

Lenovo TruScale Backup with Veeam

# Full security, made **simple**. Now that's **smarter**.

Protect your valuable data with less hassle,  
less burden and less maintenance with the  
market's best data security duo.

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# Data security isn't **simple** right now...

Every business needs it.

Most businesses invest in it. But many businesses struggle to achieve data security that really ensures peace of mind.

Ever-increasing IT complexity and the proliferation of ever-more sophisticated cyber threats are changing how businesses are run. And achieving secure data management can often be challenging and stressful.

## **But it remains crucial.**

Today's IT leaders increasingly depend on reliable backup and recoverability of their data. They need to be confident that, in the event of disruption, they can maintain data access and business operations. But gaining this confidence requires breaking through some challenges.





Today, data security is often:

**Not seamless enough**

Fragmented, legacy systems for data protection, backup and recovery provide insufficient cover.

**Not cost-efficient enough**

Non-automated and unintuitive solutions can lead to higher IT costs.

**Not flexible enough**

Inadequate data freedom protocols can result in trapped, unavailable data and rigidity across platforms.

With such widespread data security issues, it's particularly worrying that so many organizations' data – specifically their backup repositories – are often exposed to growing cyber threats, like ransomware.

The numbers are stark: 85% of organizations suffered at least one ransomware attack in 2023, and in 93% of ransomware incidents, the threat actors targeted backup repositories. Worse yet, 80% paid the ransom, suggesting they're ill-prepared<sup>1</sup>.

The last line of defence against such threats is effective data backup. But legacy backup tools often fail to meet the needs of today's virtualized, hybrid environments. So many organizations are having to make do with unreliable backups, lengthy recovery time, lack of scalability, high costs, and even breaches of compliance.

<sup>1</sup> [Veeam, 2023. Ransomware Threats Report](#)

...it is with  
Lenovo and  
Veeam





# Welcome to **effortless data security**

Industry-leading data protection without having to manage or support the infrastructure.

Now, you can enjoy peace of mind with data security that's seamless. Lenovo Truscale Backup with Veeam ensures data protection that's cost-effective, all-encompassing, and effortlessly scalable.

You can grow your business, rather than just protect it, with the reassurance of knowing that the integrity and absolute availability of your mission-critical data is safeguarded.



# Full protection

Relax knowing your data is fully secure.

Lenovo's robust infrastructure seamlessly integrated with Veeam's advanced, intelligent software provides an invulnerable stronghold for your data with unbreakable protection against cyber threats, including end-to-end encryption, immutable backups, and AI-powered malware scanning.

Flexible, consumption-based solution combines industry-leading Lenovo infrastructure supported by Veeam's unified data protection platform to deliver air-tight security and lightning-fast recovery.



## Back up all workloads

including virtual, physical, SaaS, and Kubernetes - all from one platform.



## Intelligent security

AI-powered malware scanning detects ransomware and other threats before they strike.



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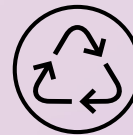
# Full recovery

Achieve rapid recovery with flexible anytime, anywhere recovery options.

Cutting-edge, continuous data protection and instant virtual machine (VM) recovery gets your systems back up in minutes, not days.

Restore from any backup and any location with just a few clicks, and flexibly recover to different environments and hardware.

Seamless management with monitoring, maintenance, and support all handled by Lenovo experts so you can enjoy streamlined operations and optimized performance.



## Instant recovery

with near-zero Recovery Time Objective (RTO) and Recovery Point Objective (RPO)

**34%**  
→

## faster

resolution of unplanned downtime<sup>2</sup>.

<sup>2</sup> 2023. Veam


# Full flexibility

Data protection that scales easily to your needs.

TruScale's consumption-based model allows you to dynamically scale as your data needs change, with no upfront costs for adding storage capabilities. The pay-as-you-grow approach provides cloud-like agility and eliminates overprovisioning.

Our smarter data protection flexes to safeguard your mission-critical data.

With no large upfront investments required, our as-a-Service model provides exceptional flexibility to align spending with business demands.

**50%**  **lower cost**  
compared to traditional data protection solutions<sup>3</sup>



## Rapid ROI

with 8-month payback period and **280%** returns<sup>3</sup>

**Full security made simple. Now that's smarter.**

<sup>3</sup> Veeam, 2024, 5 reasons to switch your data protection



# Why **Lenovo** TruScale Backup with Veeam?

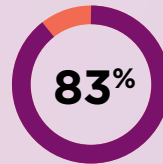
Our cutting-edge technology and as-a-Service approach are designed to help protect your data and IT budget.

Lenovo TruScale Backup with Veeam simplifies access to Veeam's best-in-class data security, data recovery, and data freedom – all through a single solution.

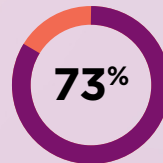
You gain a reliable, on-premise primary backup storage supported by Veeam technology.

And it's all installed, configured, managed and supported by Lenovo Storage experts. So you get the best technology backed by the best people.

## Our customers report...



**more confidence** in Veeam than other solutions<sup>4</sup>.



**less data incidents** per month<sup>5</sup>.



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<sup>4</sup> 2022, IDC, Business Value of the Veeam Platform <sup>5</sup> 2022, IDC, Business Value of the Veeam Platform





And enjoy...

### Radical resilience

- Quickly and effectively reduce risk, and accelerate ransomware recovery with zero data loss.
- Early threat detection, SIEM integration, and proactive threat hunting, coupled with Veeam's immutability, backup verification, and secure access create a relentless security approach.
- Tight integration with Lenovo ThinkSystem industry-leading storage, server, and hyperconverged infrastructure.

### Real cost transparency

- Unique cost structure: on-premise deployment with priced based on points consumed.
- Flexible pricing model with no hidden costs, all-inclusive prices, and no additional fees.
- Cost includes everything from the Lenovo infrastructure to the use of Veeam software and backup copies of data.

### Advanced backup capabilities

- Follow the 3-2-1-1-0 rule for data storage best practices, ensuring you have multiple copies of data, including off-site and immutable copies.
- Continuously test and verify data integrity to maintain data safety and availability.

### Streamlined management

- Simplify management of your IT operations, allowing your team to focus on strategic initiatives.
- Ensure that your workloads are protected, regardless of their location.
- Quickly deploy technology to global teams, reducing the burden on IT staff and ensuring comprehensive protection.

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# The vision is yours. Get there with Lenovo and Veeam.

Discover how Lenovo TruScale Backup with Veeam can protect your business with confidence [here](#) or get in touch with one of our experts at [truscale@lenovo.com](mailto:truscale@lenovo.com)

