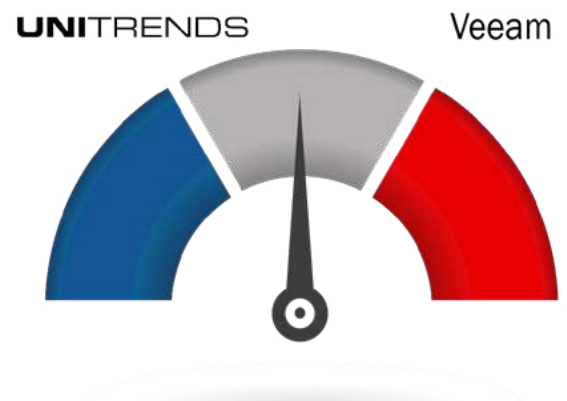


UNITRENDS VS VEEAM: HOW TO CHOOSE

HOW TO CHOOSE THE BEST SOLUTION TO MEET YOUR BACKUP AND RECOVERY REQUIREMENTS

Veeam or Unitrends? For many IT admins, the choice of which backup and recovery solution is best for their company comes down to these two companies. The choice can be confusing as both seem to offer similar features. However, when you look closely, the details vary greatly and that knowledge can guide backup admins to making the best decision. This paper outlines each company's offerings, describes features and architectural guidelines and ultimately identifies whether Veeam or Unitrends makes the most sense for a situation.



COMPANY OVERVIEWS

Veeam Software is a privately held backup and recovery company founded in 2006. The name “Veeam” came from the phonetic pronunciation of the letters “VM”, as in virtual machine. Over the years they have acquired multiple companies, including Nworks and N2WS to expand their product offerings. Their initial focus was protecting VMware-based virtual environments. Over the last few years Veeam has been a popular choice in backup and recovery services.

Unitrends was founded over 20 years ago and is also a privately held. The company's foundational solution is all-in-one appliances that protect both virtual and physical environments. Unitrends was the first to introduce bare metal restores, a disk-based backup appliance, high-density tiered backup, and integrated automation and orchestration for testing, failover and failback. They were the first to introduce cloud offerings with a 1-HR DRaaS SLA, “Pilot Light” for public cloud (the ability to move cold storage into the active cloud and spin it up in native cloud format for failover), Forever Cloud with infinite retention, and Tiered DRaaS SLAs. Unitrends manages its own purpose-built disaster recovery cloud. Unitrends' focus has always been to meet the data protection and recovery needs of organizations of all sizes. With over 30,000 customers worldwide, Unitrends has achieved double digit growth over the last few years to emerge as a leader in the data protection and recovery industry for a wide range of environments.

ARCHITECTURE AND DEPLOYMENT

Users of data backup and recovery solutions should not have to spend more than an hour per week on protecting their data. A look at the deployment and architectural best practices can give you insights to understand the complexity with which you will have to deal once the solution is deployed.

