

Veeam Intelligent Data  
Management vs.  
NetBackup

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Battlecard



Capability	veeam	NetBackup	Benefit
Native, Ingetrated VM Replication	✓	✗	<p>Combining backup with replication and orchestration, the Veeam Availability Platform provides the necessary tools not only for replication, but also for a complete DR plan.</p> <p>NetBackup Offers no native VM replication, no failover orchestration and no DR documentation. This means businesses are forced to look elsewhere for replication and DR, adding cost and complexity.</p>
Flexible, Agentless Recovery	✓	✗	<p>Veeam is truly agentless when it comes to protecting VMs. No need to deploy or manage agents for backup or recovery.</p> <p>With NetBackup, agents are required not only for file or application recovery, but also application aware backups. This leads to complexity, because agents need to be pushed out to every VM and updates must be rolled out over time</p>
Automated Isolated Recovery Verification	✓	✗	<p>By verifying recoverability, Veeam ensures compliance and offers administrators peace of mind that data will be recoverable when needed.</p> <p>NetBackup does not allow for backup verification when backups are stored on tape or dedupe devices, leading to untested backups and potential data loss. A backup is only as good as its ability to be recovered.</p>
On-Demand Sandbox	✓	✗	<p>Go beyond data loss insurance with your data protection solution, by using it to offer value-added services to your business. Veeam DataLabs uses your backup and replicas to create isolated production-like virtual sandboxes that anyone can use to accelerate their processes.</p> <p>NetBackup cannot enable organizations to leverage their data protection infrastructure and copies of production data to accelerate business value without adding a separate, costly copy data management solution.</p>
Flexible, Straight-Forward Licensing	✓	✗	<p>Veeam solutions are cost effective and easy to sell, with both per-socket and per-VM licensing models, allowing customers to pick which model fits their buying criteria.</p> <p>Net Backup offers a myriad of licensing models, making the acquisition process complex and cumbersome from the start for both customers and partners.</p>

## 1. Availability beats legacy backup:

Veritas NetBackup came into existence in the 1980's via an engagement with an automotive manufacturer. It was built to support the systems and applications of the past - not the agile, modern data centers of the present. With the average company experiencing unplanned downtime 13 times a year, the costs associated with continuing to invest in a legacy backup solution can be extensive.

Don't suffer through more downtime. Switch to an Availability solution that was built for virtualization from day one and provides completely agentless backup and recovery, native VM replication, multi-hypervisor support and more.

**2. Award winning support:** Veeam's global support team is unparalleled in their technical knowledge, communication, and customer-first mentality. Our customers recently expressed their elation with Veeam support by awarding their US-based North American support team with a 98.9% customer satisfaction rating and their EMEA team a 97.3% rating. Veeam stands by their products and won't forget their customers after the sale. You can rest assured that they will be there if you need them.

**3. High-speed recovery:** Unrestricted agentless file level recovery, agentless granular recovery for tier-1 Microsoft applications, and intuitive cross-hypervisor Instant VM Recovery. These are just some of the things Veeam offers and Veritas NetBackup doesn't. Veeam's completely agentless approach to backup and granular recovery ensures you can tackle virtually any recovery scenario without the additional overhead of agents. It's no wonder that Veeam Customers experience 96% of recoveries within their RTO SLAs, compared to 78% for legacy solutions.

**4. Data loss avoidance:** Veritas NetBackup was designed when RPOs and RTOs were measured in days, not minutes. Availability means an RTPO of < 15 minutes to avoid data loss altogether. Veeam has offered 2-in-1 backup and replication since v1. With advanced Availability features such as WAN Acceleration, orchestrated failover plans for VM replication, and Veeam Cloud Connect - which enables you to get your backups off site without the cost and complexity of managing an offsite infrastructure. Veeam can ensure that your remote offices, as well as your largest enterprise data centers are fully protected.

