



Hybrid Backup & Disaster Recovery



How to Sell SEP sesam against Veeam

Benefits of SEP sesam vs. Veeam

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Veeam Software

Veeam Software is a privately held information technology company that develops Backup, Disaster Recovery and Virtualization Management Software for VMware and Hyper-V virtual environments. The company focuses on products that increase the resistance of virtualized workloads, reduce downtime and ensure the system availability required by service-level agreements. Although the company's headquarters is based in Baar, Switzerland, it is essentially a Russian company with most of its departments, including support and development, based in Russia.

The name "Veeam" came from the phonetic pronunciation of the letters "VM" or virtual machine.

Veeam was founded in 2006 by Ratmir Timashev and Andrey Baronov after they sold their previous IT management software company, Aelita Software Corporation, in 2004 to Quest Software, now owned by Dell. Some members of Aelita's management team joined Veeam after the sale of the company.

In 2014, Veeam held its first conference on data protection called "VeeamON", which took place in Las Vegas, Nevada.

By the end of 2015, Veeam had more than 1,950 employees and a number of international offices worldwide, including regional headquarters for EMEA in Paris, the Americas in Columbus, Ohio, the Middle East in Dubai and Asia-Pacific in Sydney, Australia.

In 2015, for the third year in a row, Veeam was included as one of the "Visionaries" in the Gartner Magic Quadrant for Enterprise Backup/Recovery Software.

Veeam Products

The first Veeam products were Veeam Monitor and Veeam Reporter, tools for virtual infrastructure monitoring, reporting, analysis and documentation. In 2010, both products were combined to form Veeam ONE. Veeam gained attention in 2007 with its free VM backup copy product, FastSCP, which became the basis for building Veeam data protection software for HW virtualization.

In 2008, with only 10 employees, the company released Veeam Backup & Replication, a tool that provided VMware vSphere VMs incremental backups and image-based replication with built-in data deduplication and compression. The support for Microsoft Hyper-V was added to Veeam Backup & Replication in 2012.

In 2008, Veeam acquired nworks to further integrate VMware management with Microsoft and Hewlett-Packard enterprise system management platforms.

This resulted in two new products:

- Veeam nworks Management Pack for VMware, which allowed users to directly integrate VMware management into the Microsoft System Center Operations Manager.
- Veeam nworks Smart Plug-In for VMware, which allowed users to directly integrate VMware management into HP OpenView.

In 2012, both products were renamed Veeam Management Pack and Veeam Smart Plug-In, respectively, omitting the word "nworks".

In 2015, Veeam extended its product line with a free backup utility for physical endpoints: Veeam Endpoint Backup FREE. This utility supports PCs running 32- and 64-bit versions of Microsoft Windows OS and integrates with Veeam Backup & Replication. In the same year, Veeam released Veeam FastSCP for MS Azure, a tool for copying files between on-premises and MS Azure VMs.

Market Position

By means of focusing on a very specific, but growing market, supported by a very effective marketing machine and lower prices, Veeam has been able to shatter the backup software market. While most vendors, including SEP, still promote a one-for-all product strategy, Veeam has been successful in installing additional backup software islands for any account ranging in size. Even the market leaders as Commvault Simpana and Veritas NetBackup are facing the reality of being strongly attacked in their home market. Consumers have reported preferring the user-friendly usability of Veeam for their virtualized

environments. Veeam has also been able to establish a kind of “iPhone-effect” giving their product the reputation of being cool. This generates a lot of customer demand and puts pressure on their competition.

Commvault and EMC NetWorker have already reacted to this challenge by introducing socket based licensing models at very low rates. By offering customers the possibility to mix and match their license models, they are trying to regain market shares in the virtual backup environments and not to be reduced to a supplementary product to Veeam.

On the other hand, this new offer of mix-and-match License models can create big revenue losses, which was evident in Commvault’s financial results 2015, reporting their first two negative quarters ever.

However, as of January 2016, Veeam has also had to respond to the competition and has increased their prices by 14%.

Provider/Partner View

Software Providers, Distributors, Resellers and System Integrators all tell us that there is no money in Veeam. Sometimes the margin seems to be less than 5% and coupled together with Veeam’s low prices this results in a business environment that isn’t fun for partners.

Especially if maintenance efforts are high and margins are so low that partners try to get rid of the workload and shift maintenance renewals to the vendor itself, Veeam. So, many partners are selling Veeam purely because of market and/or customer pressure.

As a consequence, if it is feasible from a functionality perspective, customer perception and price point, partners would rather sell a solution like SEP that can have significant marginal gains.

Strategy for SEP

Veeam is very powerful in a very specific market:

(-) VMware environment with Microsoft applications

Experience has taught us that if you encounter a Veeam competition with these specific configurations, there is no benefit for SEP to fight.

(-) Keep out , let Veeam go for their sweet spot and spend your energy somewhere else!

