

# The DRaaS opportunity

A view into the disaster recovery-as-a-service market for service providers and resellers



**AVAILABILITY™**  
for the Modern Data Center

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# Executive summary

## The survey

In July 2015, Veeam® hosted a global webinar on delivering disaster recovery-as-a-service (DRaaS). Attendees were invited to complete a survey at the end of the webinar, and representatives from 156 service providers and resellers responded.

The survey included a series of questions about customer interest in DRaaS.

Note: Survey results include one response per company. Where multiple responses were received from the same company, one was chosen at random for inclusion and the other responses were excluded. Responses from internal IT organizations (there were a few) were also excluded.

## Findings

The results of this survey indicate that service providers and resellers consider DRaaS to be strategic to their business. So if you're not offering DRaaS, your competition likely is.

### DRaaS is important to current and future business:

- 66% of respondents said that DRaaS is important or very important to their current business.
- That number grew to 75% when asked how important DRaaS is to their growth over the next 12–18 months.

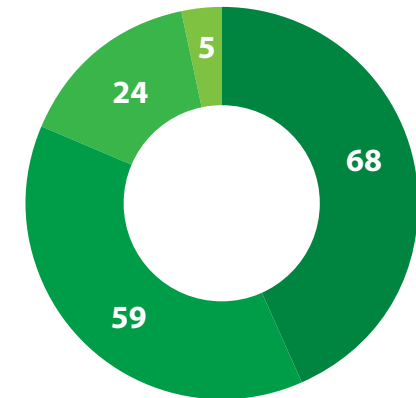
### DRaaS is a great way to acquire new customers:

- Over 56% of respondents said that over half of their current customers are interested in DRaaS.
- That number jumped to 71% when respondents were asked to consider both current and potential customers in their target market.

### DRaaS is easy for customers to justify:

Respondents were asked to consider drivers for customer adoption of DRaaS. On average, respondents chose four out of the seven answer choices provided. This indicates that there are multiple ways for customers to justify investing in DRaaS.

## Respondents by region (n = 156)

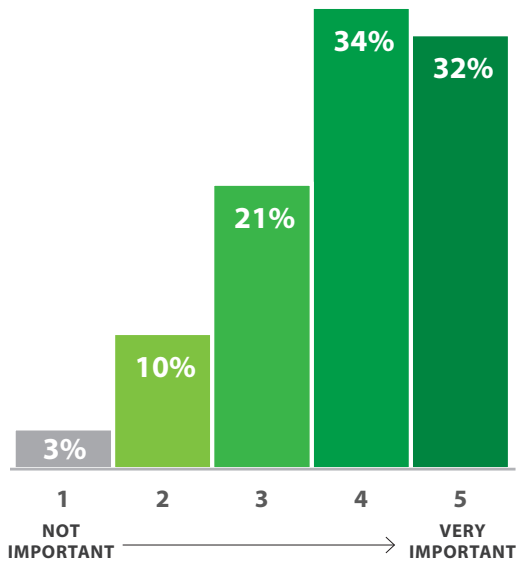


- Europe, Middle East and Africa (EMEA)
- North America
- Asia-Pacific (APAC)
- Rest of World

# DRaaS fuels growth

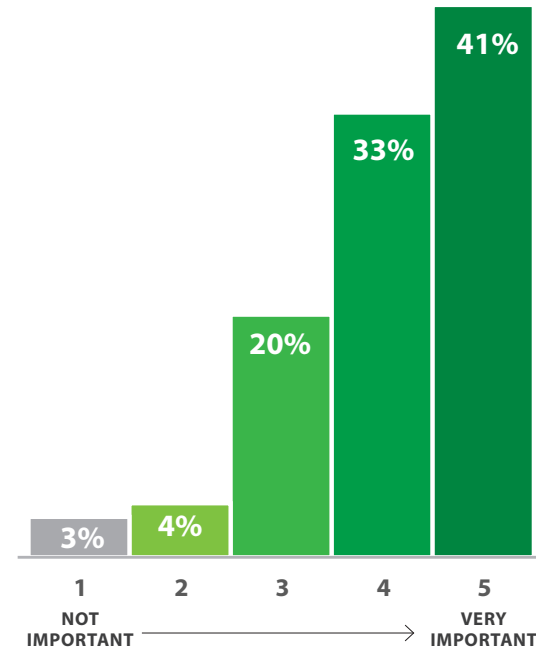
## Importance of DRaaS to current business

On a scale of 1 to 5 (1 = not important, 5 = very important), how important is a DRaaS offering to your **current business**?



