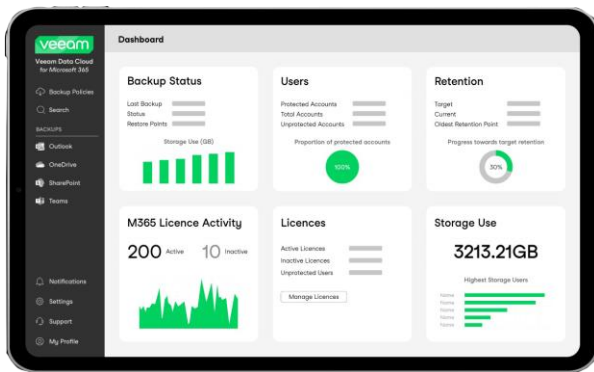


Backup Service

Veeam Data Cloud for Microsoft 365

Resilient Data Protection Made Simple for Microsoft 365



Veeam Data Cloud for Microsoft 365 — **powered with Microsoft 365 Backup Storage** — is a backup service providing comprehensive data protection and data recovery for Microsoft Exchange, SharePoint, OneDrive for Business, Teams, and with support for Entra ID protection, giving you complete control of your Microsoft 365 environment.

- Trusted, industry-leading technology
- Modern, secure and intuitive
- Everything is included

Microsoft 365 Cyberattacks and Data Loss Are Common

75% enterprises will prioritize backup of SaaS apps as a critical requirement by 2028, compared to 15% in 2024

88% or organizations are very likely to utilize BaaS within the next two years

10x faster recovery times are achieved with Veeam

Key capabilities

Backup made simple

Simply log in through a web browser and begin backing up in minutes.

Secured and maintained for you

Offload ongoing maintenance to experts, and leverage latest features.

Data sovereignty

Store your data in the cloud region of your choice, with retention control.

Lightning-fast backups and restores

Quickly protect and restore data with speeds greater than 1TB per hour.

Ransomware Recovery

Bulk restores at scale for increased reliance to cyber attacks.

Enhanced security

Includes 256-bit encryption, MFA, RBAC and service-level immutability.

Advanced Search

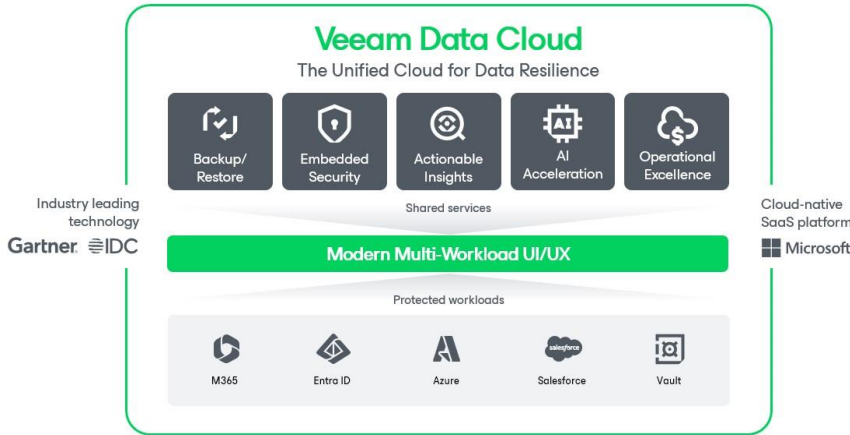
Save time with powerful eDiscovery to locate the exact data sets you need.

Backup & Recovery Flexibility

Highly customizable backup schedules and granular file-level recoveries.

Purpose-Built Teams Backup

Broad Teams support, including settings, members and team structure.



Streamline Your Backup Experience

Achieve the confidence and reliability of the industry's best data protection solutions for Microsoft 365, Entra ID, Salesforce, and Azure, matched with the ease and accessibility of SaaS.

Now Powered with Microsoft 365 Backup Storage

Veeam joins forces with Microsoft, empowering organizations to quickly backup and recover large volumes of Microsoft 365 data, protecting against any cyberattack or data loss scenario.

