



MSPs: Your checklist for hero-worthy, security- focused BaaS



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32% of organizations expect cyber threats to impact their business in the next year. If one of your customers is faced with a Ransomware attack, would you be able to answer the call?

Your customers want to focus on their business, without the constant worry of security breaches and ransomware. You can help them regain their focus by combining the benefits of backup and security services for a proactive approach to business continuity.

While customers may be ready to use the cloud for backup and recovery, navigating the best course through a crowded vendor landscape

has become daunting. You can provide the guidance, offering them a proactive, multi-layered approach that protects their data from ransomware, malware or malicious actors.

In addition, you are uniquely positioned to help customers not only stay ahead of the next threat, but to turn their data management into a competitive advantage. You can show your customers how they can use the data stored in the cloud for analysis, testing and training.

In this eBook, we'll help you uncover the full opportunity in Managed Security Services..

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1. Provide ransomware early warning

Ransomware is a nightmare scenario for any organization. As the bad actors continue to hone their predatory skills, you can help your customers take more control. Veeam® ONE™, a powerful monitoring tool, allows you to closely monitor environments and be aware of any suspicious or abnormal activity.

Suspicious behavior alerts

Veeam One monitors CPU usage, datastore write rate and network transmit rate to help you identify if there are higher than normal amounts of activity on a particular machine. When the Possible Ransomware Activity alarm is triggered, your team can immediately inspect the machine, look at the resource counters and determine whether the activity is normal or not. And when this alarm is triggered, you can also set a "Remediation Action," a predefined action or custom script you can pre-build to separate the infected machine for further action.

Digging deeper into your data

While the "Possible Ransomware Activity" alarm may be the equivalent of a flashing red light, there can be power in proactively running reports on the health of your data. Reports like "VM Change Rate History" and "Veeam Backup Files Growth" can illuminate abnormal activity that needs special attention. Better still is running a Confidence report. Are you confident you can recover a machine that's been infected? What if you haven't run a backup recently? Or the backups failed for the last week? The "VM with no backups" alarm and "Protected VMs" report gives you everything you need to leave no stone unturned.

The clear visibility you need with Veeam One

- **Built-in intelligence** to proactively identify and resolve common infrastructure and software misconfigurations.
- **Governance and compliance** through consistent monitoring and reporting on backup SLA compliance.
- **Intelligent automation** through machine learning-based diagnostics and remediation actions.
- **Forecasting and planning** through visibility into the costs of compute, storage and backup repository resources.

2. Win the war on ransomware

You can change the game for customers by moving their data to a secure, off-site location, ensuring they have an un-infected backup to restore from in the face of a malicious attack.

Immutable backups through object storage

Veeam Backup & Replication™, the leader of data protection for virtual and physical workloads, enables users to prohibit complete deletion of data thanks to the Veeam Capacity Tier. The capacity tier scales backups out automatically to object storage, offering a cost-effective yet long-term data retention option.

To make these backups immutable, Veeam Backup & Replication uses the “Object Lock” technology provided by Amazon and many S3-comptatible providers, to prohibit deletion of data from the extent until the (pre-set) expiration data.

This potent combination of off-site, cloud-based storage and immutability should give your customers the confidence to know they can recover in the face of a malicious attack.

*70% of surveyed Veeam customers are concerned about their backups being contaminated.**



3. Protect data from insider threats

Outside malicious actors aren't the only threat to your customer's data. Client's may not like to think about it, but their employees can also pose substantial risks to valuable assets. An overworked admin could accidentally delete important files. A disgruntled worker could delete an Exchange account. Or, a careless employee could be hacked and become an entry point for ransomware.

Veeam uniquely enables service providers to be the hero their customers need by offering a multi-tenant cloud backup solution called Veeam Cloud Connect.

The Recycling Bin may be the last line of defense...

Believe it or not, the answer to an insider threat may lie in the Recycling Bin that lives in your cloud. Veeam Cloud Connect offers a Recycle Bin feature that offers "Insider Protection," enabling you to restore a deleted backup for specific tenants.