## Importance of DRaaS to business growth

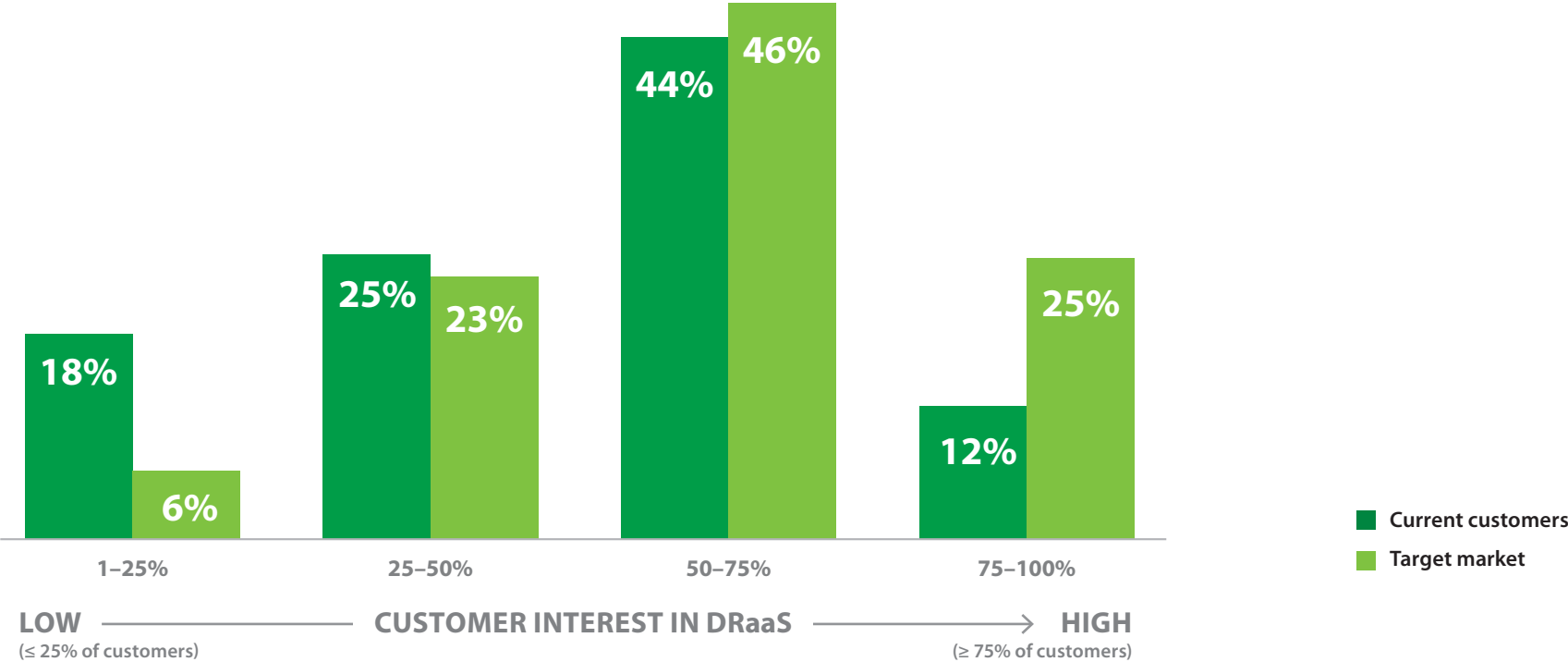
On a scale of 1 to 5 (1 = not important, 5 = very important), how important is a DRaaS offering to the growth of your business over the **next 12-18 months**?



