

With the massive explosion of data occurring across organizations around the world, many businesses are turning to the cloud for economical ways to keep pace with the vast amount of data they must backup and archive. Whether these organizations are simply seeking near-zero data loss, to retain data for long periods of time, or are complying with industry requirements, the traditional method of keeping tape backups offsite is often error-prone, cost prohibitive to scale, and inefficient. With Azure Backup, you have the opportunity to help these companies adopt and define a holistic business continuity strategy, enabling you to become their trusted service provider for years to come.

Microsoft Azure Backup services can help your customers keep pace with ever-expanding requirements and avoid costly business interruptions. Azure Backup is a simple and cost-effective backup-as-a-service solution that extends tried-and-trusted tools on-premises with rich and powerful tools in the cloud. It delivers protection for customer data no matter where it resides: in their own datacenter, a colocation facility, remote/branch offices, or the public cloud; while being sensitive to the unique requirements these scenarios pose. Additionally, it works with Data Protection Manager, enabling you to protect workloads directly from Windows Server and SQL Server in the cloud. Azure Backup enables customers to securely extend or replace on-premises backup storage and data archiving solutions to the cloud—reducing cost and complexity, while achieving greater efficiency and scalability.

Azure Backup integrates well with existing System Center Data Protection Manager investments and provides a number of components that enable you to pass benefits on to customers including: application-aware snapshots, flexible backup cadences, support for Hyper-V and VMware, fabric-level backups, recovery granularity, and much more. Please see the resources section for links to additional information.

When having conversations with customers about Azure backup and archive services, the following talking points can be used to help articulate the value of the solutions:

Scalability and Availability

Azure Backup uses the underlying power and unlimited scale of the Azure cloud to deliver high-availability for application data—with little maintenance or monitoring overhead required. Alerts can be set up to provide information about events like outages, backup status, etc., but customers don't need to worry about high-availability for data in the cloud.

Security and Reliability

Backed-up data is secure over the wire and at rest. The backup data is stored in geo-replicated storage which maintains 6 copies of your data across two Azure datacenters. With 99.9% service availability, backup provides operational peace of mind.

Retention and Recovery

Due to business or compliance requirements, many organizations are required to protect their data for years, and over time this data grows exponentially. Traditionally, tape has been used for long-term retention. Backup provides a compelling alternative to tape with significant cost savings, shorter recovery times, and up to 99 years of retention.

Remote Office Protection

Moves customer backup storage to the cloud to save on infrastructure investments for remote and branch offices. Replaces expensive intranets with low-cost internet and archives data in a customer's preferred Azure datacenter region across the globe, so data is close to their branch office—maintaining enterprise-grade security for data in transit and at rest.

Key Points For Business Decision Maker

- Future-proofs backup and retention strategies by providing the limitless scalability explosive data growth requires
- Low-cost, massively-scalable, tiered backup storage solution in the cloud, reduces forecasting risks while transforming capital expenditure commitments to a pay-as-you-go cloud model
- Improves organizational productivity by requiring less time to manage and maintain on-premises backup storage infrastructure and software
- Protects remote offices and branch locations without complexity of in-house management
- Removes the cost and complexity of tape backups—no offsite facilities required

Key Points For IT Technical Decision Maker

- Protects workloads such as: Files, folders, Windows/Linux Hyper-V VMs, SQL Server, SharePoint, Exchange, Azure IaaS VMs
- Locally redundant storage (LRS) and geo-redundant storage (GRS) options available for high availability in a preferred Azure region
- Data encryption in transit and at rest
- Azure compliance—ISO 27001, HIPAA, FedRAMP, SOC 1, SOC 2, etc.
- 9999 maximum recovery points per instance, as well as daily, weekly, monthly and yearly retention options

