Protect your virtualized data

Simple and affordable data protection for small and medium sized businesses

Hewlett Packard
Enterprise

The SMB data protection challenge

As the amount and types of data that small- to medium-sized businesses (SMBs) own continues to grow, and as more of their IT deployments include virtualized workloads, there is an immediate and critical need to protect this data reliably. A full 62 percent of SMBs report experiencing data and security breaches, leading to system downtime, reduced productivity, and permanent data loss.[1] Protecting uptime is no less critical: the average cost of downtime is $75,000 USD per hour, which can cripple a small to midsize business.[2]

As SMBs virtualize more workloads to use computing resources more efficiently, they face rapidly changing data storage needs and more data to protect. Simple, reliable, and affordable data protection solutions become more critical than ever. For example, many SMB customers do not have data protection or even storage specialists on staff. This means that a reliable, automated data backup system that is manageable by existing staff without specialized expertise is critical to keeping the business running, meeting ever-evolving user expectations, and remaining competitive.

Typically, SMBs face a three-fold data protection challenge:

1. Can I find a data protection solution that fits my budget?

2. How easy will it be for my IT staff to run backups and restores?

3. How reliable will my data protection solution be?

A leader in entry storage solutions for all size businesses, Hewlett Packard Enterprise offers data protection solutions for SMBs that are specifically designed to deliver reliable, affordable backup and recovery that is simple enough for any IT person to manage.

Data protection with HPE StoreOnce

HPE StoreOnce Systems is a family of backup appliances that includes several models ideal for SMBs (HPE StoreOnce 3100, 3520, and 3540 Systems) as well as HPE StoreOnce Virtual Storage Appliance (VSA) software.[3] This software is designed to run on existing server or storage hardware, is compatible with both Hyper-V and VMware® environments and has the features and functionality that is found on the dedicated appliances. StoreOnce Systems are specifically designed for automated, hands-free, industry-leading fast backup that consolidates protection of multiple servers or storage appliances to a single backup appliance.

StoreOnce deduplication technology enables more data to be backed up in a smaller footprint—leading to a 10x, 20x, or even 30x increase in backup capacity. This increase depends on the data being protected, the frequency of backups, and length of backup retention. HPE StoreOnce Catalyst software also allows data to be deduplicated on an application or backup server before it is transferred to a StoreOnce virtual or physical backup appliance—reducing backup costs, lowering business risk, and simplifying your backup environment.

In addition, StoreOnce supports cost-effective replication of data to or from remote locations as well as between physical and virtual StoreOnce instances for an additional level of protection.

Integrated data protection

By using StoreOnce as a backup target in conjunction with backup software such as HPE VM Explorer or Veeam Backup & Replication, SMB data protection challenges can be addressed in one integrated and coherent solution.

Managed by an easy-to-use Web interface, HPE VM Explorer provides a flexible and affordable data protection solution with low CPU capacity requirements and image-based replication to a secondary server on Amazon S3 or OpenStack®.

Another option is Veeam software that integrates with StoreOnce Catalyst to allow IT administrators to manage both the backup process and deduplication of data directly from within their backup software interface of choice. This backup software interface can manage and orchestrate the creation of StoreOnce "stores," manage replication, and can apply security policies, making data protection much easier and simpler to manage.

HPE VM Explorer with StoreOnce
VM Explorer software works with StoreOnce to provide a central management point for backup and replication ideal for virtual environments. This solution delivers the following benefits:

- Quick installation and configuration and easy administration via a simple-to-navigate Web interface

- Worry-free data protection with automated backup verification, encryption, and active directory integration

- Fast and efficient backups with server-to-server fast copy, snapshot integration, dynamic compression, and changed block tracking (CBT) support

Veeam Availability Solution for HPE StoreOnce[4]
Leveraging HPE ProLiant servers and StoreOnce VSA software, the Veeam Availability Solution for HPE StoreOnce, ideal for virtual environments, reduces operating and capital costs by combining multiple backup and protection capabilities into one simple-to-manage solution. This solution delivers the following benefits:

- Restores critical applications such as Microsoft® Exchange, SharePoint, SQL Server, and Oracle databases rapidly

- Protects data from unauthorized access through data encryption

- Avoids data loss by creating secondary backup copies that can be saved locally or remotely to alternate media for disaster recovery