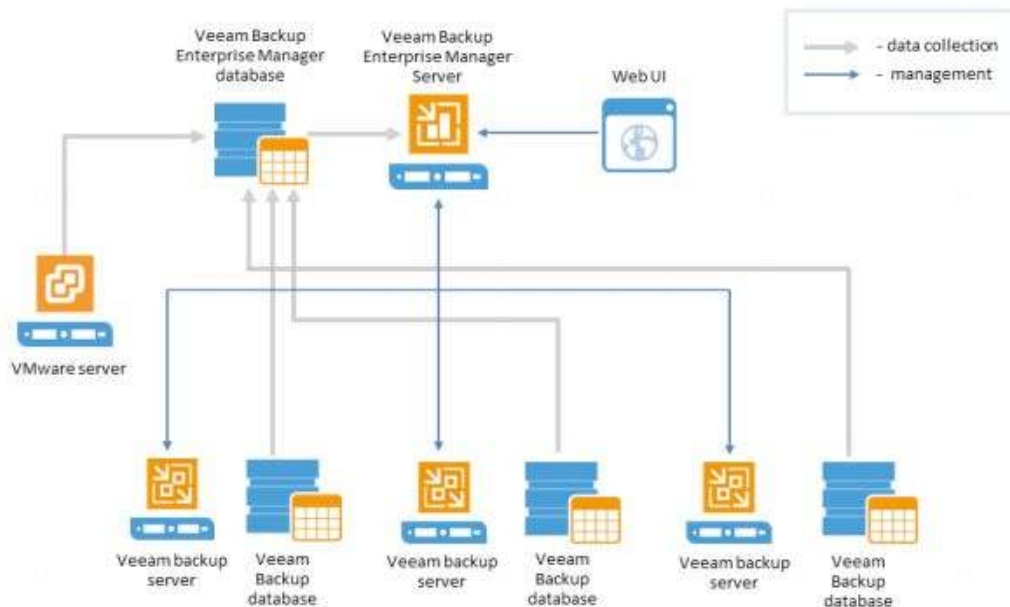
VEEAM

Veeam is difficult to deploy and manage, requiring a number of Windows servers and VMs. The Veeam Backup Enterprise Manager Guide states that the “Veeam Backup Enterprise Manager aggregates data from multiple Veeam backup servers, as well as from the underlying VMware vCenter servers.” The architecture image below was taken directly from “Veeam Backup Enterprise Manager User Guide” and shows the large number of instances of Veeam Backup Servers and Veeam Backup Databases that are required to be deployed and managed to support Veeam Backup.

However, the architecture overhead is not isolated to just Veeam instances. To deploy Veeam, take a look at how many vendors are in the backup solution:

- Backup Server (maybe Dell or HP)
- Backup storage (maybe internal, maybe a separate NAS, maybe an expensive proprietary box because your backup vendor has poor deduplication)
- Maybe a hypervisor (typically VMware or Hyper-V)
- Operating system (typically Windows)
- Security (maybe Symantec) ...and finally...
- Veeam Backup software

You have potentially SIX vendors and products with different support contracts, varying levels of quality, and every one of them requires regular management and maintenance. The number of products and components you have to manage and maintain is directly proportional to your management cost.



VEEAM BACKUP ENTERPRISE MANAGER ARCHITECTURE

UNITRENDS

Unitrends Recovery Series appliances are full computing platforms, equipped with CPUs, a large amount of storage, backup software and remote management capabilities. Everything required to manage backups, recoveries, testing and remote management is included in the physical Recovery Series and virtual Unitrends Backup appliances.

It allows for a configuration as simple as putting it on the network and using the UI to point it to the servers (virtual and physical) and storage devices you need protected. Installation Services from Unitrends can get the appliance up and conducting its first full back up in less than 30 minutes. Replication of backups to a secondary appliance at a remote location is also very easy to configure.

Any Unitrends appliance can become the central console to manage 1000's of widely distributed Unitrends appliances. A single host can manage an entire enterprise backup program from a single location, meaning IT resources no longer need to be physically present to manage local backup and recoveries. Unitrends Backup appliances integrate monitoring, recovery, and security tools to simplify workflows for local associates, while giving IT staff at headquarters enterprise-level functionality.

UNITRENDS ARCHITECTURE TRULY ALL-IN-ONE.



This single box contains:

- SLA policy engine
- Adaptive deduplication engine
- WAN acceleration replication engine
- Automation and orchestration engine
- Analytics and reporting engine
- Hardened OS, built-in security, and
- Backup software

DATA PROTECTION AND RECOVERY TECHNOLOGIES:

Protecting corporate data and managing recoveries requires a complex set of features. It is no longer good enough to just make copies of data to tape. Now IT departments must protect against malware, recover critical files accidentally lost by employees and guide management to the negative business impacts of computer downtime. Below is a list of features that most organizations believe are critical to ensure company uptime and short RTO and RPO objectives.

“VEEAM
LOOKED
TOTALLY
SUCCESSFUL
EVERY NIGHT.
EXCEPT WHEN
WE NEEDED
TO RESTORE
FROM THEM
AND THAT
TOOK A NASTY
TURN.”