Lightning-fast backup and recovery specifically designed for large Microsoft capabilities 365 environments, seamlessly protecting and restoring 100+ TBs and 10,000+ objects. Bulk restores at scale for increased resilience to ransomware or malware attacks ensuring business continuity.



Fast Backup of M365 Tenant



Bulk restore



Cyber attack recovery



Data stored inside Microsoft security boundary

23.5M+

M365 users protected on active subscriptions

74%

of the Global 2,000 are Veeam Customers

#1

in market share per IDC in the Data and Replication & Protection Market



Veeam Data Cloud *for Microsoft 365*

Flex
Express
Premium

Plan Comparison

Overview

Veeam Data Cloud for Microsoft 365 offers three different plans, each with different capabilities related to speed, scale, control, and flexibility. Whether you want to quickly back up large datasets or utilize granular recovery options, Veeam has an option for you. This plan comparison guide is designed to help you fully understand the capabilities that are included with each plan. The three Veeam Data Cloud for Microsoft 365 plans are Flex, Express, and Premium. Here's a breakdown of what's included in each plan:

- **Flex:** Delivers data protection control with highly customizable retention, granular recovery, data export options, and more.
- **Express:** Powered by **Microsoft 365 Backup Storage***, this plan offers lightning-fast backup and restore speeds with no throttling.
- **Premium:** Enables you to backup Flex and backup Express from within one single pane of glass.