# Customer interest in DRaaS

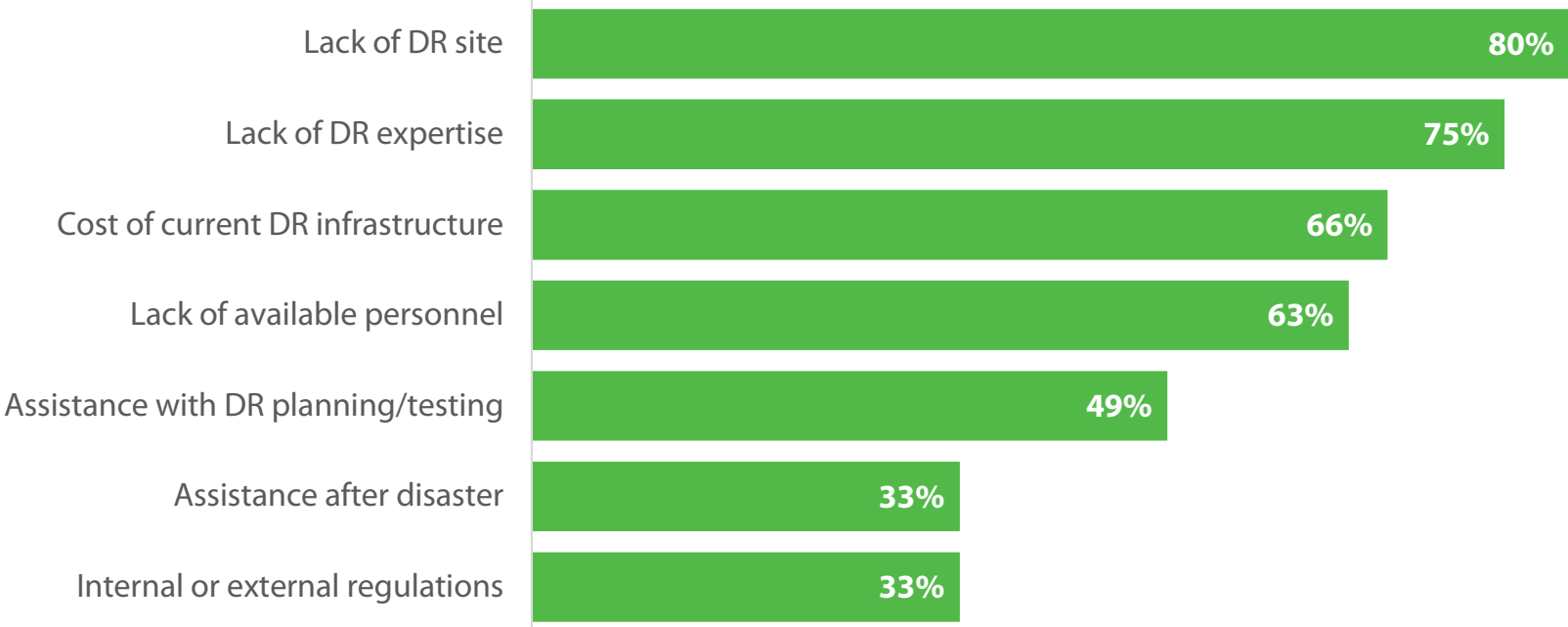
What percentage of your **current customers** do you think would be interested in DRaaS?

What percentage of your **target market** (current and potential customers) do you think would be interested in DRaaS?



