Microsoft Azure Backup and Archive Overview

Microsoft

Purpose:

The purpose of this battle card is to provide Microsoft Partner sellers with an overview of Microsoft Azure Backup value proposition. The battle card includes general information on the Azure Backup value proposition, key differentiators, conversational guidance for target audiences, objection handling, and guidance for incorporating your unique partner value prop into the Azure story. Azure success stories and resources to learn more about Azure Backup solutions are also included. Assumptions: Battle card users are part of the Microsoft CSP program and familiar with program fundamentals. Do not share with customers. Intended for Microsoft Partner use only.

Microsoft Azure

With the massive explosion of data occurring across organizations around the world, many businesses are turning to the cloud for economical ways to keep pace with the vast amount of data they must backup and archive. Whether these organizations are simply seeking near-zero data loss, to retain data for long periods of time, or are complying with industry requirements, the traditional method of keeping tape backups offsite is often error-prone, cost prohibitive to scale, and inefficient. With Azure Backup, you have the opportunity to help these companies adopt and define a holistic business continuity strategy, enabling you to become their trusted service provider for years to come.

Microsoft Azure Backup services can help your customers keep pace with ever-expanding requirements and avoid costly business interruptions. Azure Backup is a simple and cost-effective backup-as-a-service solution that extends tried-and-trusted tools on-premises with rich and powerful tools in the cloud. It delivers protection for customer data no matter where it resides: in their own datacenter, a colocation facility, remote/branch offices, or the public cloud; while being sensitive to the unique requirements these scenarios pose. Additionally, it works with Data Protection Manager, enabling you to protect workloads directly from Windows Server and SQL Server in the cloud. Azure Backup enables customers to securely extend or replace on-premises backup storage and data archiving solutions to the cloud—reducing cost and complexity, while achieving greater efficiency and scalability.

Azure Backup integrates well with existing System Center Data Protection Manager investments and provides a number of components that enable you to pass benefits on to customers including: application-aware snapshots, flexible backup cadences, support for Hyper-V and VMware, fabric-level backups, recovery granularity, and much more. Please see the resources section for links to additional information.

When having conversations with customers about Azure backup and archive services, the following talking points can be used to help articulate the value of the solutions:

Scalability and Availability

Azure Backup uses the underlying power and unlimited scale of the Azure cloud to deliver high-availability for application data—with little maintenance or monitoring overhead required. Alerts can be set up to provide information about events like outages, backup status, etc., but customers don't need to worry about high-availability for data in the cloud.

Security and Reliability

Backed-up data is secure over the wire and at rest. The backup data is stored in geo-replicated storage which maintains 6 copies of your data across two Azure datacenters. With 99.9% service availability, backup provides operational peace of mind.

Retention and Recovery

Due to business or compliance requirements, many organizations are required to protect their data for years, and over time this data grows exponentially. Traditionally, tape has been used for long-term retention. Backup provides a compelling alternative to tape with significant cost savings, shorter recovery times, and up to 99 years of retention.

Remote Office Protection

Moves customer backup storage to the cloud to save on infrastructure investments for remote and branch offices. Replaces expensive intranets with low-cost internet and archives data in a customer's preferred Azure datacenter region across the globe, so data is close to their branch office—maintaining enterprise-grade security for data in transit and at rest.

Audience Messaging

Backup conversations with customers will often involve multiple stakeholders with various objectives. The below messaging will provide high level talking points to help facilitate conversations.

Business Decision Maker (CXO, LOB, VP)

Conversations with BDMs are often less technical in nature and tend to focus more on the strategic nature of cloud backup. The focus of the conversation should include elements such as:

- Future-proofs backup and retention strategies by providing the limitless scalability explosive data growth requires
- Low-cost, massively-scalable, tiered backup storage solution in the cloud, reduces forecasting risks while transforming capital expenditure commitments to a pay-as-you-go cloud model
- Improves organizational productivity by requiring less time to manage and maintain on-premises backup storage infrastructure and software
- Protects remote offices and branch locations without complexity of in-house management
- Removes the cost and complexity of tape backups—no offsite facilities required