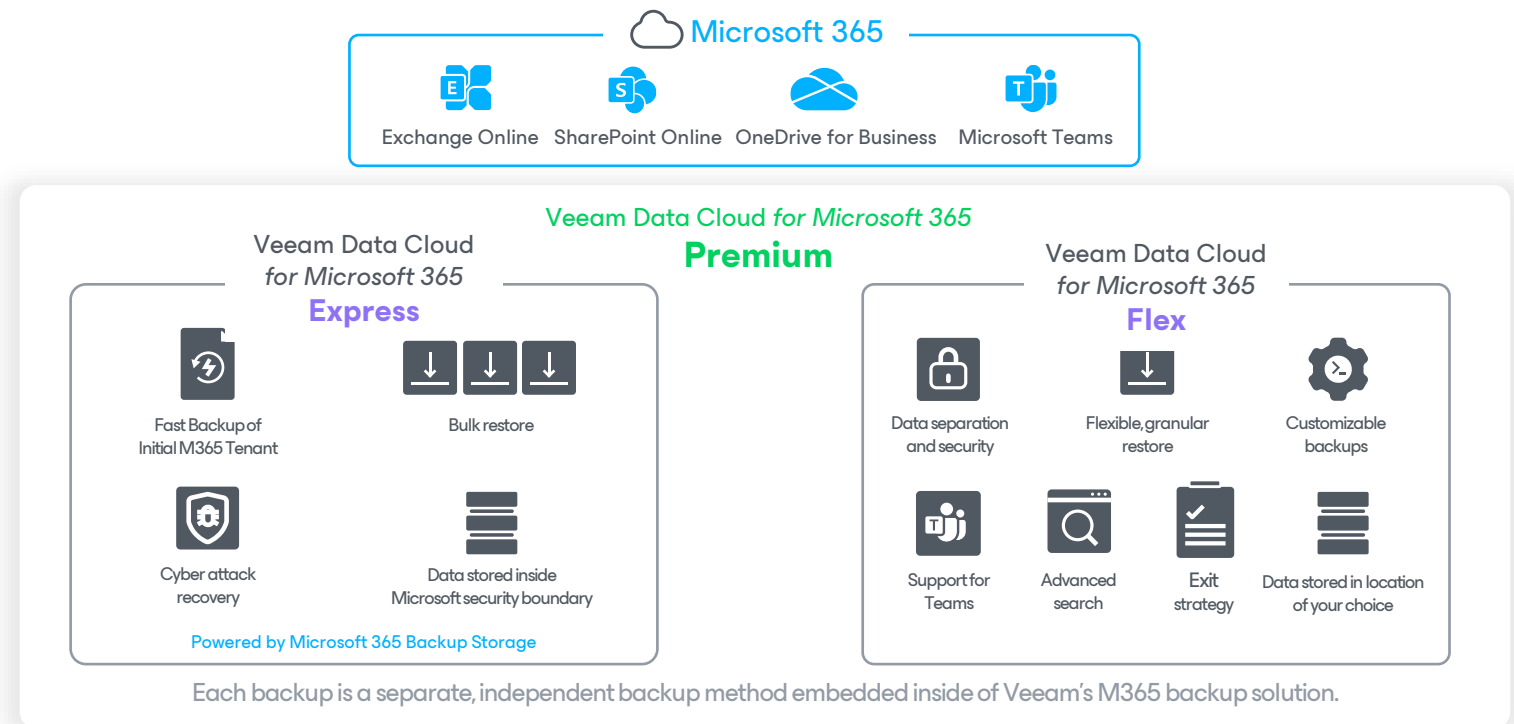
Licensing

There are two licensing models: The variable license model and the fixed license model.

- The **variable license model** makes it easy to protect your entire organization, including data that is not tied specifically to an individual Microsoft 365 user (e.g., SharePoint sites or Teams public channels). This model provides the richest capabilities and automation, including automatic backup of all users and data, the ability to dynamically add new users to the backup job, and customizable backup schedules for administrators. This model also makes it easy to add additional licenses when you need them.
- The **fixed license model** has limited capabilities since it only protects the data associated with a specific number of users within your organization and requires manual backup configuration.

Unlimited storage and the backup infrastructure are included at no additional cost for both license models.

*What is Microsoft 365 Backup Storage? [Learn more here.](#)



Veeam Data Cloud for Microsoft 365

Application Support	Flex	Express	Premium
Exchange Online	✓ Complete backup and restore support for Exchange Online, including mailboxes, folders, emails, tasks, calendars, and contacts.	✓ Complete backup and limited restore for Exchange Online, including mailboxes, folders, emails, tasks, calendars, and contacts. Does not offer granular, file-level restores.	✓ Complete support Premium provides the most comprehensive backup and restore capabilities and application support across all Microsoft 365 services, including Exchange Online, SharePoint Online, OneDrive for Business, and Microsoft Teams. Comprehensive Entra ID protection is included in Premium by default.
SharePoint Online	✓ Complete backup and restore support for SharePoint Online, including sites, libraries, lists, and documents.	✓ Broad backup, limited restore for SharePoint Online, including sites, libraries, lists, and documents. Does not offer granular, file-level restores.	
OneDrive for Business	✓ Complete backup and restore support for OneDrive for Business, including folders, documents, and OneNotes files.	✓ Broad backup, limited restore for OneDrive for Business, including folders and documents. Does not offer granular, file-level restores.	
Microsoft Teams	✓ Broad support. Purpose-built backup and restore for Teams, including configurations such as settings, members and team structure. Teams channels, posts, tabs and files.	No support at general availability.	
Entra ID	✓ Complete support Entra ID protection can be bundled with Flex for an additional cost. This includes the ability to backup and restore Entra ID users, groups, application registrations and other objects.	Not available Entra ID protection is not available as part of the Express plan.	

✓ Fully supported ✓ Partially supported

For more product information and resources on Veeam Data Cloud for Microsoft 365, [click here](#).