**5. Verified recoverability:** If you aren't certain that your backups can be recovered, can they really be considered backups? Veritas NetBackup doesn't offer a way to automatically verify the recoverability of your backups. Veeam SureBackup provides you with the confidence that you need. Confidence that every backup will restore - every single time. How important is testing? Each quarter, organizations only test an average of 5.26% of their backups. Of those tested, 16.74% fail. Don't be a statistic, switch to Veeam to confidently and automatically test 100% of your backups - every time.

**6. Leveraged data:** IT can no longer be considered a cost center. Modern organizations like yours treat IT as a weapon, not a liability. Legacy tools like Veritas NetBackup treat backups as a necessary burden. Veeam's Virtual Lab gives administrators an On-Demand Sandbox to troubleshoot issues, test new applications and software patches, and train staff on a working copy of a production environment without impacting business operations - all without requiring additional capital expenditures in storage and infrastructure.

**7. Complete visibility:** NetBackup offers basic backup capacity monitoring but lacks the capability to monitor and report on the virtual infrastructure. Veeam ONE, part of Veeam Availability Suite, delivers real-time monitoring, reporting, and capacity planning for both backup and production infrastructures to help you detect issues before they become a bigger problem.

**8. Confidence in your future:** Symantec has sold off its Veritas product line to a private equity firm - creating uncertainty in the future of their backup products. Gain peace of mind that your backup vendor is here to stay.

**9. Pricing that's fair:** Customers tell us they've seen significant savings over Veritas NetBackup's renewal costs by switching to Veeam. Our easy-to-understand licensing ensures you get everything you need without the headaches associated with complicated add-ons, agents, and professional services that are typical of a NetBackup solution. Additionally, capacity based licensing can turn ugly when the amount of data you are generating increases drastically year after year.

**Guidance from your peers:** Veeam has the highest customer satisfaction ratings in the industry - 3x the average. They even surpass some of the world's most beloved brands.

**10. Testimonial:** *"Verifying recoverability is not an issue because of Veeam's SureBackup; every morning at 6am we have one complete SureBackup check of the most important VMs. We are certain without a doubt, that every operating system will boot and that every application will run, every single time."*

-Anders Juhl Nielsen  
SAP Basis Consultant  
L'Oreal Denmark

# Veeam Intelligent Data Management vs. Commvault

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## Battlecard



High-Speed Recovery	veeam	Commvault	Description
Instant VM Recovery	✓	✓	Quickly Restore service to users by starting a VM directly from a backup file on regular backup storage.
Multi-OS instant file level recovery	✓	✓	Recover files from 19 common file systems used by Windows, Linux, BSD, Mac OS, Novell, Solaris, and Unix.
Agentless recovery from storage snapshots	✓	✗	Restore individual VMs, guest files and application items from EMC VNX, VNX2 and VNXe snapshots, Hewlett Packard Enterprise (HPE) 3PAR StoreServ, StoreVirtual and StoreVirtual VSA snapshots, as well as from NetApp Data ONTAP-based storage, including FAS, FlexArray, Data ONTAP Edge and Nimble CS-series and AF-series snapshots.
Agentless recovery for Microsoft Active Directory	✓	✗	Search and restore for all Active Director (AD) object types, such as users, groups, computer accounts and contracts, including user and computer password recovery. Includes multi-select restore and container restore, Group Policy Objects (GPO) restore, AD-integrated DNS records restore and Configuration Partition objects restore.
Agentless recovery for Microsoft Exchange	✓	✗	Get instant visibility into Microsoft Exchange 2010, 2013, and 2016 backups for item recovery of individual Exchange items (emails, appointments, notes, contacts, etc.), online archive mailboxes and hard deleted items. Leverage comprehensive e-Discovery functionality, including query-result, size estimation and detailed export reports. Includes support restore via save, send, PST export and back into the original mailbox.
Agentless recovery for Microsoft SQL Server	✓	✗	Restore individual SQL databases with ease, without needing an extensive SQL background or having to search for database and transaction-log files. Includes point-in-time export of SQL database files locally, agentless transaction-log backup and replay, transaction-level recovery of databases and SQL objects (tables, stored procedures, views, etc.) back to the original or new SQL server.
Agentless recovery for Microsoft SharePoint	✓	✗	Get instant visibility into SharePoint backups with advanced search-and-browse capabilities for quick recovery of individual SharePoint items and entire sites. Includes SharePoint item restore via save, send, export, entire-site restore, as well as restore to the original location.
Agentless recovery for Oracle	✓	✗	Restore individual Oracle databases with ease, without needing an extensive Oracle background or having to search for database and transaction-log files. Includes agentless, transaction-log backup, archived log management and transaction-level recovery of databases back to the original or new Oracle server.
Delegated, self-service recoveries for application owners and help desk operators	✓	✓	Restore guest files, VMs, and application items with a single click through a web UI. Includes full self-service for all web UI recovery features by delegating recoveries for individual VMs and groups of Vms to specific users or groups such as local IT staff, application owners, department members, etc.
Direct Restore to Microsoft Azure	✓	✓	Restore or migrate on-premises, Windows-based or Linux-based VMs, physical servers and endpoints directly into Microsoft Azure