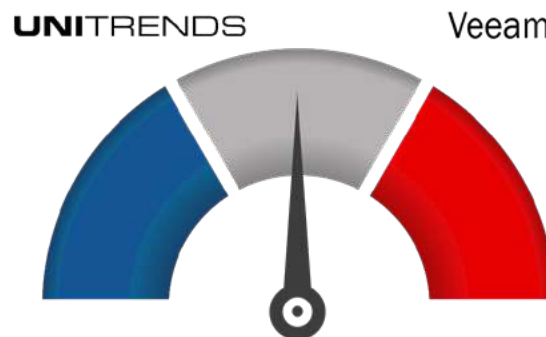
– TIM HUMES,
DIRECTOR OF IT,
UHL TRUCK SALES

PROTECTED INFRASTRUCTURE:

PROTECTING VMWARE VIRTUALIZED SERVERS

As their name implies, Veeam was founded to protect servers running VMware. However, VMware has been around for over 20 years and they are the undisputed leader in virtualized computing. Most data protection and recovery companies, including Unitrends, now support protecting and recovering VMware-virtualized environments very well. Unitrends' VMware management capabilities are deeply integrated with vCloud, vCenter and other VMware platforms. Both companies provide full VMware vSphere support including: NBD (Network Block Device) compression, VMFS 6 datastores, VMware Virtual Volumes (VVOLs), Backup and replication of fault-tolerant virtual machines (VMs), vSAN, and Storage Policy-Based Management (SPBM).

ADVANTAGE - DRAW

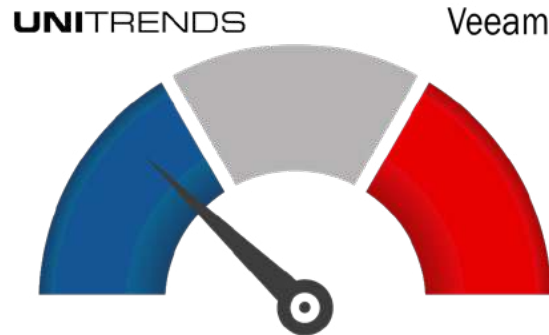


PROTECTING PHYSICAL SERVERS

Many IT organizations still prefer to run large databases and enterprise applications on physical servers. Many of these run better without a layer of virtualization. For Veeam, built on the concept of protecting virtualized servers, physical servers are a challenge. They announced support for physical servers only last year after a nine-month beta program. Veeam is still on V1.0

of that offering. Unitrends began protecting physical servers right from the start and offers advanced capabilities such as optimized bare metal recovery as well as automation and orchestration for recovery and testing purposes.

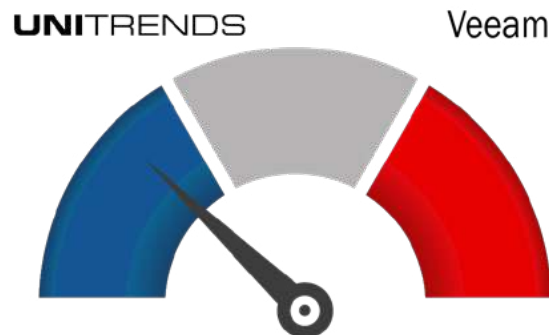
ADVANTAGE - UNITRENDS



PROTECTING LEGACY ENVIRONMENTS

Unitrends' backup and recovery appliances have been around since before Veeam was founded and are able to natively protect almost all computing platforms, including virtual systems, physical Windows and Linux systems, legacy systems, and workloads deployed in hyperscale clouds such as Amazon AWS and Microsoft Azure. Unitrends lists over 250 operating systems, hypervisors and applications on its Compatibility and Interoperability Matrix and it is publicly available on the web. Unitrends even continues protecting operating systems such as NT, long after their original creators ceased doing so. In contrast, Veeam does not publish a public, detailed interoperability matrix. Veeam's supported platforms are typically limited to the VMware support matrix.