Veeam Data Cloud for Microsoft 365

Backup Capabilities	Flex	Express	Premium
Microsoft 365 Backup Storage APIs	Not supported. Flex backup and restore speeds are influenced by bandwidth, throttling, and data size. Although backup and restore speeds are limited at large scale, Flex provides easy, fast recovery of individual files.	✓ Supported. With this API, Express delivers backup and restore optimized for large volumes, with speeds greater than 1TB per hour. Performance is not impacted by throttling. For example, a large scale restore of one thousand OneDrives, SharePoint sites, or mailboxes of ~15-30GBs per protection unit will run at 1-5TBs/hour.	✓ Backup speed and flexibility Premium provides the best possible backup combination. It combines lightning-fast backup and restore speeds with data separation, customizable backup frequency, and flexible backup retention. Premium also offers complete control over backups to ensure your data is protected and available.
Flexible Backup Frequency	✓ High flexibility. Customizable daily backups with recovery point objectives (RPOs) as low as every 8 hours. Administrators can choose to run backups at a specific time of day or on specific days (e.g., weekdays only, etc).	Currently limited. Backup frequency is fixed, with backups running every 15 minutes for OneDrive and SharePoint for the first two weeks. After the two weeks, one backup is retained per week. Exchange is backed up continuously as changes occur.	
Different Backup Schedules	✓ Multiple schedules. Run multiple backup jobs with different backup frequencies to offer different RPOs to different data sets. Administrators can create many backup jobs per Microsoft 365 organization.	Single schedule currently. All users and data are processed in the same backup policy, and all will get set on the same RPO and retention policy.	
Retention Period	✓ Up to forever. Retain backups for seven years by default. Customers can choose one year, two years, three years, five years, seven years, 10 years, 25 years, or forever as a retention period. Users can also select a specific number of days for retention.	Currently limited. Backup retention is only set to one year. Customers cannot customize the backup retention period, although they can have visibility into the retention period and backup frequency. Currently, the settings aren't variable or modifiable.	

✓ Fully supported ✓ Partially supported

For more product information and resources on Veeam Data Cloud for Microsoft 365, [click here](#).

Veeam Data Cloud for Microsoft 365

Recovery Operations	Flex	Express	Premium
Granular Restores	✓ Broad options. Flex offers restores at the file level, cross-user, to alternate locations. Restore data to its original mailbox, different mailboxes, its original folder, or to a different folder. You can only recover modified and deleted items.	✓ Limited. Exchange items can only be recovered to the original location; SharePoint and OneDrive granular restore are not available.	✓ Recovery for any data loss or disaster recovery scenario. Premium provides the best recovery experience with the perfect combination of bulk restores at-scale to enable increased resilience to cyberattacks. This is combined with flexible, granular recovery and powerful search capabilities to ensure data sets are recovered according to your specific business needs.
Bulk Recovery at an Enterprise Scale	✓ Available, some limitations. Effortlessly recover from disasters by restoring multiple mailboxes, OneDrives, or Teams in a single restore job. Does not offer bulk recovery for SharePoint.	✓ Broadly covered. Recover multiple mailboxes in a single restore policy and recover multiple SharePoint sites in a single restore policy. Recover multiple OneDrive users in a single restore policy. No bulk recovery for Teams yet.	
Self-service Restore Portal	✓ Available. You can delegate restore tasks to end-users or restore operators, and even create custom roles via extensive roles and permissions settings.	Not available. No end-user self-service restore portal yet; currently, only backup administrators may restore data. End users do not have the ability to enable backups or restores for their user account.	
Search Scope	✓ Across users. Effortlessly find specific items in large amounts of backups, thanks to centralized search and browse across mailboxes, OneDrive, sites, or Teams.	✓ Within a user. No ability to browse or search for data across multiple mailboxes, SharePoint sites, OneDrive users, or Teams. Administrators can search for data within one mailbox at a time, not across mailboxes.	
Search Filters	✓ Comprehensive. Effortlessly find specific items in large amounts of backups with over 60 filter fields for each service. Also, easily narrow down search results with filter combinations.	✓ Basic. Data can be searched for with basic filters. You can combine up to five filters to narrow search results. No search for OneDrive and SharePoint yet.	

✓ Fully supported ✓ Partially supported

For more product information and resources on Veeam Data Cloud for Microsoft 365, [click here](#).