Data Loss Avoidance	veeam	Commvault	Description
Agentless, application-aware image-based backup	✓	✓	Create application-consistent, image-level VM backups with advanced application-aware processing (including transaction log truncation) agentlessly. Includes support for creating jobs using vSphere tags and datastore clusters to ensure no VMs are left unprotected.
Backup I/O control	✓	✗	Allows you to set the maximum acceptable I/O latency level for production datastores to ensure backup and replication activities do not impact storage availability to production workloads. Includes a global latency setting and provides setting customization on a per-datastore basis.
Backup from Storage Snapshots	✓	✓	Create image-based backups and replicas from EMC VNX, VNX2 and VNXe snapshots, HPE 3PAR StoreServ, StoreVirtual and StoreVirtual VSA snapshots, as well as from NetApp Data ONTAP based storage including FAS, FlexArray (V-Series), Data ONTAP Edge, IBM N series and Nimble CS- and AF-series snapshots, as often as necessary with little to no impact on production.
Veeam Cloud Connect Backup	✓	✓	Get your backups off site with fully integrated, fast and secure backup, and restore from the cloud through a service provider of your choice.
End-to-end encryption with lost password recovery	✓	✓	Secure backup data and network transfers with end-to-end AES 256-bit encryption - at source, in-flight, and at rest (tape) - without any negative impact on built-in compression and WAN acceleration data-reduction ratios. Includes lost password protection.
Native tape support	✓	✓	Back up and archive files and VM backups to standalone tapes, tape libraries and virtual tape libraries connected to any Microsoft Windows server in your environment. Supports copying Windows, Linux, and VM backup files to tape. Includes tight integration with backup jobs and supports full tracking of VMs and restore points on tape, as well as in media vaults. Also includes support for global media pools (spanning multiple tape libraries) and a dedicated media pool type to simplify Grandfather-Father-Son (GFS) retention.
Deduplicating storage system integrations	✓	✗	Get faster backup performance by backing up to deduplicating storage integrations (EMC Data Domain Boost, HPE StoreOnce Catalyst and ExaGrid Accelerated Data Mover).
Built-in WAN Acceleration	✓	✗	Get backups off site up to 50x faster and save bandwidth with agentless Backup Copy jobs and replicas. Supports any target including Veeam Cloud Connect.
Scale-out Backup Repository	✓	✗	Provide an abstraction layer over individual storage devices to create a single, unlimited virtual pool of backup storage for your backups.
Agentless, image-based VM replication	✓	✓	Replicate VMs on site for high availability, or off site for DR.
Veeam Cloud Connect Replication	✓	✗	Ensure Availability of your mission-critical applications with fully integrated, fast and secure cloud-based DR through a Disaster Recovery as a Service (DRaaS) provider of your choice.