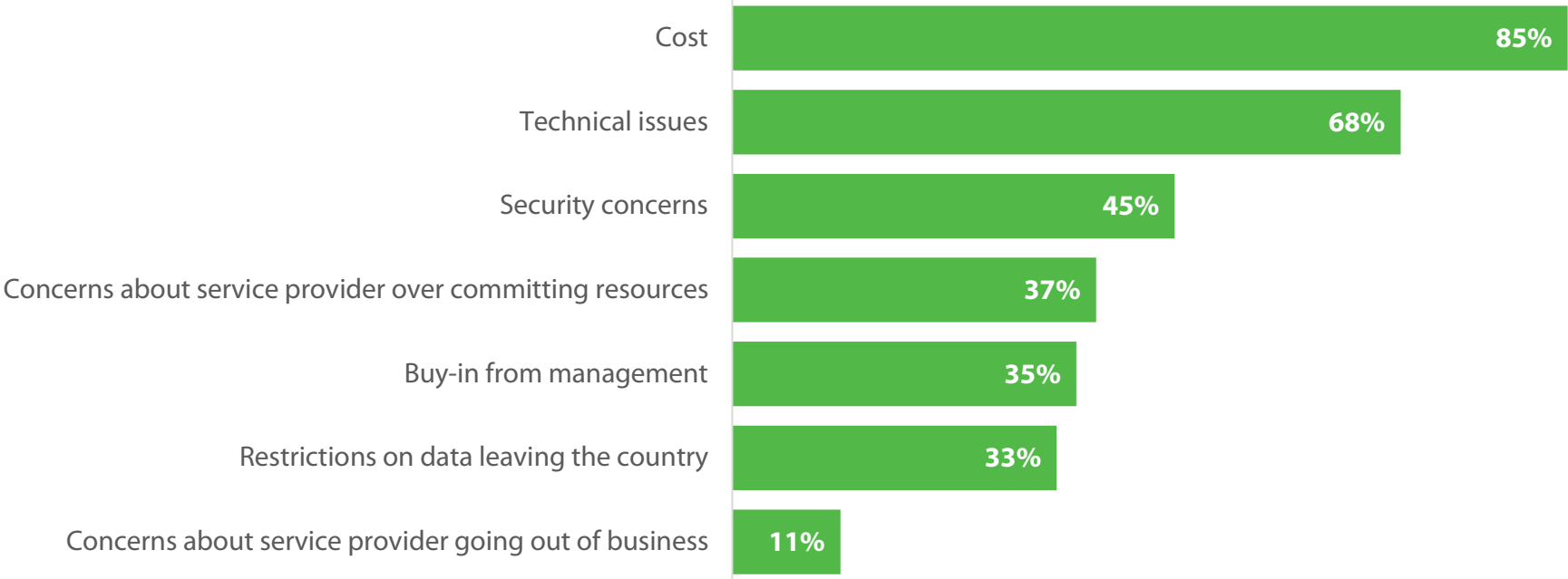
# Drivers for adoption

What are drivers for your customers to consider DRaaS? (select all that apply)



# Hurdles to overcome

What are hurdles for customers to adopt DRaaS? (select all that apply)





## Your DRaaS opportunity awaits!

Service providers and resellers believe DRaaS will fuel business growth and help them acquire new customers. You too can get in the DRaaS game—or expand your existing DRaaS offering—with Veeam Cloud Connect Replication, coming soon with Veeam Availability Suite™ v9.

### About Veeam Cloud Connect

Veeam Cloud Connect reduces the cost and complexity of delivering DRaaS, while also connecting you with the expanding Veeam ecosystem of 157,000 customers and 33,000 partners.

Cloud Connect makes DRaaS easy, profitable, and practical for any customer environment, thanks to:

- Built-in multi-tenancy
- Expedited onboarding
- Automated network reconfiguration
- Bandwidth-friendly features
- Broad coverage

and more.

To learn more, visit: [vee.am/ccsp](https://vee.am/ccsp).

### About the Veeam Cloud Provider Program

Veeam Cloud Connect is available to service providers through the Veeam Cloud Provider (VCP) program. The program features flexible licensing and includes 8,500 VMware VSPP/vCloud Air Network, Microsoft SPLA and other service providers worldwide.

Today, many customers want to utilize the cloud for backup and disaster recovery (BDR), and others want to offload BDR to a service provider all together. Veeam's strategy is to partner with cloud and service providers, who are the true experts in delivering cloud and managed services. Therefore, we don't offer our own cloud or managed services, instead we enable you to.

To learn more, visit: [veeam.com/service-providers](https://veeam.com/service-providers).

