3 Reasons Ootbi by Object First is Best for Veeam

Executive Summary

This paper will cover the biggest challenges for mid-enterprises and the available solutions in the market today. We will explain the importance of immutability to ransomware recovery and how backup storage should be secure, simple, and powerful, all without compromise. These reasons will uncover why Veeam users need to consider Ootbi, by Object First, as their primary storage target for backup and recovery.

Introduction

The Challenge:

It’s no secret the biggest challenge every IT team is facing is ransomware. With over 90% of data breaches happening online, 50% of which come from an internal or third-party source, and attacks happening every 11 seconds, it’s no wonder ransomware has been elevated to a board-level conversation.

As leaders quickly began allocating more budget for security and backup, ransomware became all the more clever. Attackers started attacking and encrypting backups to maximize the possibility of organizations paying the ransom. Modern data management solutions only further exacerbate this challenge.

As the looming threat of ransomware creeps, many are evaluating their current storage solutions to ensure resiliency, performance, and ease of use are in check — and most find them lacking. With ransomware presenting such a great threat, admins must find a solution that readily meets all their needs.
Modern Solutions:

As potential buyers evaluate the market for backup storage solutions, they are overwhelmed with “must-haves” and “silver bullets” but may miss the bigger picture. Many vendors will point the finger at antivirus software and leave the burden of prevention and detection to it. Ransomware is not a matter of if, but when. Virus definitions are only as good as they are up to date, and there will always be a first victim when a new batch of malicious software strikes. Immutable backup storage is the only way to guarantee recoverability regardless of the attacker.

Backup storage has also become far more complex, solving for every data protection vendor and use case on the market. Modern storage requires manual setup and optimization for each use case. When training and time are necessary to manage backup storage, that's time spent away from other more critical tasks like ensuring all backups are optimized and recoverable, and runs the risk of requiring further hands-on optimization down the line.

Many storage vendors offer too broad an approach attempting to boil the ocean with features and checkboxes, forgetting to optimize for the key use case: out-of-the-box fast and secure backup and recovery. What they need to do is pay more attention to ensuring their solution is tamperproof and performs under pressure. Immutable and optimized backup storage is needed, and that's where we come in.

1 Secure

What customers need today:
Immutable storage that doesn’t complicate the backup process.

The challenge:
Businesses fall victim to ransomware attacks every 11 seconds, and more often than ever, backups are the target. 60% of backup admins don't have immutability on-prem today. Many immutable storage solutions require security expertise and ongoing labor to update/maintain. Often implemented as a DIY afterthought, there is no way of knowing if homebuilt immutability is working till it’s time to put it into action.

Introducing our way:
Immutability. Out-of-the-box. Ransomware proof with no security expertise required.

Here’s how we did it:
Built from the ground up with immutability powered by S3 object lock. Ootbi storage buckets are immutable by default and synchronize perfectly with Veeam v12 direct-to-object storage configuration powered by the Smart Object Storage API—a zero access hardened operating system with no root or backend access by design. Zero security configuration is required.
Simple

What customers need today:
A solution that is easy to deploy and manage that requires no additional storage, training, or security expertise.

The challenge:
Do-it-yourself storage options are often complex, labor intensive, and rely on the human aspect, which is prone to mistakes, oversight, and sometimes compromise. Also, these solutions do not scale well.

Introducing our way:
Racked, stacked, and powered in 15 minutes — not hours or days.

Here’s how we did it:
Answer six questions to set up Ootbi. No need to provision storage, configure security, or harden repositories.
Our solution stays optimized automatically post-configuration. Scale performance and capacity linearly by simply adding another node.
Automated optimization, load balancing, and self-healing mean no expertise in object storage is required.

Powerful

What customers need today:
A fast backup and recovery solution that delivers when ransomware strikes.

The challenge:
Solutions that try to be everything to everyone come off as a square peg in a round hole. Integrated PBBAs (purpose-built backup appliances) are expensive. Flash storage arrays are not only costly, but also complex to deploy and scale.

Introducing our way:
Optimized for rapid ingest and instant recovery performance without over-reliance on proprietary hardware.

Here’s how we did it:
Ootbi is designed and optimized specifically to empower Veeam backup and recovery (and we know Veeam!).
Capacity and performance scale elegantly, supporting backup speeds up to 4.0 Gigabytes per second. Ootbi supports all Veeam use cases, including simple backup, restore, disaster recovery, Instant Recovery, SureBackup, and hybrid as an immutable primary target. Ootbi supercharges Instant Recovery with the ability to run failed workloads directly from backup within minutes.
Ransomware-proof and immutable out-of-the-box, Object First delivers secure, simple, and powerful backup storage for Veeam customers. Ootbi can be racked, stacked, and powered in 15-minutes. Ootbi is built on immutable object storage technology designed and optimized for unbeatable backup and recovery performance. Eliminate the need to sacrifice performance and simplicity to meet budget constraints with Object First.

Contact us

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Closing summary