Verified Recoverability	veeam	Commvault	Description
SureBackup	✓	✗	Automatically test and verify every backed-up VM for recoverability by running the VM directly from a backup file (no full VM restore is required), including support for custom application test scripts.
SureReplica	✓	✗	Automatically test and verify every VMware vSphere replica VM for recoverability, including support for custom application test scripts.
Leveraged Data	veeam	Commvault	Description
On-Demand Sandbox	✓	✗	Run one or more VMs directly from a backup or storage snapshot in an isolated environment with the ability to troubleshoot, test and train on a working copy of the production environment, without impacting business operations.
Complete Visibility	veeam	Commvault	Description
Advanced VM monitoring, reporting, and capacity planning	✓	✗	Veeam ONE, part of Veeam Availability Suite, delivers real-time monitoring, reporting and capacity planning for production and backup infrastructures.
Multi-hypervisor support	✓	✓	Support for VMware vSphere 4.1 or later, and Microsoft Hyper-V 2008 R2 SP1 or later. View both hypervisors from a single console.
vCloud Director support	✓	✓	Back up vApp and VM metadata and attributes and restore vApps and VMs directly to vCloud with full support for fast-provisioned Vms. Includes scheduled incremental backup jobs of vCloud VMs, customer portal integration via RESTful API, self-service, tenant-managed backup and restore via Enterprise Manager, and native vCloud Director authentication.

**1. Availability vs. Legacy Backup.** Veeam is a solution, purpose-built for the modern and highly virtualized hybrid cloud world. Unlike legacy solutions designed for bygone workloads of the 1980s, Veeam allows you to meet aggressive SLAs for IT service recovery that can be measured in seconds and minutes.

*According to IDC, Veeam customers meet their recovery time and point objective SLAs 90% of the time compared to only 69% with their previous legacy provider.*

**2. Innovation vs. Status Quo.** Veeam is an innovation leader with a proven history of being first to deliver market-defining capabilities, support of the latest platforms and the most comprehensive and forward-looking cloud vision in the industry.

*Commvault was designed to protect the workloads of the past and still lacks some of the key capabilities that Veeam deduplicating storage devices, SureBackup, SureReplica and many others!*

**3. Powerful Capabilities vs. Lack of Important Features.** Commvault has no match for Veeam's capabilities for virtual workloads and industry-leading enterprise-focused features such as advanced replication capabilities that enable near-continuous data Availability, secure end-to-end encryption with lost password protection, an innovative Scale-out Backup Repository and built-in WAN acceleration.

*Enterprise backup products in today's modern data center cannot settle for Commvault's requirements of agents to protect and recover application items.*

**4. Reliability vs. Guess Work.** Veeam will help you sleep better you sleep better at night, through their industry-leading customer support, patented automated backup and replica testing and recovery verification for 100% of your workload

*Commvault leaves you vulnerable to potential data corruption and restore failures - it has no infrastructure monitoring and no automated backup testing or recovery verification.*

**5. Customer Satisfaction vs. Frustration.** 9/10 Veeam Customers would recommend Veeam to their peers. Veeam's customers are overwhelmingly satisfied with their ease of use, product features, and functionality, technical support, and sales effectiveness.

*Former Commvault users say their previous solution did not deliver on the straightforward, complete virtual Availability for which they switched to Veeam.*

**6. Growth vs. Stagnation.** Veeam is one of the fastest growing enterprise software companies today. It is a privately held shooting star on target to reach \$1 billion in yearly sales by 2018 with and all the freedom to innovate. Recognized by Gartner, IDC, and Ovum as a top choice among data protection and Availability solutions, Veeam's forward momentum is unparalleled.

*Commvault, as a publicly traded company, has the primary goal of maximizing shareholder return rather than making great products. Veeam's growth shows no signs of slowing down, poised to overtake Commvault in market share and adding more than 4,000 new customers every month.*

**7. Simplicity vs. Complexity.** Veeam gets you up and running in minutes with a near-effortless scalable architecture and deployment, combined with a straightforward approach to licensing. Veeam customers gain the freedom to focus on productive tasks because two out of three spend 35% less time managing their Availability infrastructure, with no agents to protect virtual workloads or applications.