### About Veeam

Veeam enables the Always-On Business™ by providing solutions that deliver *Availability for the Modern Data Center*™. With Veeam, you can achieve recovery time and point objectives (RTPO™) of less than 15 minutes for all applications and data.

Veeam's availability solutions now protect 9.1 M virtual machines worldwide. And with 3,500 new customers every month, awareness and demand for Veeam-powered services is greater than ever.

To learn more, visit: [veeam.com](https://veeam.com).



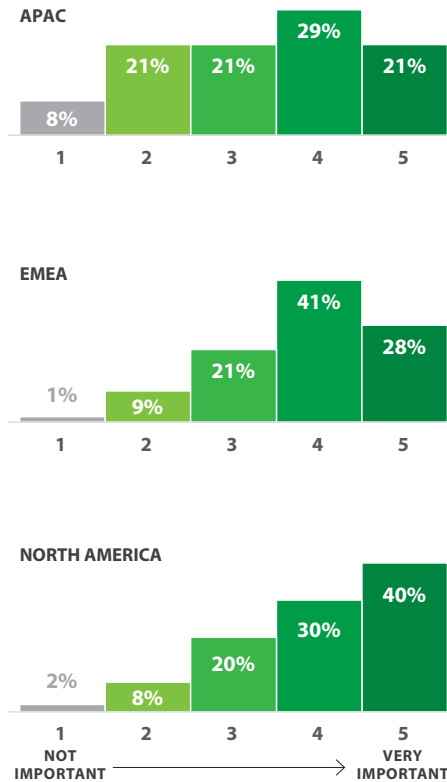
# Appendix

Results by region

# DRaaS fuels growth

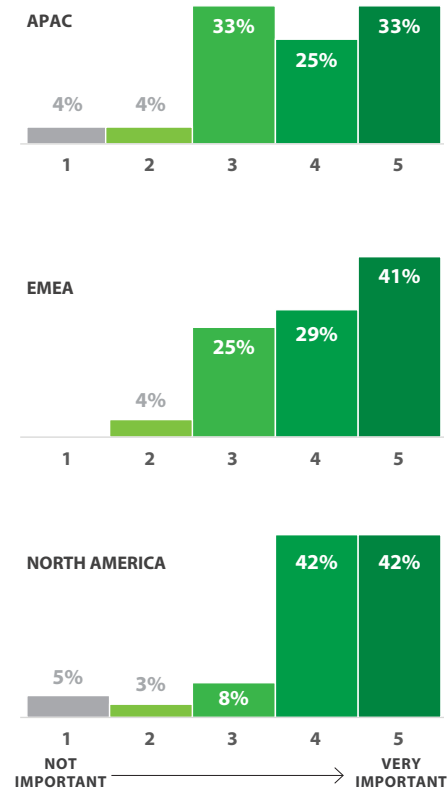
## Importance of DRaaS to current business

On a scale of 1 to 5 (1 = not important, 5 = very important), how important is a DRaaS offering to your **current business**?



## Importance of DRaaS to business growth

On a scale of 1 to 5 (1 = not important, 5 = very important), how important is a DRaaS offering to the growth of your business over the **next 12-18 months**?