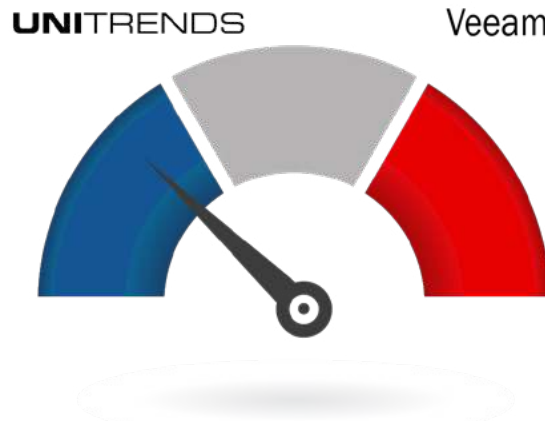
ADVANTAGE - UNITRENDS



PROTECTING AGAINST RANSOMWARE

All Unitrends appliances come with artificial intelligence (AI) that runs during every backup, analyzes the randomness of file changes (not just change rates) and identifies backups infected by ransomware. Upon detection, email and dashboard alerts are immediately sent to administrators, and all suspected backups are flagged with icons to prevent attempted recoveries using infected files. And to top it off, Unitrends appliances are delivered in hardened Linux, not ransomware's #1 target - Windows. Since Veeam is delivered as a Windows application, new ransomware variants actually target Veeam to try and force you to pay their ransom. Veeam does not offer any automated ransomware detection and certainly nothing based on AI.

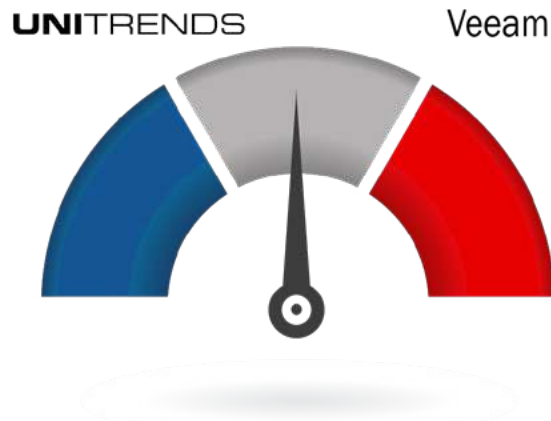
ADVANTAGE – UNITRENDS



PROTECTING CLOUD WORKLOADS

It is more and more common that enterprises host applications in clouds such as AWS or Microsoft Azure. Corporate IT is just as responsible for protecting cloud apps and data as they are for protecting those running on premises. Both Veeam and Unitrends Backup are sold through Azure Marketplace to be deployed in their cloud and protect cloud applications.

ADVANTAGE – DRAW

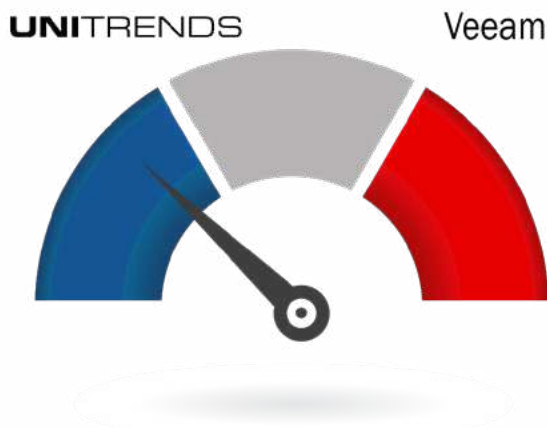


PLATFORMS:

PHYSICAL APPLIANCES

Today's backup and recovery appliances are full computing platforms, equipped with CPUs, a large amount of storage, backup software and remote management capabilities. These appliances are the first line of recovery. If a single server or data center rack goes off-line, the appliance can run the failed applications with the most recent copy of backed up data. Simple, neat, easy, and fast. Unitrends Recovery Series of hardware appliances is the leader in all-in-one protection. Unitrends appliances also have a "self-healing storage" feature, which uses cloud-based analytics to monitor and automatically fix hardware anomalies before they turn into full-blown failures. If necessary, the appliance will notify the administrator and automatically open a support ticket. Everything required to protect data and manage recoveries is included. Veeam does not offer a physical appliance.