*Does Commvault have an incentive to simplify installation, configuration, and manageability? They make most of their money on billing you for professional services. Veeam's solutions can usually be implemented with no professional services required.*



# Veeam Intelligent Data Management vs. Dell EMC

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## Battlecard



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Instant VM Recovery	✓	✓	Quickly Restore service to users by starting a VM directly from a backup file on regular backup storage.
Multi-OS instant file level recovery	✓	✓	Recover files from 19 common file systems used by Windows, Linux, BSD, Mac OS, Novell, Solaris, and Unix.
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Delegated, self-service recoveries for application owners and help desk operators	✓	✓	Restore guest files, VMs, and application items with a single click through a web UI. Includes full self-service for all web UI recovery features by delegating recoveries for individual VMs and groups of Vms to specific users or groups such as local IT staff, application owners, department members, etc.
Direct Restore to Microsoft Azure	✓	✗	Restore or migrate on-premises, Windows-based or Linux-based VMs, physical servers and endpoints directly into Microsoft Azure

Data Loss Avoidance	veeam	Avamar	Description
Agentless, application-aware image-based backup	✓	✓	Create application-consistent, image-level VM backups with advanced application-aware processing (including transaction log truncation) agentlessly. Includes support for creating jobs using vSphere tags and datastore clusters to ensure no VMs are left unprotected.
Backup I/O control	✓	✗	Allows you to set the maximum acceptable I/O latency level for production datastores to ensure backup and replication activities do not impact storage availability to production workloads. Includes a global latency setting and provides setting customization on a per-datastore basis.
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Veeam Cloud Connect Backup	✓	✓	Get your backups off site with fully integrated, fast and secure backup, and restore from the cloud through a service provider of your choice.
End-to-end encryption with lost password recovery	✓	✓	Secure backup data and network transfers with end-to-end AES 256-bit encryption - at source, in-flight, and at rest (tape) - without any negative impact on built-in compression and WAN acceleration data-reduction ratios. Includes lost password protection.
Native tape support	✓	✓	Back up and archive files and VM backups to standalone tapes, tape libraries and virtual tape libraries connected to any Microsoft Windows server in your environment. Supports copying Windows, Linux, and VM backup files to tape. Includes tight integration with backup jobs and supports full tracking of VMs and restore points on tape, as well as in media vaults. Also includes support for global media pools (spanning multiple tape libraries) and a dedicated media pool type to simplify Grandfather-Father-Son (GFS) retention.
Deduplicating storage system integrations	✓	✓	Get faster backup performance by backing up to deduplicating storage integrations (EMC Data Domain Boost, HPE StoreOnce Catalyst and ExaGrid Accelerated Data Mover).
Built-in WAN Acceleration	✓	✗	Get backups off site up to 50x faster and save bandwidth with agentless Backup Copy jobs and replicas. Supports any target including Veeam Cloud Connect.
Scale-out Backup Repository	✓	✗	Provide an abstraction layer over individual storage devices to create a single, unlimited virtual pool of backup storage for your backups.
Agentless, image-based VM replication	✓	✗	Replicate VMs on site for high availability, or off site for DR.
Veeam Cloud Connect Replication	✓	✗	Ensure Availability of your mission-critical applications with fully integrated, fast and secure cloud-based DR through a Disaster Recovery as a Service (DRaaS) provider of your choice.