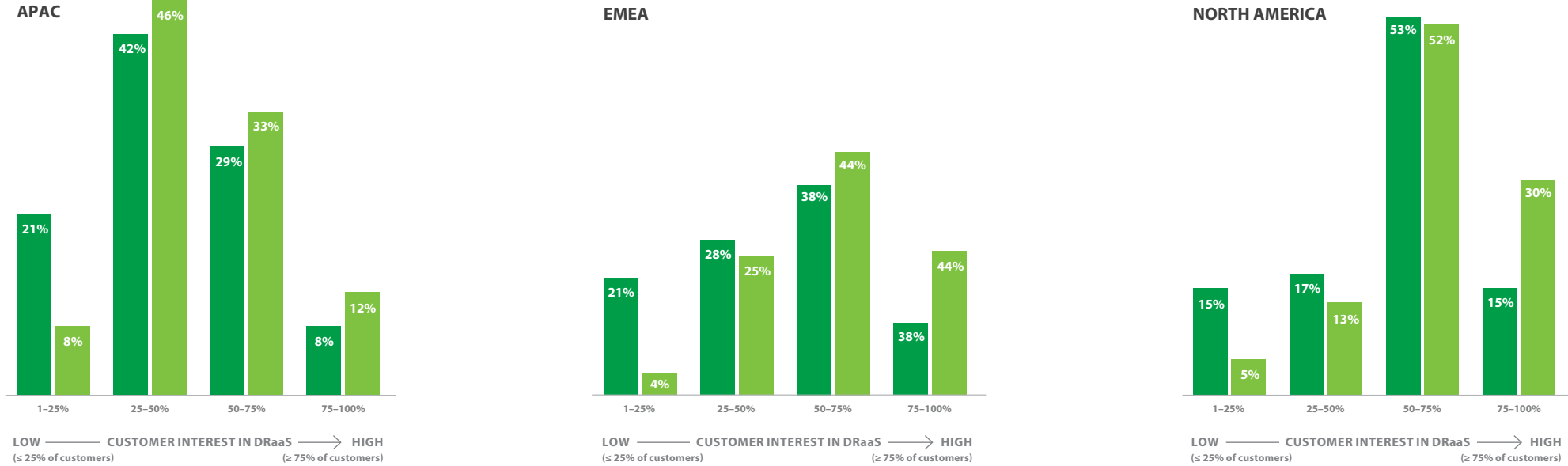


# Customer interest in DRaaS

What percentage of your **current customers** do you think would be interested in DRaaS?

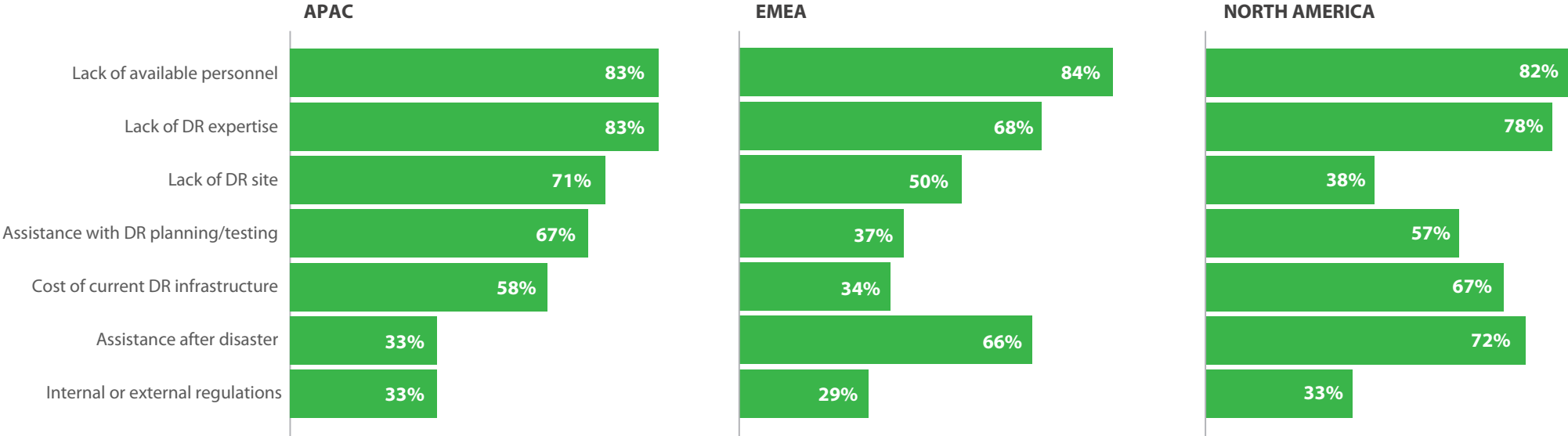
What percentage of your **target market** (current and potential customers) do you think would be interested in DRaaS?

- Current customers
- Target market



# Drivers for adoption

What are drivers for your customers to consider DRaaS? (select all that apply)



# Hurdles to overcome

What are hurdles for customers to adopt DRaaS? (select all that apply)