Veeam Data Cloud for Microsoft 365

Management	Flex	Express	Premium
Central Management of Multi-backup Policy Types	Not available. Flex does not have the ability to manage other backup policy types from within the same console (e.g., managing Express from within the Flex UI).	Not available. Express does not have the ability to manage other backup policy types from within the same console (e.g., managing Flex from within the Express UI).	✓ Single pane of glass. Premium provides ideal management with a single-pane-of-glass view to manage both Flex and Express backup policies from one central location. This also includes the ability to monitor backup data, receive alerts on changes, and generate reports for compliance purposes. Since this solution is a backup service, deployment is a simple process. Backups can be set up in as little as 15 minutes. Customers have no infrastructure to provision and set up, nor any backup software to install and configure.
Monitoring	✓ Broad coverage. Comprehensive monitoring dashboards that cover most tasks (i.e., backup and restore), protected objects, licensing, user activities, and storage consumption.	✓ Limited coverage. Dashboards show if backups are activated for Exchange, SharePoint, and OneDrive, including the number of protected users, sites, and OneDrives.	
Notifications and Reports	✓ Basic reporting with some alerts. Email notifications are only for backup jobs and license changes. There's an option to add Syslog servers and to choose which logs you want to send. Get reports on backup and restore jobs and user protection from across your Microsoft 365 backup environment.	Currently no notifications and alerts.	

 Fully supported
  Partially supported

For more product information and resources on Veeam Data Cloud for Microsoft 365, [click here](#).

Veeam Data Cloud

for Microsoft 365

Data Freedom	Flex	Express	Premium
Backup Location Options	✓ Broad choice. Allows you to maintain data sovereignty by providing you with the flexibility to store your data in any Azure region you want.	Not supported at general availability. No ability to choose the cloud region where backups are stored.	✓ Total data freedom and customizations. Provides the advantages that come with Azure region choice, the ability to separate backup data from production, and change infrastructure location. Provides a clear exit strategy too, if you ever choose to leave the service.
Data Separation	✓ Yes, you can separate backups from the initial tenant and store it in a different Azure tenant.	Data stays in the Microsoft 365 tenant. Backups are stored in the same cloud region as your production data. Data never leaves the Microsoft 365 data trust boundary or the geo locations of your current data residency.	
Exit Strategy	✓ Supported. At the end of your subscription, you can migrate your backup data from Veeam's Azure tenant to your own tenant and use Veeam's free Community Edition to continue to restore your data.	No ability to export backups out of Microsoft's cloud or to use free search and restore tools after canceling the backup subscription.	

✓ Fully supported ✓ Partially supported

For more product information and resources on Veeam Data Cloud for Microsoft 365, [click here](#).

Veeam Data Cloud for Microsoft 365

Security	Flex	Express	Premium
Access Security Options	✓ Comprehensive. Broad set of access security mechanisms, including multi-factor authentication (MFA), IP range restriction, and customizable advanced role-based access control (RBAC) with predefined roles. Also offers the option to create custom roles and limit user access to specific sites and groups.	✓ Comprehensive. Veeam has built a broad set of access security capabilities on top of Microsoft 365 Backup Storage. These include MFA, IP range restriction, and customizable advanced role-based access control (RBAC) with predefined roles. Also offers the option to create custom roles and limit user access to specific sites and groups.	✓ Broad and diverse security measures Premium provides security capabilities, including MFA, highly customizable RBAC, and the ability to encrypt Microsoft 365 data. This plan provides the strictest adherence to the 3-2-1 Rule with multiple backup and restore options available.
Encryption	✓ Supported. In Flex, backup data can be encrypted.	✓ Supported. Standard Microsoft 365 service encryption is available.	
3-2-1 Rule	✓ Some capabilities. Flex provides redundant copies and a separate backup in a different Azure location, which supports some principles within the 3-2-1 Rule.	✓ Some capabilities. Express provides multiple redundant copies of data that's inside the Microsoft security boundary, supporting some principles within the 3-2-1 Rule.	
Service-level Immutability	✓ Supported. Backup data is stored in a virtually air-gapped location on Azure and isolated from the customer infrastructure and Microsoft 365. Once backed up, data cannot be altered or deleted.	✓ Supported. Backups are written to Microsoft Azure storage in an append-only mode, they cannot be accessed or overwritten.	

✓ Fully supported ✓ Partially supported

For more product information and resources on Veeam Data Cloud for Microsoft 365, [click here](#).