Technical Decision Maker (IT Pro, IT Manager)

Technical decision makers are generally more focused on the detailed operation of their IT environments. Core talking points include:

- Protects workloads such as: Files, folders, Windows/Linux Hyper-V VMs, SQL Server, SharePoint, Exchange, Azure IaaS VMs
- Locally redundant storage (LRS) and geo-redundant storage (GRS) options available for high availability in a preferred Azure region
- Data encryption in transit and at rest
- Azure compliance—ISO 27001, HIPAA, FedRAMP, SOC 1, SOC 2, etc.
- 9999 maximum recovery points per instance, as well as daily, weekly, monthly and yearly retention options

Objection Handling

It's likely that customers will have concerns or questions about Azure Backup. Below are a few common objections/questions and guidance for how to address them.

Objection/question	Suggested Response
"How does Azure Backup ensure my data's integrity and safety?"	Data encryption allows for secure transmission and storage of your data in the public cloud. You store the encryption passphrase locally, and it is never transmitted or stored in Azure. If it is necessary to restore any of the data, only you have encryption passphrase, or key. Additionally, data sent to Azure is encrypted on the on-premises server/client/SCDPM machine using AES256 and the data is sent over a secure HTTPS link.
"I have long-term retention requirements for compliance purposes. Can I store my data for long enough in Azure"	Azure can retain data for 99 years. Instead of switching backup copies from disk to tape, and then moving the tape to an offsite location for long-term storage, you can use Azure for short-term and long-term retention.
"How does Azure prevent data from being corrupted or lost?"	Whether backing up a file server, virtual machine, or SQL database, you need to know that a recovery point has all the required data to restore the backup copy. Azure Backup provides application-consistent backups, which ensures additional fixes are not needed to restore the data. In addition, restoring application consistent data reduces the restoration time, allowing you to quickly return to a running state.
"I have a lot of data to backup. This service is likely too costly for me to realistically use"	Azure Backup does not limit the amount of inbound or outbound data you transfer. Azure Backup also does not charge for the data that is transferred. However, if you use the Azure Import/Export service to import large amounts of data, there is a cost associated with inbound data. For more information about this cost, see Offline-backup workflow in Azure Backup.
"How frequently can I take snapshots of my workloads for backup and recovery purposes?	It depends on the workload and backup component used. In general, the backup frequency to the Backup vault is as follows: three backups per day with Azure Backup agent, two backups per day with System Center DPM, two backups per day with Azure Backup Server, and one backup per day with Azure IaaS VM Backup. Additional details can be found in the Azure Backup documentation.
"I have a very heterogenous environment and a number of different workloads and apps. What can be backed up?	There are a number of workloads that can be backed up from the following source environments—Windows Server: Files and folders, Hyper-V virtual machine (Windows), Hyper-V virtual machine (Linux), SQL Server, SharePoint, Exchange; Windows computer: Files and folders; Running in Azure: Azure IaaS VMs (Windows), and Azure IaaS VMs (Linux).

Partner Value Proposition

While Microsoft Azure offers many great services and features, the promises of the cloud would be incomplete without value-added partner solutions like yours.

Be sure to incorporate your company story, value proposition, and/or unique IP into the Azure Backup sales process. Potential differentiators to highlight include:

- Deep expertise in managed Backup-as-a-service and/or Managed Backups
- 3rd party app integration—ex. Commvault, Symantec, Veeam
- Expertise in compliance requirements for specific industries
- Additional value-added IP and/or Managed Services

CSP Partner Success

Many customers are successfully backing up their mission critical workloads on Azure—ditching on-premises or physical backups

- Learn how PCL leveraged Azure and Microsoft Systems Center 2012 to gain holistic cloud backup and reduce backup costs by 73 percent
- The case study can be found here on the Microsoft Customer Story website
- Be advised that the case study described above is for your edification and should likely not be shared with prospective customers

Resources

- Azure Backup Product Overview
- Azure Backup and Archive Solution Overview
- Azure Backup Technical Documentation
- Microsoft Trust Center
- Azure Partner Page
- Azure Cloud Resource Center
- CSP in a Box