ADVANTAGE - UNITRENDS



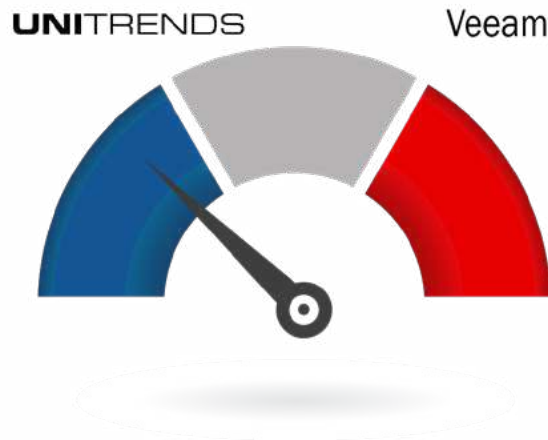
“SINCE WE REPLACED VEEAM WITH UNITRENDS OUR SUPPORT HAS IMPROVED, OUR TIME-TO-RECOVERY (TTR) HAS IMPROVED, RELIABILITY OF BACKUPS HAS IMPROVED, QUALITY OF REPORTING HAS IMPROVED - BACKUP IS NOW ABOUT AS SIMPLE AS IT CAN BE.”

**-JOHN PIERCY,
SENIOR IT ARCHITECT,
CITY OF LYNCHBURG
VA**

VIRTUAL APPLIANCES

All of the features included in Unitrends physical appliances are in Unitrends Backup software. Unitrends Backup virtual appliances are secure, hardened Linux and can be deployed locally as well as in AWS and Azure to protect cloud workloads. Veeam Backup Essentials requires the deployment of an extensive web of Windows virtual machines and servers on premises to support even the most basic installations, see the architecture section above.

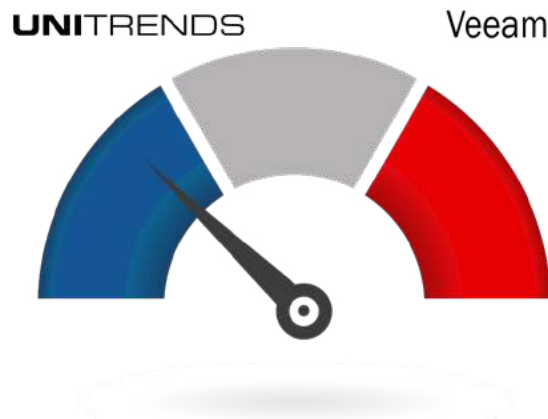
ADVANTAGE - UNITRENDS



CLOUD OFFERING

Cloud is playing an increasingly important role in backup and recovery, especially for organizations doing business in a single physical location. Veeam users must work with “Cloud Connect” partners as Veeam does not offer a dedicated cloud. Unitrends offers a dedicated cloud and provides a single point of contact to handle all backup and recovery support and service requirements. Unitrends can even provide integration with public clouds such as AWS and Azure, if that is what you would prefer.

ADVANTAGE - UNITRENDS

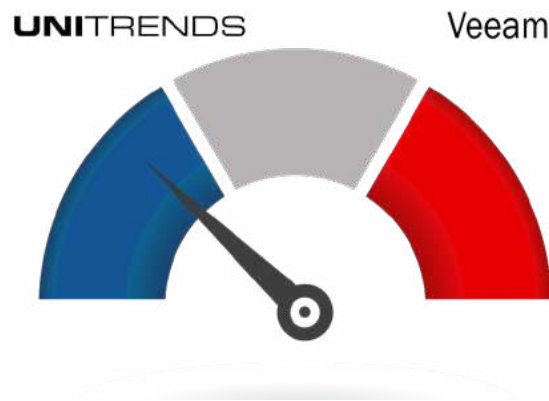


MANAGEMENT:

EASE OF DEPLOYMENT

Veeam requires using multiple Windows VMs to deploy their product. Unitrends appliances allow for a configuration as simple as putting the appliance on the network and using the UI to point to the devices you need protected. All Unitrends software is purpose-built to deliver backup functionality so there are no gaps or “open doors” in the software that can be used by ransomware to attack the device. The appliance also comes with Unitrends integration software to easily manage uploading and recovering remote data from the cloud or a secondary, remote Unitrends appliance.