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SureReplica	✓	✗	Automatically test and verify every VMware vSphere replica VM for recoverability, including support for custom application test scripts.
Leveraged Data	veeam	Avamar	Description
On-Demand Sandbox	✓	✗	Run one or more VMs directly from a backup or storage snapshot in an isolated environment with the ability to troubleshoot, test and train on a working copy of the production environment, without impacting business operations.
Complete Visibility	veeam	Avamar	Description
Advanced VM monitoring, reporting, and capacity planning	✓	✗	Veeam ONE, part of Veeam Availability Suite, delivers real-time monitoring, reporting and capacity planning for production and backup infrastructures.
Multi-hypervisor support	✓	✓	Support for VMware vSphere 4.1 or later, and Microsoft Hyper-V 2008 R2 SP1 or later. View both hypervisors from a single console.
vCloud Director support	✓	✓	Back up vApp and VM metadata and attributes and restore vApps and VMs directly to vCloud with full support for fast-provisioned Vms. Includes scheduled incremental backup jobs of vCloud VMs, customer portal integration via RESTful API, self-service, tenant-managed backup and restore via Enterprise Manager, and native vCloud Director authentication.

**1. Availability vs. Legacy Backup.** Veeam is a solution that was specifically designed for the modern, highly virtualized hybrid cloud world. It allows you to meet aggressive SLAs for IT service recovery that can be measured in seconds and minutes versus the hours and days often required by legacy technologies.

*According to IDC, Veeam customers meet their recovery time and point objectives SLAs 90.9% of the time compared to only 70.7% with their previous legacy provider. Dell EMC's data protection portfolio has been cobbled together from various acquisitions throughout the decades. Its key products were developed in the 1990s when RTOs and RPOs were just suggestions. Veeam, on the other hand, was built from the ground up to provide RTPOs of 15 minutes or less for ALL applications and data.*

**2. Innovation vs. Status Quo.** Veeam is an innovation leader with a proven history of being first to deliver market-defining capabilities, support of the latest platforms and the most comprehensive and forward-looking cloud vision in the industry.

*Dell EMC's data protection solutions were designed to protect the workloads of decades ago but still lack many of the key capabilities that Veeam invented, such as Instant VM Recovery without limitations, SureBackup and SureReplica, Virtual Labs, freedom from hardware dependencies and many others!*

**3. Growth vs. Uncertain Future.** Veeam is one of the fastest growing enterprise software companies today. It is a privately held rocket ship on target to reach \$1 billion in yearly sales by 2018 with freedom to innovate. Recognized by Gartner, IDC, and Ovum as a top choice among data protection and Availability solutions, Veeam's forward momentum is unstoppable. As Dell EMC imposes mass layoffs and struggles to integrate a disjointed product portfolio, Veeam's growth shows no signs of slowing down - adding more than 4,000 new customers every month and new powerful capabilities with every release.

**4. Simplicity vs. Complexity.** Veeam's straightforward approach to licensing combined with a near-effortless scalable architecture and deployment gets you up and running in minutes. With no agents to protect virtual workloads or applications, 2 out of 3 Veeam customers spend 35% less time managing their Availability infrastructure which frees them up for more productive tasks.

*Compared to the myriad of Dell EMC backup products that impose confusing licensing requirements and hundreds of agents, add-ins and separately licensed products, Veeam's cohesive, integrated approach to backup, replication, and disaster recovery is the clear choice.*

**5. Powerful Capabilities vs. Lack of Important Features.** With industry-leading features such as instant, agentless recovery for tier-1 Microsoft applications, built-in WAN acceleration, secure end-to-end encryption with lost password protection, an innovative software-defined Scale-Out Backup Repository, deep integration with leading primary storage arrays and advanced, hardware-independent replication capabilities that enable near-continuous data Availability, Veeam's capabilities are unrivaled by Dell EMC's fragmented portfolio of unitasking products.

**6. Reliability vs. Guess Work.** Veeam customers report substantially less downtime and fewer backup and replication failures than with legacy backup solutions. In fact, it's the #1 reason enterprises select Veeam. Patented automated backup and replica testing combined with Veeam's industry-leading customer support will help you sleep better at night.

