

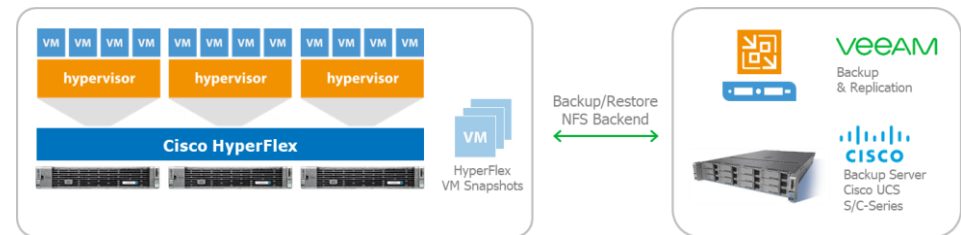
Sales play — Add Veeam to every Cisco HyperFlex Hyperconverged Infrastructure opportunity

- Modernize data protection with Veeam when modernizing the data center with Cisco HyperFlex
- Veeam offers unique native snapshot integration to HyperFlex delivering agile data management and protection. Veeam is **the only vendor** to offer integration with HyperFlex to offer faster backups with no impact on production, greatly reducing RPOs
- When modernizing data centers with hyper-converged infrastructures, legacy solutions can't deliver data protection needs
- Veeam helps HyperFlex compete against the competition

Why sell Veeam with Cisco HyperFlex

- Veeam complements Cisco HyperFlex, to deliver data Availability, protection and disaster recovery (DR) for virtualized environments. HyperFlex provides High Availability for the cluster by mirroring data within the cluster, and proactively self-healing in case of hardware failure.
- Veeam integrates with native HyperFlex snapshots to deliver efficient VM backup and replication to dramatically lower the RPO without impacting production for ALL applications and data.
- Veeam replication between HyperFlex clusters, both local and distributed, provides site-level DR. Veeam also provides backup and recovery at the VM and item-level for instant recovery from more common, day-to-day problems.
- Isolated Veeam managed backups, stored on secondary storage, cloud or tape, allow organizations to meet both internal and external data protection and recovery requirements and protection to recover from ransomware

Cisco HyperFlex with Veeam Backup from Cisco HyperFlex Snapshot



Customer pain points

- Existing legacy backup infrastructure was not designed for today's highly virtualized data centers
- IT spends too much time and resources keeping their current data protection operational as existing backup infrastructure requires numerous expensive hardware and software products
- Time to restore critical applications, VMs or data is beyond SLAs or unachievable with current backup infrastructure
- No ability to perform granular restores of individual items (files, OS, applications)
- Limited IT staff to manage complex and growing data-protection environments

Key capabilities

- Veeam complements Cisco HyperFlex to deliver data Availability protection and DR. With Veeam's unique, native snapshot integration, Veeam Availability Suite™ delivers efficient backup and replication to dramatically lower the RTO and RPO of <15 minutes for ALL applications and data.
- Veeam with HyperFlex delivers:
 - Off-cluster backup copies of data
 - Granular recovery — in the format that you need it
 - Offline backups to tape and to the cloud
 - Archiving and compliance adherence for longer-term retention
 - Replication of VMs to another infrastructure, another site or to the cloud

