Optimize Veeam Backups with Data Dynamics Storage X Analytics

Business Challenge

For every enterprise, the exponential growth in unstructured data is a challenge in the absence of a data management strategy. The challenge becomes even greater when there's a lack of visibility into an enterprise's data estate. The lack of data visibility leads to over-spend on data infrastructure, expands potential attack surfaces for malware and ransomware and magnifies the challenge of complying with local, national and international privacy regulations.
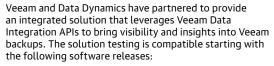
With digital transformation objectives accelerating across all data-driven industries, your customers, both internal and external, are now more reliant on digital services. These digital services require an increased focus on digital resiliency to ensure your organization can recover critical services within a pre-defined time window with minimal data loss. Recovering data that is non-essential to the business only lengthens recovery times and exposes organizations to added risk.

Solution Overview "Better Together"

Data Dynamics and Veeam® have collaborated on a solution designed to empower your digital enterprise to solve these challenges.

Data Dynamics provides you with visibility into your entire unstructured data environment including Veeam backups. Using the Veeam Data Integration API, Data Dynamics accelerates your access to the data to provide detailed insights about how to best optimize data placement across multiple storage tiers. Powered by deep, metadata-driven analytics and a robust query builder, Data Dynamics allows you to understand your data and unlock even greater value from your data backups including:

Environment Configurations

Veeam and Data Dynamics have partnered to provide an integrated solution that leverages Veeam Data Integration APIs to bring visibility and insights into Veeam backups. The solution testing is compatible starting with the following software releases:

Data Dynamics StorageX

    Version 8.4.0

    Version 8.4.1

Veeam Backup & Replication™

    Version 11.0. Build: 11.0.0.837 GA

    Version 11.0. Cumulative Patch P20210525

The following backup access methods were tested from the UI and the Veeam Data Integration API:

Instant file share recovery

Publishes a point-in-time file share state as a read-only SMB file share to enable users to instantly access all protected files.
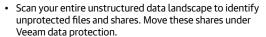
Instant disk recovery

Intantly recovers a disk by publishing it directly from the backup file. Remember to finalize the restore by moving the disk to your production storage.

Note: As the backups cannot be edited, the Data Dynamics StorageX scan options should have the setting "Preserve last access time on source" deselected.

Benefits

- Scan your entire unstructured data landscape to identify unprotected files and shares. Move these shares under Veeam data protection.
- Identify a file's last modified time and locate files that are/ were owned by user accounts no longer in use.
- Act on data to migrate, archive or delete data to free up valuable storage resources.
- Optimize storage costs through right-sizing placement of data on appropriate storage tiers.
- Modernize your data with custom tags for identification and classification for PII compliance.

Use Cases

Data insight: Know what is important. Gain insight into your data backups using metadata file analytics. Generate powerful visualizations of the owners and access behaviors, types, sizes and ages of the data in your backup.

Data migrations: Knowing what data you have is a pre-requisite to a sound data-migration strategy. Ensure that the value of your data aligns to storage costs and SLAs. Automate the reduction of redundant, obsolete and trivial data in your backups to lower your total cost of data ownership.

Ransomware: Discover unprotected files/ shares through data analytics. Identify and move unprotected workloads to archive and apply data immutability using Veeam's data protection platform.

Data classification: Custom metadata tagging allows for identification and classification of personal identifiable information (PII) for compliance with local, state, country or regional regulations. Give your backup administrators the power to evaluate, modernize and ensure privacy regulation compliance in their data estate with impactful reports. Act by archiving or quarantining PII data for digital compliance.

Conclusion

The Data Dynamics and Veeam backup optimization solution is a Veeam Infused solution for digital enterprises to gain actionable insights into their data backups and to modernize their data. Your backup environment is one of the largest components of the overall IT strategy and the corporate data governance goals. Using the Data Dynamics Unified Unstructured Data Management Platform, you can evaluate, optimize and gain deeper insights into your Veeam backups of unstructured data, maximizing your enterprise's strategy to reduce expenditure, mitigate risk and improve data governance.

About Veeam Software

Veeam is the leader in backup, recovery and data management solutions that deliver Modern Data Protection. We provide a single platform for cloud, virtual, SaaS, Kubernetes and physical environments. Our customers are confident their apps and data are protected and always available with the most simple, flexible, reliable and powerful platform in the industry. Veeam protects over 400,000 customers worldwide, including more than 82% of the Fortune 500 and over 60% of the Global 2,000. Veeam's global ecosystem includes 35,000+ technology partners, resellers and service providers, and alliance partners and has offices in more than 30 countries. To learn more, visit www.veeam.com or follow Veeam on LinkedIn @veeam-software and Twitter @veeam.

About Veeam Infused

The Veeam Infused program enables Veeam Alliance Program (VAP) partners to create their own solutions leveraging official Veeam APIs. The Data Integration API allows VAP partners to mount Veeam backups in an automated way to scan the data for various criteria like compliance checks, anti-virus, anti-malware, security, eDiscover, GDPR compliance, etc.

About Partner

DATA DYNAMICS®
Manage Your Data®

Data Dynamics is the pioneer of the unified, unstructured, data-management platform. With 26 of the Fortune 100 global customers worldwide, Data Dynamics enables organizations to analyze, move, manage and modernize their data anywhere. Data Dynamics accelerates the adoption of hybrid, public and multi-cloud deployments with peta-byte-scale data migrations, compliance and analytics. For more information, visit www.datadynamicsinc.com.

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