The Veeam logo is centered in the middle of the image. It features the word "veeam" in a white, lowercase, sans-serif font. The text is contained within a white-outlined rectangular box with rounded corners. Behind this box, there are two large, semi-transparent, light green geometric shapes that resemble stylized mountain peaks or abstract letterforms, one on the left and one on the right.

veeam

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Join the community hub:



Secure Cloud Storage Made Easy.

Veeam Data Cloud Vault

Secure Storage is Fundamental to Zero Trust Data Resilience

As cyberthreats continue to increase — especially against backup data — the need to appropriately secure that backup data is paramount. In fact, the 2024 Ransomware Trends Report highlights that 96% of ransomware attacks now explicitly target backups. That same report details 61% of organizations utilize cloud storage in addition to disk-based backups to accommodate the growing volume of data, while getting a copy off-site.

However, many organizations continue to struggle with cloud storage, with reasons including:

- **Bill shock:** Fully understanding and forecasting all associated expenses with cloud storage like transactions, data access, and egress.
- **Security:** Architecting cloud storage securely, including logical air-gapping, immutability, encryption and more.
- **Skilling:** Expertise and/or resources required to properly design, implement manage and monitor.

Veeam Data Cloud Vault

Veeam Data Cloud Vault introduces a fully managed, secure cloud storage resource on Microsoft Azure. Architected to strict ZTDR principles, Veeam Vault ensures your business' most valuable asset is always safeguarded from whatever the world throws its way.

Better yet, we've eliminated the headaches of unpredictable cloud cost models to make budgeting and forecasting a breeze. Just let us know how much you need, and we'll handle the rest.

Zero Trust Data Resilience

Veeam's Zero Trust approach, Zero Trust Data Resilience (ZTDR), focuses on expanding Zero Trust principles to include an organization's backup environment. This philosophy is foundational to our approach to data protection and an organization's cyber resilience strategy, including:

- **Separation of backup software and backup storage through** segmentation and air-gapping, helping maintain availability for authorized users while reducing the risk to confidentiality and integrity should one part of the environment be compromised.
- **Multiple resilience zones,** focusing on maintaining three copies of your data on two types of media, with one offsite to ensure you can recover quickly and securely.
- **Immutable and encrypted backup storage** to protect the integrity of your data, with immutability ensuring data's availability for a clean restore, and encryption for its confidentiality.



Use Cases

Secure

Safeguard your data on ZTDR storage that’s always immutable, always encrypted, and logically air-gapped from production.

Easy

Access and use on-demand cloud storage, fully-managed by Veeam with zero architecture, configuration or management requirements.

Predictable

Eliminate bill shock with flat, per-TB pricing that meets your needs now and tomorrow, inclusive of API calls, data access, restore and egress charges.

Integrated

Fully integrated into Veeam Data Platform and ready to go in just minutes without leaving the UI you know, love and trust.

Two Options to Choose From

	Foundation	Advanced
Storage Class	Azure Blob Cool	Azure Blob Cool
Durability	LRS; 11 nines	ZRS; 12 nines
Read/Restore	Fair Use	Unlimited
ZTDR Storage	Yes	Yes

Microsoft + Veeam

Together, Microsoft + Veeam go beyond typical backup and recovery. Jointly, we ensure you are protected with the ability to quickly restore in the event of a disaster or ransomware attack. Our solutions provide comprehensive immutability, so you can rest assured that your data is resilient against ransomware. Whether your data resides in Microsoft Azure, Azure Stack HCI, Azure Kubernetes Service, Microsoft 365 or on premises, we help you mitigate risk and ensure your data stays secure, protected, and always available.

About Veeam Software

Veeam®, the #1 global market leader in data protection and ransomware recovery, is on a mission to empower every organization to not just bounce back from a data outage or loss but bounce forward. With Veeam, organizations achieve radical resilience through data security, data recovery, and data freedom for their hybrid cloud. The Veeam Data Platform delivers a single solution for cloud, virtual, physical, SaaS, and Kubernetes environments that gives IT and security leaders peace of mind that their apps and data are protected and always available. Headquartered in Seattle, Washington, with offices in more than 30 countries, Veeam protects over 550,000 customers worldwide, including 68% of the Global 2000, who trust Veeam to keep their businesses running. Radical resilience starts with Veeam. Learn more at www.veeam.com or follow Veeam on LinkedIn [@Veeam-Software](https://www.linkedin.com/company/veeam) and X [@Veeam](https://twitter.com/Veeam).

