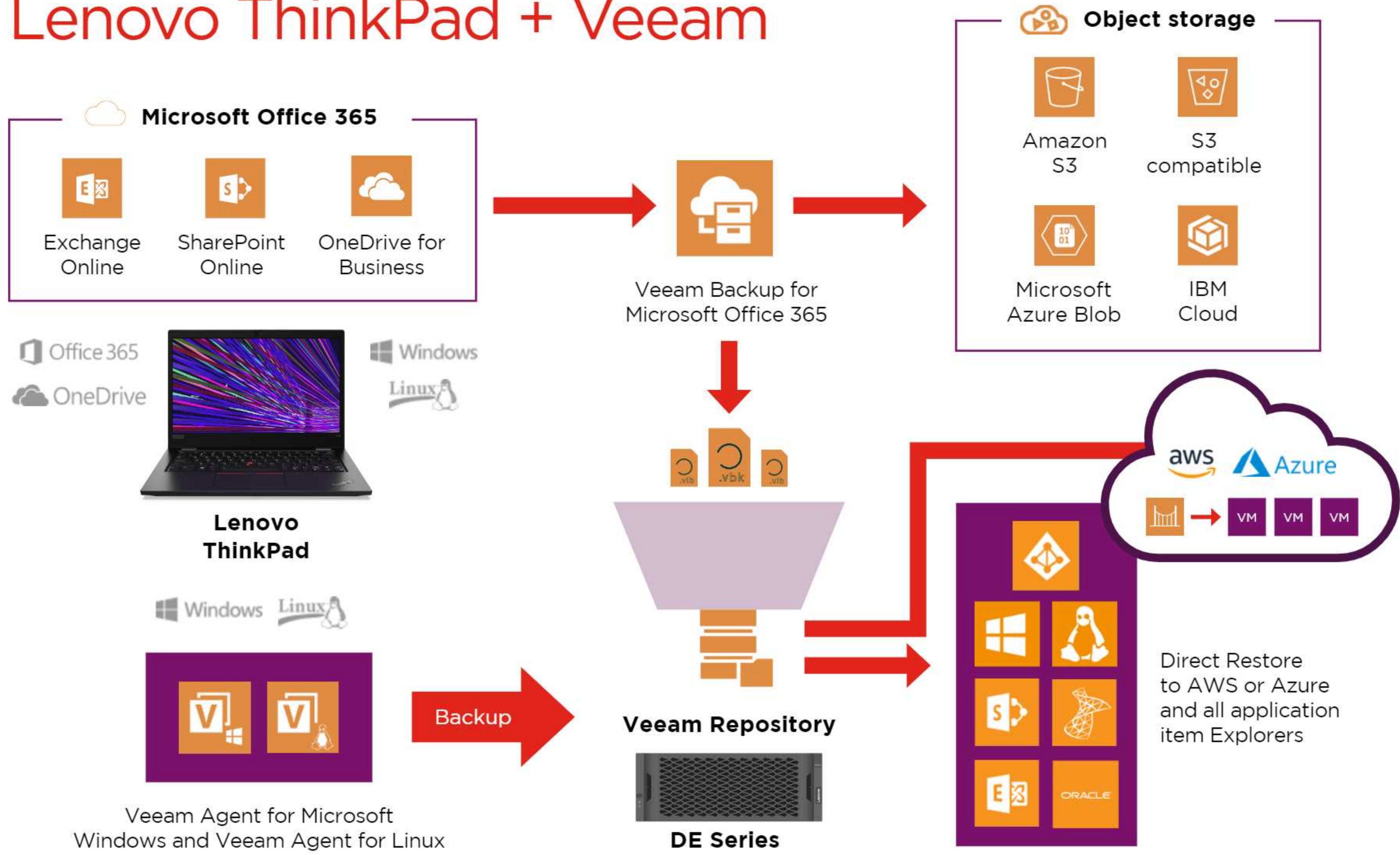
Ultimate storage package: Lenovo Storage + Veeam



Data protection package: Lenovo Server + Veeam



Microsoft 365 package: Lenovo ThinkPad + Veeam



Built-in services

Built-in services

Lenovo and Veeam offer a complete end-to-end solution from the desktop to the data center, providing simplified administration, enhanced security and compliance management, such as:

Data center solutions

Offer a wide variety of data center infrastructure and software-defined solutions with your choice of industry-leading data protection and backup from Veeam to provide complete data protection, with high availability and reduced downtime

Lenovo expert technical sales (LETS)

LETS is a highly skilled, technical presales team that provide expert technical sales support to ensure the right solution is proposed for our clients and to help win your business

