10 REASONS TO SWITCH TO VEEAM FROM DELL RAPID RECOVERY

WHY AVAILABILITY BEATS LEGACYBACKUP

Veeam® recognizes the new challenges companies across the globe face in enabling the Always-On Enterprise™, a business that must operate 24/7/365. To address this, Veeam has pioneered a new market of *Availability for the Always-On Enterprise*™ by helping organizations meet recovery time and point objectives (RTPO™) of less than 15 minutes for all applications and data, through a fundamentally new kind of solution that delivers high-speed recovery, data loss avoidance, verified recoverability, leveraged data and complete visibility. **Veeam Availability Suite™**, which includes **Veeam Backup & Replication™**, leverages virtualization, storage, and cloud technologies that enable the modern data center to help organizations save time, mitigate risks, and dramatically reduce capital and operational costs, while always supporting the current and future business goals of Veeam customers.

More Dell Rapid Recovery (formerly Dell AppAssure) users are switching to Veeam than ever before. Looking for better alternatives, they are switching because unlike Dell's aging, legacy solution, Veeam delivers *Availability for the Always-On Enterprise.* They are switching because agents and capacity based licensing are a thing of the past and because an Availability solution should be an asset, not a necessary burden. More than half of the world's largest companies have turned their back on legacy backup systems. Now they're using a completely different and better solution… an Availability solution from Veeam.

CHECK OUT 10 MORE REASONS WHY DELL RAPID RECOVERY CUSTOMERS ARE SWITCHING TO VEEAM:

1	**Availability beats legacy backup:** Rapid Recovery was created with one idea in mind: To sell you as many agents as possible. Dell acquired Rapid Recovery and its customers and continues to subject them to its agents and legacy capabilities. With the average company experiencing unplanned downtime 15 times a year[1], the costs associated with continuing to invest in a legacy backup solution can be extensive. 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	**High-speed recovery:** Availability is more than just backup. Rapid Recovery, one of Dell's many acquired backup products, has one thing in common with its siblings: lack of recovery options. With Instant VM Recovery™, Veeam Explorer™ for Storage Snapshots, and 50+ restore scenarios from one agentless, image-level backup, Veeam's recovery options are unrivaled. It's no wonder that Veeam customers experience 96% of recoveries within their RTO SLAs, compared to 78% for legacy solutions.[2] Switch to Veeam today and see what Availability really means.
3	**Data loss avoidance:** Rapid Recovery offers backup—and only backup. Backups are great for restoring small amounts of data but protecting and recovering an entire data center requires a different approach. Veeam has offered 2-in-1 backup and replication™ since v1 while Dell AppAssure doesn't offer the advanced tools you need to complete a business continuity and disaster recovery plan. 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 will ensure that your remote offices, as well as your largest enterprise data centers are fully protected.
4	**Verified recoverability:** Customers say that basic backup products like Rapid Recovery do not meet their needs and belong to the solutions of yester-year. Veeam's customers are growing and dynamic with complex Availability requirements. They have evolved beyond the era of manually testing backups for recoverability. The automation capabilities of Veeam's SureBackup® and SureReplica technologies allow your organization to ensurethat every VM is tested for recoverability, every time. Each month, only 45% of organizations test their backups at all. Of those that do test, just 26% test more than 5% of those backups.[3] Don't become a statistic. Switch to Veeam to confidently and automatically test 100% of your backups—every time.
5	**Leveraged data:** Technology resources are always constrained and your business can't allow a product that doesn't leverage the data you already have. Rapid Recovery's backup solution is basic and does not provide a way to put your backup and replication infrastructure to work. 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. All without impacting business operations.

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Complete visibility: Rapid Recovery, one of many Dell backup products, offers basic backup capacity monitoring but lacks the capabilityto monitor and report on the virtual infrastructure. Veeam ONE™, part of Veeam Availability Suite™, gives you the complete picture with real-time monitoring, reporting, and capacity planning for both backup and production infrastructures to help you detect issues before they become a bigger problem.

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Award winning support: Veeam's global support team is unparalleled in their technical knowledge, communication, and customer-first mentality. Our customers recently expressed their overwhelming approval with Veeam's technical support by awarding our US-based North American support team with a 98.9% customer satisfaction rating and our EMEA team a 97.3% rating.[4] Veeam stands by our products and we don't forget about you after the sale. You can rest assured that we will be there if you need us.

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Easy to deploy: Dell Rapid Recovery consists of multiple legacy agents and multiple separately licensed products for simple granular application recoveries. Availability shouldn't be difficult to implement. Veeam's easy installation process coupled with a simple but scalable agentless architecture will have you up and running quickly and at no additional cost.

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Pricing that's fair: Customers tell us they've seen significant savings over Rapid Recovery's renewal costs by switching to Veeam. Our easy-to-understand licensing ensures you get everything you need without the headaches associated with complicated appliances, add-ons, agents, and professional services that are typical of legacy solutions. According to IDC, the amount of data in the digital universe more than doubles every two years. Capacity based licensing will turn ugly if the amount of data you are generating follows this path.

Guidance from your peers: Veeam has the highest customer satisfaction ratings in the industry—3x the average.[5] We even surpass some of the world's most beloved brands![6] Don't take it from us, hear what our customers have to say about Veeam:

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"The other products we evaluated just didn't measure up to Veeam Backup & Replication. They were slow, expensive, and didn't have all the capabilities that Veeam offers."

— Tonis Leissoo
IT Solution Architect
Playtech Estonia

"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 BasisConsultant
L'Oreal Denmar

"The reliability you get with Veeam is unfathomable. If you've made the move from physical to virtual, why would you continue using a physical backup tool in a virtual environment? I get a lot more sleep at night knowing Veeam is backing up our VMs."

— Raymond Ciscon
Senior Systems Engineer
MacLean-Fogg Company

There are many reasons why Dell Rapid Recovery customers are switching to Veeam—these are just a few. Availability doesn't have to be difficult to deploy, cumbersome to manage, or expensive to purchase. Truly agentless backup should also mean agentless restore for full VMs, files, and granular items on ANY operating system or for ANY application. Come see what thousands of former Rapid Recovery users are raving about. Download a FREE trial of Veeam Availability Suite v9 today!

[1] Source: Veeam Availability Report, 2016
[2] Source: ESG Research, Veeam Customer Insights Survey, February 2014
[3] Source: Veeam Availability Report, 2016
[4] Source: ESG Research, Veeam Customer Insights Survey, February 2014
[5] Source: Omega, Veeam Customer Satisfaction Research, March 2016
[6] Source: Temkin Group, Tech Vendor NPS Benchmark, October 2015

KeepItSafe offers comprehensive cloud data availability solutions — contact us

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