➔ Learn more: veeam.com

Veeam Data Cloud

Menu of Goals, Problem, and/or Needs

Many of the customers I talk to....

- Lack the on-staff expertise to ensure comprehensive data protection for all SaaS and cloud workloads
- Struggle controlling costs for backup software, infrastructure, and storage as their environments grow
- Face complexity trying to keep their entire architecture updated and secure

Are you facing any of these challenges?

Veeam Differentiator: Customer Choice

Veeam gives customers what others can't — freedom to choose!

- **Backup Software:** Softwaredefined, storage-agnostic solutions like Veeam Data Platform, Veeam Backup for Microsoft 365, offering the end user complete control over their architecture and infrastructure management.
- **Backup Service:** Veeam's Cloudnative backup and storage services for Microsoft 365 and Azure, offloading solution design and infrastructure management to Veeam via as a Service offerings.
- **Managed Service:** Delivered via Veeam's network of managed service providers, this option gives users access to experts, offering services ranging from hands-on options to fully managed solutions.



Customer Personas

Microsoft 365 Admins, Cloud Admins, Architects & Engineers

Concerned with managing specialized workloads for Microsoft 365 or Azure, but often don't have the expertise, bandwidth, or desire to prioritize backup.

IT Practitioners (Backup Admin), SMB System/Network Admin

Backup personas Veeam has traditionally engaged are fully immersed with backup, but may lack the expertise and/or time needed to fully address Microsoft 365 and/or Azure workload requirements. Veeam Data Cloud saves these roles time and money with an all-in-one solution.

IT Leaders (IT Director)

Tasked to advance IT capabilities with tight budgets and reductions in personnel. Veeam Data Cloud enables IT teams to work in a cloud-based platform for all workloads, while keeping costs low and predictable to stay on budget.

Elevator Pitch

- Resilient Data Protection Made Simple.
- Veeam Data Cloud provides resilient data protection and data recovery for multi-cloud data — all delivered via cloud-native backup and storage services.
- Veeam Data Cloud is an all-inclusive and predictable solution, giving you confidence without complexity — all within a secure architecture.

Success Story or Plausible Emergency

I worked with a similar customer...

- Who did not have time to effectively manage the backup infrastructure or handle updates and patches.
- Their budget was cut leading to shrinking head count and little to no backup expertise.
- This caused them to have outdated software, exploding storage costs and frequent user errors. The end result was critical data loss, bad financial impacts and loss of brand reputation.

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

- Simplify protecting SaaS data with an all-in-one service that includes the backup software, infrastructure and storage.
- They now have full confidence by removing complexity for cloud and SaaS workloads, have avoided further data loss, and are able to keep costs low and predictable to stay on budget.

Question to ask

Broad (start the conversation)

- How do you ensure you have the right level of expertise to manage the backup of cloud workloads such as Microsoft 365 and/or Azure data?
- How do you ensure your Microsoft 365 and/or Azure infrastructure, storage, and staffing needs remain within budget?

Environmental (how to do they do it without VDC?)

- How do you manage updates, patching, and infrastructure maintenance for your current Microsoft 365 and/or Azure backup solution?
- How do you forecast your backup and storage costs for Microsoft 365 and/or Azure data?
- Are you looking for additional solutions to meet Microsoft Azure Consumption Commitment obligations?
- When an issue occurs, what does the support process look like with your current solution?
- Are you confident they have the right resources in place if an emergency occurs?

Credibility (demonstrate credibility and get them to say “yes” to having a problem)

- Does that mean there may be gaps in your Microsoft 365/Azure data protection that put you at risk for data loss?
- Does that mean your team is struggling to control and predict costs as backup and archival storage needs expand?
- Does that mean you spend too much time or lack the resources needed for updates, patching, and infrastructure maintenance?
- Does that mean your storage costs continue to increase and fluctuate as your Microsoft 365 and/or Azure data retention needs evolve?