However, if there is something beyond Veeam’s reach, such as other databases, hypervisors, widely distributed and/or complex environments then chances for success are much higher.

Depending on how big or critical the “something beyond Veeam” is, there are a few possible strategies:

- Try to fight Veeam and use the one-for-all strategy
- Try to extend Veeam and follow a 2-product strategy

Be aware, Veeam knows exactly what its own strengths and weaknesses are and, therefore, is very open to cooperation. Our experience from several fairs and exhibitions is that Veeam is willing to send customers to SEP if they ask for specific DB backup - SAP for example.

General Comparison

Veeam is an extremely specialized product dedicated to virtualized environments only for VMware and Hyper-V. This niche is a growing part of almost every customer’s environment. Veeam also allows application consistent backup by means of VSS and, therefore, Veeam has a sweet spot for VMware customers with MS applications.

Veeam is under pressure and has in the past reacted to the challenge several times:

Challenge	Reaction
<ul style="list-style-type: none">• Backup to tape	<ul style="list-style-type: none">• Basic support released in 2014
<ul style="list-style-type: none">• 100% virtualization is not reality. There will always be some remaining physical servers	<ul style="list-style-type: none">• Veeam Endpoint Backup FREE
<ul style="list-style-type: none">• Physical Linux Servers	<ul style="list-style-type: none">• Announced for 2016
<ul style="list-style-type: none">• DB-Modules	<ul style="list-style-type: none">• Released a specific VSS writer for Oracle on Windows. more are announced.

Because the SEP spectrum of functionality, with all its supported operating systems, hypervisors, database agents, etc, is so much bigger than Veeam's, it only makes sense to compare the features of both products based on virtual environments. As Veeam is a specialist and SEP a generalist, it is not surprising that Veeam offers a lot more functionality in this area (e.g. agentless DB backup, VM replication, Sure Backup, HW snapshots, DD Boost Support). Yet, in reality a lot of these features are rarely used and SEP can cover 80% of all the major features, which fulfills a customer's critical needs.

One of the major differences is Veeam cloud concepts, which has already been established in the market by partnerships with numerous cloud providers. This has been seen as kind of a reference for the backup software market.

Nonetheless, SEP has some great benefits. The big table summarizes all the major advantages of SEP sesam vs. Veeam.

Veeam Pricing

This price information is valid as of, January 1st, 2016, including the latest 14% price increase:

Product	Edition	Price
Availability Suite	Standard	€ 1,100 / per socket
	Enterprise	€ 1,600 / per socket
	Enterprise Plus	€ 2,350 / per socket
Backup & Replication	Standard	€ 650 / per socket
	Enterprise	€ 1,150 / per socket
	Enterprise Plus	€ 1,900 / per socket
Backup Essentials	Standard	€ 800 / per 2 sockets
	Enterprise	€ 1,450 / per 2 sockets
	Enterprise Plus	€ 2,200 / per 2 sockets

Licensing

Veeam licenses software in two ways:

1. Number of CPU sockets on a managed server (or host):

This is Veeam's default method that is licensed by the number of sockets on managed servers (hosts).

Example: A customer has four ESXi servers that are dual processor, quad core. Eight sockets must be licensed (4 hosts x 2 sockets/host = 8 sockets)

2. Number of VMs managed

This is reserved only for Veeam Cloud & Service Provider program members.

Veeam also offers a variety of license terms:

- Perpetual License
- Subscription License
- Hosting License

Veeam also offers special pricing for:

- Internal Partner Use
- Public Sector
- Education
- Hosting or Cloud Provider Only

Terms and Definitions

Socket or CPU socket means a physical connector between a microprocessor and a circuit board on a physical server; typically the number of sockets is equal to the number of processors.

Virtual machine (VM) means an operating environment (which may or may not include an operating system) within a hypervisor (Hyper-V, vSphere, etc.) that may contain disks, processors, memory, network resources and other virtual resources and simulates a physical computer device by replicating, executing and/or performing the functions of such device.

Managed server means a physical server that hosts or contains virtual machines that are managed by Veeam's software products.