*Dell EMC offers several disparate products for backup and recovery but none meet Veeam's ability to enable infrastructure resilience through monitoring, automated backup testing and recovery verification for 100% of your workloads - leaving you vulnerable to potential data corruption and restore failures.*

**7. Customer Satisfaction vs. Frustration.** Veeam's customers are overwhelmingly satisfied with our product features and functionality, ease of use, technical support and sales effectiveness. With a Net Promotor Score (NPS) of 2x the industry average, 9/10 Veeam customers WOULD recommend Veeam to their peers.

*Former Dell EMC users tell us they are fed up with the high hardware costs, lack of capabilities and superior performance. These users are switching to Veeam for the stable, hybrid cloud-focused, high performance that Dell EMC couldn't deliver.*

# Veeam Intelligent Data Management vs. Rubrik

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## Battlecard



Capabilities	veeam	Rubrik	Description
Automated Recovery Verification	✓	✗	By verifying recoverability, Veeam ensures compliance and offers your customers peace of mind. Rubrik has no mechanism to guarantee that their backups are recoverable, and no way to prove to auditors that backups have been regularly tested - potentially leading to regulatory issues and fines.
Flexible, straightforward Licensing	✓	✗	Solutions should be licensed in the way that makes the most sense for that product. Whether your customers prefer CapEx or OpEx models, per-VM or per-socket, Veeam solutions are cost effective and easy to sell. Rubrik combines the legacy model of appliance capacity with subscription plans for necessary features and upgrade costs for new appliances resulting in complex maintenance agreements and costly recurring subscriptions.
Native, ingegrated DR	✓	✗	Combining backup with replication, orchestration and monitoring, the Veeam Availability Platform provides the necessary tools to complete a DR plan. Rubrik offers no native VM replication, no failover orchestration, no DR documentation and no infrastructure monitoring - leading to a solution with gaps that must be filled with other point products.
Production and backup storage integrations	✓	✗	Veeam lowers RPOs and decreases impact during backup operations by leveraging storage snapshots from the leading primary storage array vendors. Additionally, Veeam lowers Total Cost of Ownership with integrated support for the leading deduplication storage appliances. Rubrik does not provide backup or recovery from storage snapshots and does not support third-party deduplication storage appliances, potentially resulting in missed SLAs while offering less flexibility.
First-party, built-in support for application item recovery	✓	✗	An Availability platform should be a cohesive set of tools, designed to do specific things and managed from a single point. It should not be comprised of multiple solutions from different manufacturers with no interconnectivity. Veeam's native granular recovery for Microsoft Active Directory, Exchange, SQL Server and SharePoint are developed by Veeam and are directly integrated into the solution. Smaller vendors like Rubrik outsource these more difficult capabilities - leaving customers at the mercy of third parties for complete platform support.

## Top 7 Reasons to Choose Veeam over Rubrik

### 1. Veeam provides your customers with a lower overall TCO than Rubrik.

Low total cost of ownership for your customers translates into more budget for strategic initiatives. Veeam's solution can utilize existing infrastructure - freeing up budget for those strategic initiatives.

Rubrik's high up-front hardware and software costs, costly subscription features and high cloud burden eat into both CapEx and OpEx budgets - limiting your customers' ability to invest in higher margin hardware, software, and services.

### 2. Veeam integrates with existing infrastructure.

Veeam works alongside industry-leading hardware vendors. Being a software-defined solution, Veeam is at home with nearly any hardware but provides special integrations with market-leading production storage and deduplicating storage arrays to drastically improve recovery point objectives (RPOs) and allow your customers to achieve even the strictest service level agreements (SLAs). Rubrik does not integrate with any existing deduplicating storage arrays, as they prefer to sell customers commodity hardware at a significant premium with software-based deduplication.

### 3. Veeam is a proven solution.

With a decade of double-digit growth, 300,000+ customers and 55,000+ partners provide Veeam solutions to customers, Veeam is the go-to provider of Availability solutions for modern applications and data.

Rubrik continues to grow as a backup platform, but enterprises have been hesitant to adopt them widely due to their short track record and unknown long-term sustainability.