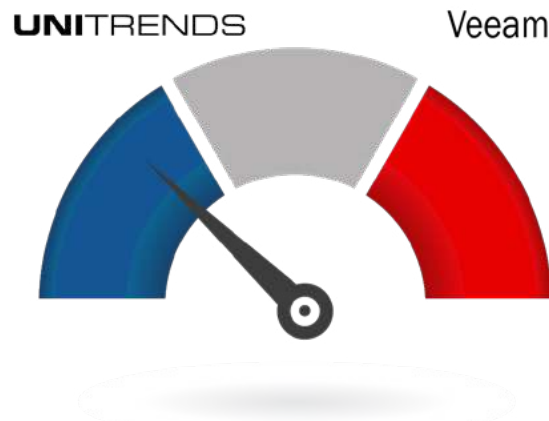
ADVANTAGE - UNITRENDS



EASE OF USE

Veeam and their collection of software products can require up to 10 different interfaces to perform different backup and recovery functions. The interface is notoriously complex. Unitrends appliances use a single UI to perform all functions. The Unitrends UI allows you to see the complete health of your data protection and any risk exposure in a single glance. In addition, Unitrends UI includes a simple connection to both the Unitrends User Community (i.e. live feeds from the community to find topics of interest or for you to post queries) as well as User Support. For many tasks, Unitrends' User Interface requires as many as 60% fewer clicks as is required to manage a similar task with Veeam.

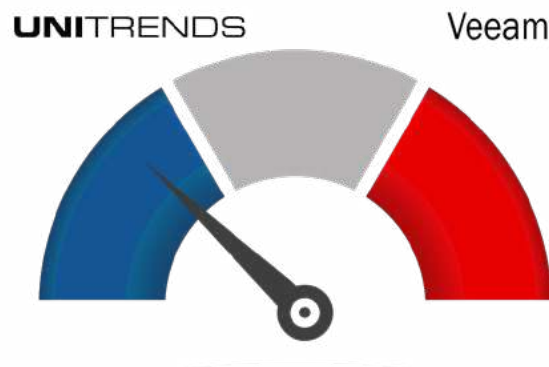
ADVANTAGE - UNITRENDS



WAN OPTIMIZATION

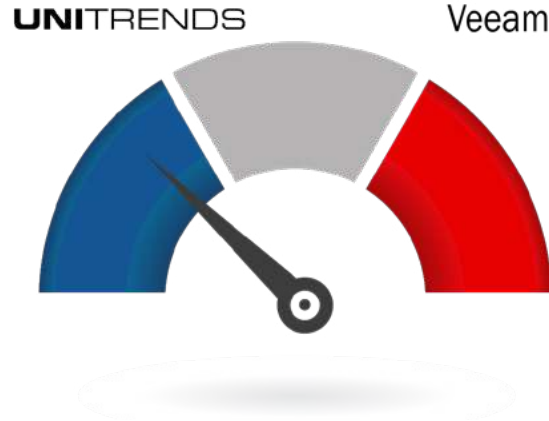
Unitrends' appliances come with integrated WAN optimization technologies such as adaptive deduplication, deduplication acceleration, compression, and encryption. These technologies provide data protection and reduce the size (and cost) of synchronizing data backups to a remote location or the cloud. Unitrends can deduplicate data backups across jobs and servers. For example, if users on different servers save the same PowerPoint presentation, Unitrends will recognize that and deduplicate away the secondary copies. Veeam can only deduplicate data within the same job on the same server. Also, Veeam markets their "good replication" as WAN acceleration, and you must pay for Enterprise Plus in order to get it. This means that you will use much more storage to house Veeam backups. Sometimes the amount of duplicate data sent by Veeam can overwhelm WAN bandwidth and put recoveries and backups at risk. This causes missed backup windows and the need to implement expensive secondary data deduplication solutions, like Data Domain and Exagrid, in order to get acceptable levels of performance and deduplication.