SEP sesam against Veeam

<p>Scope of Use</p>	<p>Besides a client for Windows Desktops, Veeam is only applicable in virtual environments.</p> <p>(+) SEP sesam enables for backup of physical (incl. clusters) and virtual machines with an enormous variety for almost any operating system.</p> <p>Veeam is excellent for VMware but seems to lack functionality on the Hyper-V side.</p> <p>(+) SEP sesam does not support the same set of features for VMware but focuses on the most important: VADP, VSS, CBT, all transport modes, Single File Restore, Instant Recovery, LAN-free SAN backup. In addition, SEP sesam has 4 Hypervisor in its portfolio (plus Citrix XenServer, RHEV).</p> <p>For DBs, Veeam is limited to Microsoft Applications plus a VSS backup for Oracle on Windows.</p> <p>(+) SEP sesam has API-based hot backup agents for almost every database on the market (Microsoft Exchange, MSSQL, Microsoft SharePoint, SAP NetWeaver, SAP HANA, DB2, Lotus Notes, Informix, Oracle (incl. RAC), PostgreSQL, MySQL/MariaDB, GroupWise and more).</p>
<p>Licensing</p>	<p>Veeam's licensing is CPU-socket-based, which can be very cheap but has disadvantages in certain cases. For example, if you have extremely powerful or additional ESX hosts for disaster recovery purposes. Even a simple HW refresh can rise the costs without any additional functionality. Also, the next generation of more powerful ESX hosts will increase costs in addition to the Veeam 14% price increase as of January 1st, 2016.</p> <p>(+) SEP offers flexible volume based licensing as well as an agent-based classic model. Specific MSP models are also available.</p>
<p>Functionality</p>	<p>As a reaction to market pressure, Veeam has recently introduced basic tape support in their latest version. A lot of customers report that the implementation is far from being complete or mature.</p> <p>(+) In the area of tape and library support, SEP has almost 20 years of backup experience.</p> <p>Veeam offers the possibility to deduplicate backup data. However, their implemented algorithm does not work globally but is rather merely job-based and is, therefore not very effective. Because of this limitation, most Veeam customers would rather use a dedup appliance like Exagrid.</p> <p>(+) SEP includes the efficient, scalable, global deduplication solution Si3, which also offers replication for disaster recovery.</p> <p>Like SEP, Veeam offers a restore wizard for MS Exchange for granular single object restore. Except with Veeam, you have to type the restore location, which creates some potential for typos and subsequent faults.</p> <p>(+) SEP sesam Exchange Recovery Pro is completely GUI based and offers a user-friendly drag & drop restore feature for single mail items, mailboxes, calendar entries, etc. from the backup directly into the live Exchange system.</p> <p>Customers have voiced concern that in Veeam the ease of use of the backup and restore features is good if there are only a few jobs, but declines as the number of jobs increases.</p> <p>(+) SEP is a single solution for enterprise environments of any size and, therefore, its administrative usability does not depend on the scale or scope of the backup architecture it supports.</p> <p>Veeam has its own VSS writer for Oracle backup on Windows. With Veeam restores of Oracle are only possible by means of an additional tool by Oracle, which means a significant intrusion in the system of the DB client to be restored.</p> <p>(+) The SEP sesam agent for Oracle is available for Windows and Linux and is based completely on RMAN which is the Oracle backup API officially recommended by Oracle.</p> <p>Veeam only runs on Windows 64 bit.</p> <p>(+) The SEP Backup Server or RDS runs on Windows as well as on almost any Linux. This gives customers the freedom of choice.</p>
<p>Company</p>	<p>Veeam claims to be a Swiss company because the headquarters are based in Switzerland, however the founder is of Russian origin (Ratmir Timashev) and so the company has essential R&D resources based in Russia (St.Petersburg) including development, support, etc.</p> <p>(+) SEP AG, a German company, has a long standing reputation for guaranteed reliability for data protection and security.</p>

SEP Hybrid Backup

SEP sesam is an enterprise backup, restore and disaster recovery solution for today's discerning computer environments. Deduplication and replication capabilities across distributed locations - as well as archiving - are key features of SEP sesam. Migration of data is scheduled automatically, regardless of storage technologies. The flexible backup and recovery of all common operating systems and hypervisors along with a multitude of applications and databases is realized absolutely reliable in over 50 countries.

SEP sesam Support Matrix

SEP sesam offers an extensive matrix of supported operating systems, databases and applications.

Additionally, SEP understands customers' desires to rely on a stable release for more than one year without the need to update to the latest version. Therefore, SEP always supports at least two versions at a time.



More Information about Veeam

A collection of helpful web links is below as reference to the sources for this document or if further details are needed to compete with Veeam:

[Veeam Homepage:](#)



[Veeam Backup and Replication v8](#)



[Veeam Cloud Concepts](#)



[FAQ regarding licensing](#)



Backup Made in Germany

Many backup software products are come from companies located in different timezones. In many cases this means communication problems and long reaction times if the customer has real needs. And just nowadays in times of whistle blowers like Edward Snowden it offers confidence and reliability to use a backup solution "Made in Germany", a country well-known for data privacy and high quality standards.



Reliable restore of all corporate data, flexible adaptable licensing model and an attractive price-performance ratio are only three of countless arguments why organizations and companies from medium-sized to enterprise trust in SEP sesam Hybrid Backup.

Disclaimer

The information of this document are confidential between registered SEP partners and SEP AG. It is not allowed to forward a part or the whole document, neither verbally nor in written format. But of course shall the arguments be used verbally with own words in front of customers for the single purpose of business development of SEP sesam.

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