- Increases storage efficiency and reduces network bandwidth requirements with Catalyst-integrated deduplication

Low-cost data retention with HPE StoreEver Tape

Market-leading HPE StoreEver tape media, tape drives, autoloaders, and MSL libraries ideal for SMBs (HPE StoreEver MSL 2024 and MSL 4048 Tape Libraries) provide excellent long-term retention at the lowest cost available. HPE StoreEver Archive Manager Software and HPE StoreEver Archive Migrator Software combine the access benefits of flash with the economics and long-term retention benefits of tape. SMBs can now afford to keep more data longer and more easily accessible. In addition, the StoreEver technology is ideal for backing up rich media and is highly transportable, providing an ideal disaster recovery solution to augment regular backups. HPE StoreEver Tape products are also ideal for compliance purposes. With a lifespan of 30 years and backward compatibility with support for the LTO standard, your data is well protected.

Protect yourself against data loss and business disruption—affordably

Rapid data growth is a key challenge for SMBs that leads to business risk when that data is not properly protected. With more business-critical SMB workloads being deployed on virtual servers, this can create new challenges including virtual machine (VM) sprawl. Unfortunately, these factors together can lead to a staggering increase for backup storage space required to protect critical data, which ultimately drives up storage costs. VM sprawl and increased storage capacity can also lead to management complexity.

[4] veeam.com/news/new-veeam-availability-solution-for-hpe-allows-easy-and-quick-replacement-of-legacy-backup-for-small-and-midsize-businesses.html

The Hewlett Packard Enterprise approach is to reduce business risk by simplifying data protection via multiple strategies:

1. Employing data deduplication that reduces the amount of data that must be backed up, stored, replicated, and recovered

2. Streamlining of the backup environment, including integration with backup software applications so that backup and recovery can be managed inside those familiar applications

3. Giving you the flexibility to deploy both virtual and physical backup appliances tailored to their specific needs

4. Seeking backup and recovery automation that is simple enough for an IT generalist to manage

As SMBs consolidate their data onto entry storage platforms such as HPE StoreVirtual 3200 Storage, HPE StoreVirtual VSA, or MSA 2042 Storage, they need to protect against data loss. The HPE StoreOnce and HPE StoreEver product families provide an extremely cost-effective, reliable, and simple solution for data protection and business risk reduction. Combined with backup software such as HPE VM Explorer, and Veeam the data protection solutions from Hewlett Packard Enterprise simplify data protection and improve storage efficiency. The solutions help to protect the data and keep the business running, even when the unexpected happens.
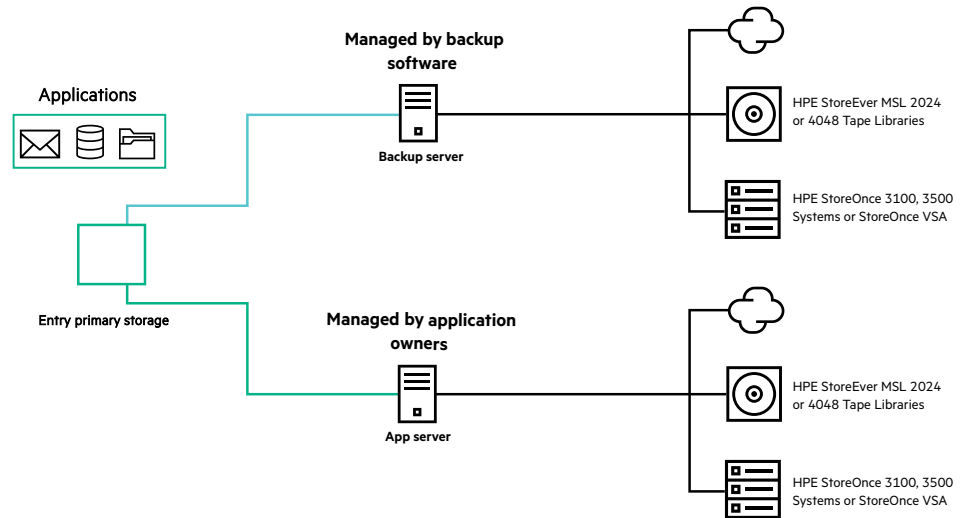
Data protection approaches

Figure 1: Data protection for entry primary storage

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