ADVANTAGE – UNITRENDS

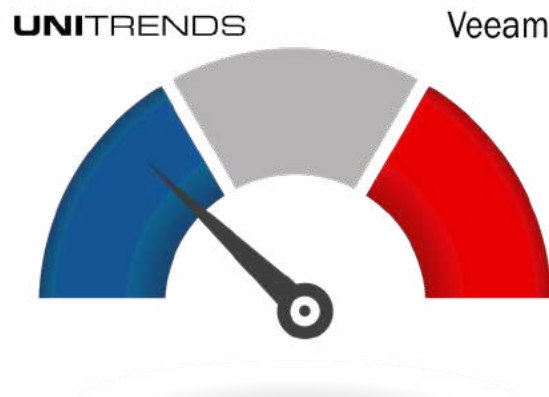


SERVICES

Veeam uses overseas support and development to service their US-based customers. Unitrends Support is headquartered in Columbia, SC, co-located with Unitrends engineering. All Unitrends support has 24x7 coverage, so you will never be left hanging. All Veeam pricing includes basic support, which only covers 8am – 8pm ET on weekdays. Unitrends Service has a 98.2% customer satisfaction rating. Uptime is so important to Unitrends that it uses self-healing disks that automatically identify, diagnose, and eliminate common sources of disk and RAID failures. If an anomaly can't be prevented, Unitrends will proactively notify the customer and quick ship a replacement before the failure affects the users.

ADVANTAGE – UNITRENDS**ADVANCED DRaaS OFFERINGS:****DISASTER RECOVERY AS A SERVICE (DRaaS)**

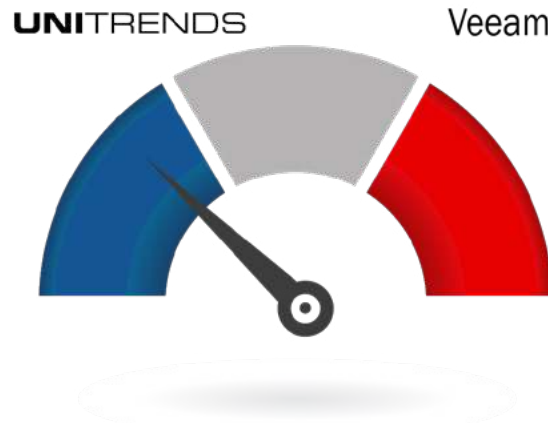
Since Veeam does not manage its own cloud, it cannot support DRaaS. Users wishing to have this important capability must work with third party providers. Unitrends offers cloud DRaaS with “White Glove” services that frees enterprise IT from having to learn, manage and deploy recoveries. No training required on new cloud platforms and, if you’re not available, failover can still happen with a simple phone call. Unitrends will do complete DR planning, including setting up the server boot order, ensuring network settings are correct. Unitrends DRaaS can be managed and deployed from any location and protect remote sites around the world.

ADVANTAGE – UNITRENDS**SERVICE LEVEL AGREEMENTS (SLAS) -**

Veeam Cloud Providers offer completely different pricing, services, and SLAs. It is difficult to understand what you will get, and you will need to hunt and search for services that you need, instead of it all falling under a single, simple umbrella of support.

Since Unitrends does all the DRaaS work, Service Level Agreements (SLAs) for application recovery with recourse for any delays can be offered. Unitrends offers 1-hour and 24-hour SLAs, so businesses can ensure critical business applications are given a higher level of priority for recovery. Veeam does not offer SLAs for their DRaaS services, as they require you to do the work.

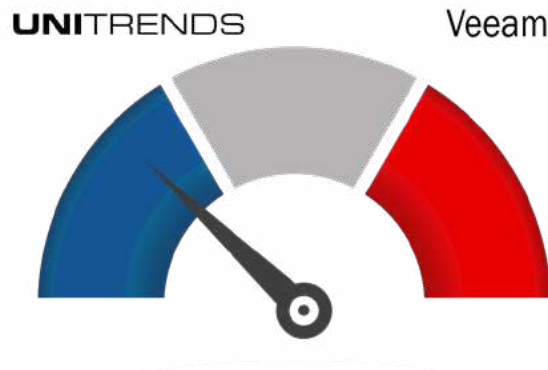
ADVANTAGE – UNITRENDS



DRaaS TO GENERAL-PURPOSE CLOUDS

Both Veeam, with their Cloud Connect Partners, and Unitrends can provide DRaaS capabilities to general-purpose clouds such as AWS and Azure. Backups can be set to cloud storage and applications spun up in the cloud in the event of a downtime event at the corporate data center. Unitrends, however, is able to move cold storage into the active cloud and spin it up in native cloud format for failover, a process referred to as ‘Pilot Light.’ This process saves time and reduces costs. Veeam does not use Pilot Light. Veeam cannot do direct to cloud to AWS/Azure low-cost storage with advanced, automated spin-up and failback. Unlike Unitrends, Veeam cannot restore an on-premises protected machine into AWS.