Impact (quantify the pain — what would they lose?)

- How would it impact your business if you cannot recover critical Microsoft 365 and/or Azure data?
- What is the impact to your business if you cannot accurately forecast and budget for Microsoft 365 and/or Azure backup and storage costs?
- How does the lack of time and resources for updates, patches, and infrastructure maintenance impact your IT team and the business?

Usage Scenarios to Position

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

- Leverage a cloud-native design that provides the best protection for your Microsoft 365 and Azure data, instantly ready out-of-the-box with policy driven simplicity
- Utilize an architecture built on zero-trust principles, that's continuously versioned and maintained for you, keeping your backups safe, secure and always ready for fast recovery
- Simplify protecting your IaaS and SaaS data with an all-in-one service that includes the backup software, infrastructure and storage, keeping costs low and predictable to stay on budget

Veeam Data Cloud for Microsoft 365 + Microsoft Backup Storage

Veeam Data Cloud + Microsoft Backup Storage

Veeam is a launch partner for Microsoft's new backup APIs, which will be embedded in the Veeam UI.*

Veeam has 15+ years of experience building Microsoft backup solutions, has been an MS Gold Partner since 2010, and is certified for MS Teams.

Microsoft's new backup technology is embedded inside Veeam's Microsoft 365 backup service, giving customers the best of both worlds — speed and scale meets control and flexibility.

*All Backup ISVs will have access to the same APIs and equal speeds from Microsoft

Veeam Data Cloud for Microsoft 365 Packaging Options

Veeam Data Cloud for Microsoft 365 *Flex*

- Control & flexibility with Veeam's standard M365 BaaS offering (formerly Cirrus)
- The best option for customers who want granular restores at the file-level, cross-user, to alternate locations and self-service options.
- Provides advanced capabilities for search, role-based access control, and allows backup frequency customization to meet low RPOs.

Veeam Data Cloud for Microsoft 365 *Express*

- Speed and scale — powered by Microsoft 365 Backup Storage
- The fastest M365 backup speeds in the market and fast bulk restore to bounce back from any cyberattack or data loss scenario.
- This is the best option for customers who need quick recovery of large datasets, but are less concerned with Teams support, granular restores, backup frequency customization and advanced search capabilities.

Veeam Data Cloud for Microsoft 365 *Premium*

- Bundle of Express & Flex that can be managed under a single pane of glass
- Recommended for all or identified top users, with a hybrid of other packages for remaining users

PLEASE NOTE: Any of these packages can be purchased and used independently or utilized in any combination deemed necessary by the customer to meet data protection requirements.

Hybrid Solutions to Align with Customer Needs

Premium for all or top users

Our selling strategy is to lead the conversation with Veeam Data Cloud for Microsoft 365 *Premium*. The Premium offering is recommended as the best option for either all users or "top users." Premium provides the ultimate Microsoft 365 backup experience, giving customers the best of both worlds — speed and scale meets control and flexibility — all within a single pane of glass.

Hybrid of Premium + Flex or Express

If Premium is selected for only some users, ask these questions to help the customer decide between Express and Flex for the remaining users:

Do you require any of the following capabilities?

- | | |
|---|---|
| <ul style="list-style-type: none"> • Backup separate from the M365 tenant • Consistent one day or less RPO for some data sets • Granular recovery or data export • A retention period longer than one year • Backup of Microsoft Teams | <ul style="list-style-type: none"> • Rapid restores of two to five TB per hour • Lightning-fast ransomware recovery • Bulk data restores |
|---|---|

If the customer answers yes to any of these — choose Flex

If the customer answers yes to any of these — choose Express



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	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. This edition is perfect for businesses that do not require frequent testing or specific regional data storage.	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. This edition supports specific Azure regions or data center preferences, ensuring that backups are stored in the desired location.
Routes to Market	• Two-tier distribution • Veeam's Online Store • Azure Marketplace	• 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 3-2-1-1-0 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.