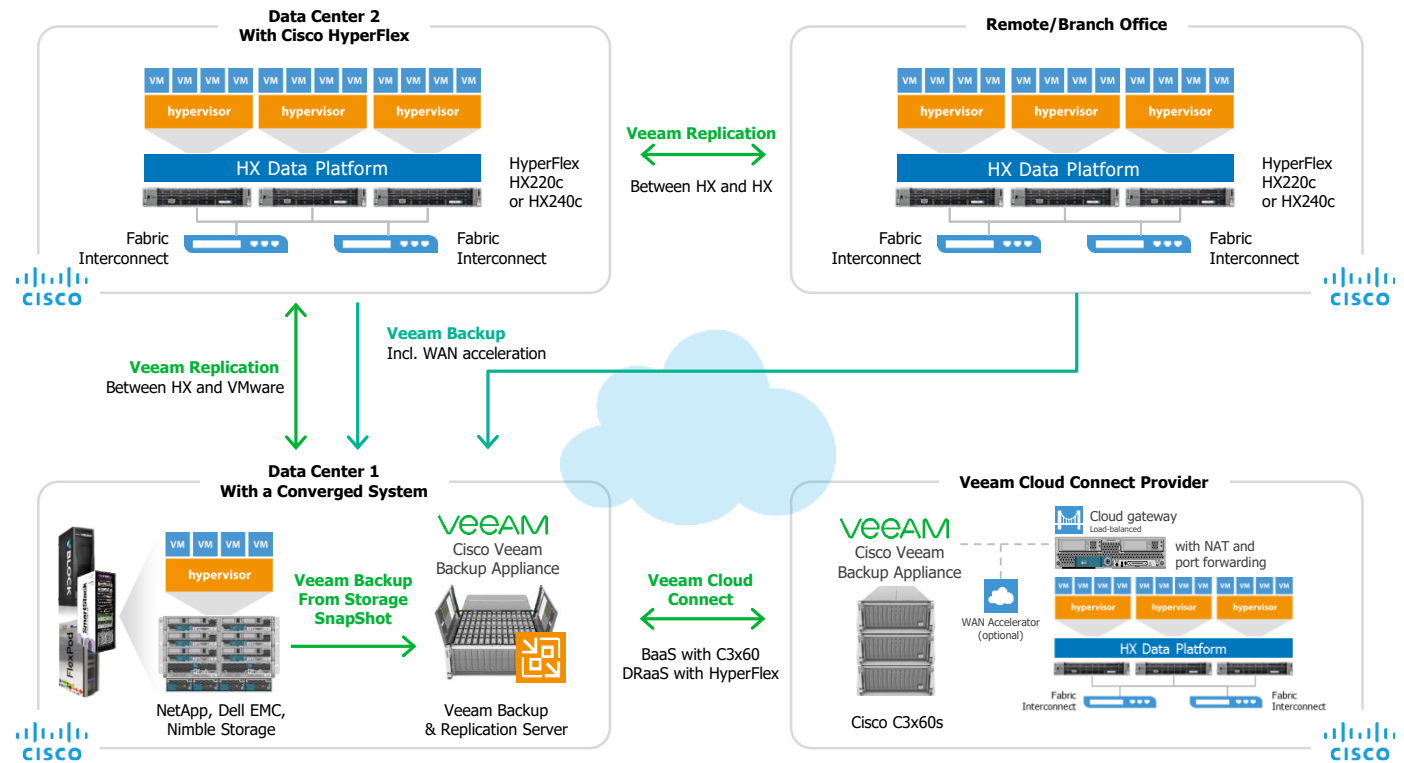
Target audience

Commercial to enterprise accounts and service providers, LOB and application owners, new HyperFlex opportunities and tech refreshes.

Top qualifying questions

- 1. Is Availability effecting your ability to innovate?** Implementing Cisco HyperFlex helps customers modernize their data center and modernize their data protection giving them confidence that their data will always be available.
- 2. Are you undertaking any data center modernization projects?** Most companies need to modernize their IT infrastructure to keep up with the new digital demands of their customers, Cisco and Veeam work together to offer the modern agile and available data center.
- 3. Does managing your backup environment take too much of your time and resources?** Legacy data protection systems require too much managing and tuning, which is consuming resources that could be used for innovation projects. Veeam and Cisco can greatly streamline data protection operations.
- 4. What projects could you focus on if managing your infrastructure was more efficient?** Cisco and Veeam can deliver a modern infrastructure and data protection solution built for modern environments. This greatly reduces operational costs and frees up resources.

Multi-Site backup and replication with Veeam and Cisco HyperFlex



Elevator Pitch

Veeam complements Cisco HyperFlex to deliver data Availability protection and disaster recovery. With Veeam’s unique, native snapshot integration, Veeam Availability Suite delivers efficient backup and replication to dramatically lower the recovery time objective (RTO) and recovery point objective (RPO) of <15 minutes for ALL applications and data.

Veeam can be configured and quoted directly in Cisco Commerce Workspace (CCW)