Just like a Recycle Bin, backups can be retained for a set amount of days after deletion — even though they appear deleted to the tenant. This powerful resiliency helps you protect customers from:

- mass deletion
- intentional deletions
- ransomware and malware

Simply put, it's their last line of defense, and your opportunity to be their hero!

And don't forget about SaaS applications!

Did they delete that email on accident? On purpose? Many companies have stringent data retention requirements for regulatory compliance, and every user can be a threat — however unintentionally.

Veeam Backup for Microsoft Office 365 makes it easy to store SaaS data off-site for long-term retention and restoration. Plus, granular advanced search and find functionality makes recovery a painless process.

Data is invaluable to our customers. It's one of their greatest assets, and it's essential to their operations. Veeam helps us keep their data available to boost their business agility and innovation. We balance that availability with security and protection so they get maximum business value. With so much at stake, there is no room for error.

Michael Ohayon,
Chief Operating Officer
Webair

4. Deliver strategic value from stored data

The data held in backups and replicas can provide far more than protection for your customers. Instead of sitting idle, you can help your customers take advantage of intelligent data management on a virtual platform they already use. With data isolated from production, they can:

- Run simulations to accelerate innovation
- Test scenarios to improve operational efficiencies
- Provide a realistic training environment for employees

Accelerate application delivery and deployment

Through Veeam® DataLabs™, you can extend your services to help customers bring new applications onboard quickly. Veeam DataLabs On-Demand Sandbox™ allows you to start a copy of your customer's production environment for a variety of testing, security, training or troubleshooting purposes. Deliver more application support to customers with:

- Faster application deployment
- Upgrade and patch rollout with less risk
- DevOps and DevTest initiatives
- Improved security and forensics

"Veeam is enabling us to further assist our clients to become compliant and use the necessary features and audit processes to enable alignment to the regulatory [data] framework."

Bradley Janse van Rensburg,
Chief Technology Officer
ContinuitySA



5. Leverage backups for production-like compliance testing

Help your customers get ahead of compliance testing without bogging down production environments. Veeam® DataLabs Staged Restore™ automates immediate testing of backups before restoring them into the production environment.

Pre-deployment assessment

You can assess your customer's application security, compliance and privacy to assure adherence to strict guidelines before deployment — without impact on the production system or increased cost to:

- Ensure all workloads are free of viruses and ransomware by performing security scans before exposing data back into production environments.
- Enable hassle-free testing by isolating new patches and upgrades.
- Assure compliance mandates are adhered to, including GDPR and CCPA, with automated testing.
- Meet compliance requirements with comprehensive reporting and documentation.

Connect your customers to a world of possibilities

Veeam® Data Integration API™ enables third-party applications and scripts to instantly access the content of any Veeam backup for data mining, security analysis and data reuse. You can help your customers take full advantage of the data residing in secure, separate cloud storage to:

- Provide instant access to the content of any Veeam backup to specialized third-party mining and security analysis scripts and applications.
- Enable data mining of backup content for compliance processes without impacting the production environment.
- Automate security analyses on backup data to ease the burden of security audits.

Your managed security services, powered by Veeam

With Veeam, the most trusted solution for Cloud Data Management™, you can offer enterprise-caliber disaster recovery and data retention to your clients. And with capabilities for cloud, virtual and physical workloads, Veeam can help you expand your services stack to offer comprehensive data protection to clients.

Off-site backup

No matter the size of your operations, it's easy to extend Veeam-protected devices to an off-site location using whatever storage option makes sense for your business. You can also support backups in a multi-tenant cloud infrastructure.

Disaster Recovery as a Service (DRaaS)

Veeam helps you offer affordable and effective disaster recovery to your customer with native support to execute a partial- or full-site failover.

Break Free from Legacy Backup

Veeam can help your services team break free from legacy vendors that can't support your growing business.

- **Service administration:** Leverage powerful capabilities for remote managed services, multi-tenant BDR to your cloud, monitoring and more.
- **Backup + Recovery:** Offer data protection services for VMware vSphere, Microsoft Hyper-V, Microsoft Windows, Linux and cloud-based workloads like Microsoft Office 365.



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