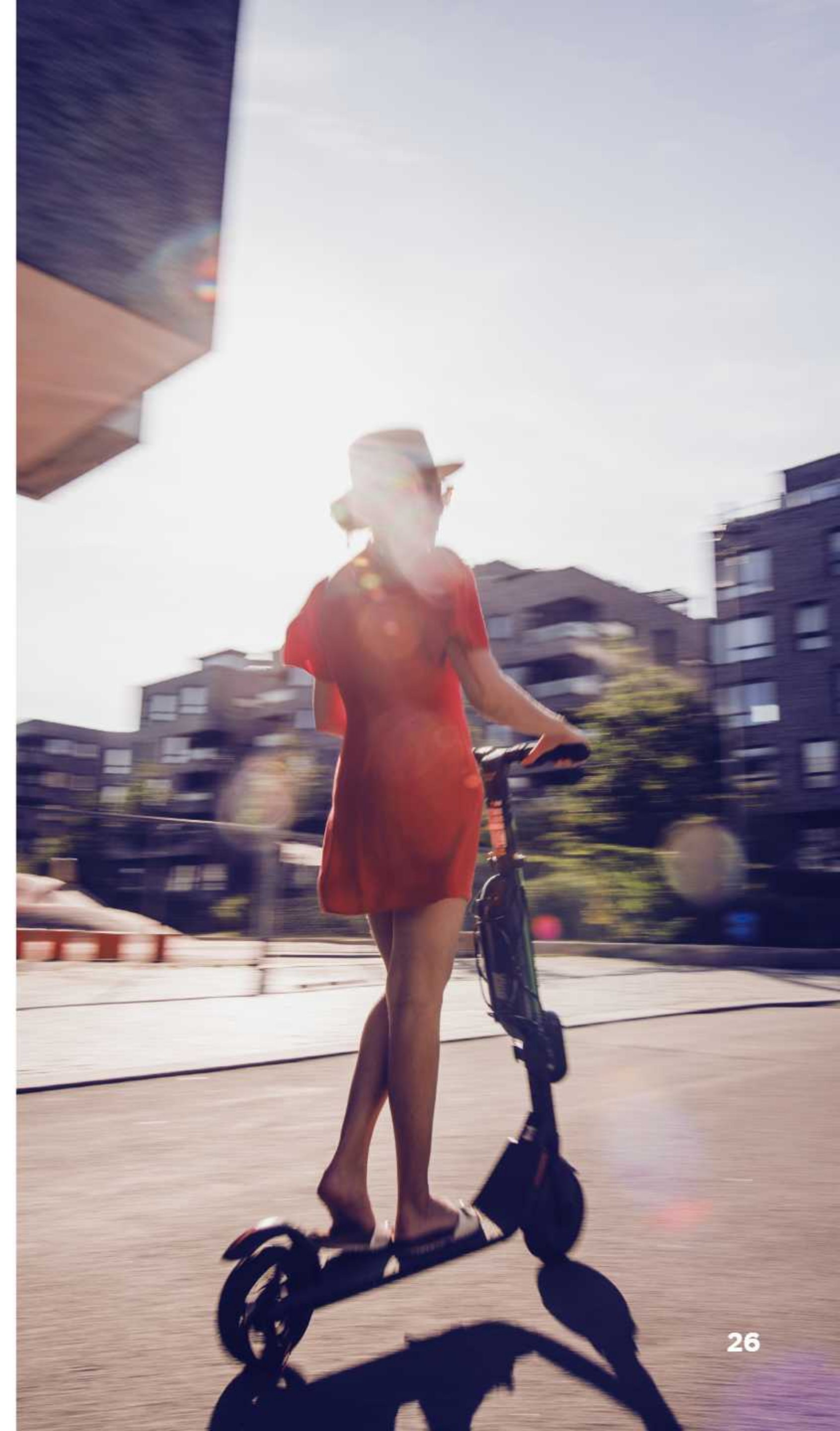
Other benefits include an assessment and health check, design, implementation and migration services and educational resources and end-to-end support to give you total peace of mind on the solution.

Client solutions

Offer a wide range of streamlined device deployment and management, and simplify the ability to rapidly deploy a Veeam backup solution that offers you both complete access and complete control of your Office 365 data and avoid the unnecessary risks of data loss

Service offering

Whether you are new or experienced in data protection, looking to refresh or expand, or need to optimise or deploy, Lenovo Professional Services can help you with your journey



As-a-Service



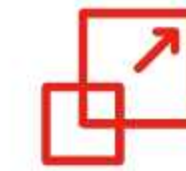
As-a-Service

Lenovo TruScale Infrastructure Services give you all the power and strategic advantage of the latest data center hardware through a pay-as-you-grow business model. Easily scale without incremental capital investments and focus more on your bigger picture with 24/7 proactive monitoring, management, and services included.

The as-a-service, cloud-like experience with on-prem security and control allows you to:



Enjoy the advantages of on-premises data center hardware and services through a pay-as-you-grow model



Easily scale without heavy investments, keeping you ready for peak business performance and growth



Get the latest Lenovo hardware that meets your evolving needs and enjoy faster refresh cycles



Get the peace of mind and the benefit of physical on-premises security, capacity control, and protection of your data

[Find out more](#)

Summary

Summary

The future is data. Over 50% of companies will need to update their backup systems within the next three years because they are too slow, incomplete and they don't scale economically. Plus, with only 55% of all data currently backed up, it's time to future-proof your business with a modern storage and data management solution that's enterprise-wide, scales seamlessly and grows as your data inevitably does.

Challenges

Business Outcome



No High Availability
Legacy Shortcoming
Disruptive Backups
Increasing Expectation

Rapid Comprehensive Recovery
Legacy Shortcoming
Disruptive Backups
Increasing Expectation



Inadequate Data Access
Inefficient Data Access
Poor Data Security
Idle Data

Maximize ROI
Workload Consolidation
Reliable Data Access
Business Value



Complexity
Slow Time-to-Value
Manual Processes
Unplanned Downtime

Simplified IT
Easier Implementation
Intelligence & Automation
Decreased Costs



Peace of Mind
24x7x365

Lenovo

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Are you looking for smarter storage and data management?

Have you assessed your data storage and management recently to see whether it's still suitable for your growing needs?

If you're looking to upgrade, visit LenovoStorageCentral.com and **start your free trial** or **book a free consultation** with one of our experts.

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Sources:

¹Networkworld, 2018. ²Businesswire, 2020. ³Lenovo,2021. ⁴Data Deduplication for High Performance Storage System, 2022. ⁵IDC, June 2022. ⁶GerryMcGovern, 2019. ⁷PWC. ⁸Cybercrimemagazine, 2020. ⁹Techtarget, 2020. ¹⁰Cloudwards, 2022. ¹¹Gartner, 2014. ¹²Qassociates, 2020.

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