ADVANTAGE – UNITRENDS

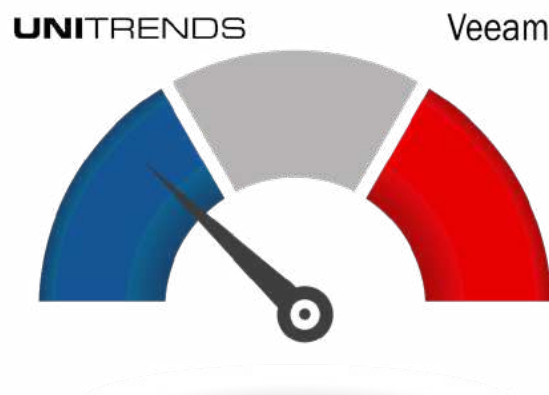


ADVANCED TESTING CAPABILITIES

The only way you know you're not wasting time and money on an expensive recovery plan is to test it regularly and see the results. Unitrends appliances automatically test and certify full recovery with no manual involvement from IT. Using backup files, a feature called Copy Data Management recreates the entire infrastructure apart from production servers to ensure that all recovered applications are fully functional. Unitrends includes the ability to test across physical and virtual backups, as well as replicas in a single policy. Unitrends generates RPO/RTO compliance final reports that are automatically emailed to administrators showing actual RPOs / RTOs, and identifying any recovery issues.

Veeam has limited advanced testing capabilities. Veeam is able to automate spin-up of virtual labs. However, advanced testing requires you to run your own scripts. Veeam requires a lot of manual setup and a separate bundled product for any reporting.

ADVANTAGE - UNITRENDS



CONCLUSION

IT Administrators are responsible for the technology that keeps the world's businesses running. Every day they are faced with circumstances threatening to bring down your applications, servers, and even communication. Fortunately, today they have choices in the tools they can use to manage data backup and business recovery.

The devil is indeed in the details. Ask for demos and conduct a Proof of Concept by requesting a Free Trial of the product so you can see for yourself how different data protection and recovery solutions function.

Drill deeper on the features and functions of both Veeam and Unitrends data protection and recovery solutions and see there really is a difference that will benefit you over the life of the product.

UNITRENDS

V/S

VEEAM

WHICH SOLUTION BEST SOLVES THESE BACKUP & DR REQUIREMENTS?

Everything is included in the physical Recovery Series & virtual Unitrends Backup appliances.

Both Unitrends and Veeam support protecting and recovering VMware-virtualized environments very well.

Unitrends natively protects almost all computing platforms, including virtual systems, physical Windows and Linux systems, and legacy systems.

Unitrends appliances come with artificial intelligence (AI) that runs during every backup & IDs backups infected by ransomware.

Unitrends Recovery Series of hardware appliances is the leader in all-in-one protection.

All features are included in Unitrends Backup virtual appliances. Can be deployed in AWS and Azure to protect cloud workloads.

Unitrends Recovery Series of hardware appliances is the leader in all-in-one protection.

Unitrends' User Interface requires as many as 60% fewer key strokes as is required to manage a similar task with Veeam.

Unitrends appliances automatically test and certify full recovery with no manual involvement from IT.

Scalable Architecture

Veeam is difficult to deploy and requires multiple servers and VMs.

Support for VMware Virtualized Servers

Both Unitrends and Veeam support protecting and recovering VMware-virtualized environments very well.

Support for Physical Servers & Legacy Environments

Most customers are using Veeam solely for VMware protection.

Built-in Ransomware Detection

Veeam does not offer any automated ransomware detection and certainly nothing based on artificial intelligence (AI).

Supplies an All-in-One Physical Appliance

Veeam does not offer hardware appliances.

Virtual Appliance

Veeam Backup Essentials requires an extensive web of Windows virtual machines & servers for even the most basic installations.

Integrated Cloud Offering & DRaaS

Veeam does not offer cloud services. They only supply software.

Ease of Use

Veeam software products can require up to 10 different interfaces to perform different backup and recovery functions.

Testing

Limited testing capabilities requiring scripting and add-on features for reporting.

WATCH A DEMO