Top three reasons to adopt universal licensing for all your workloads

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Introduction

IT is pervasive. Look at any industry, large or small, and you will see the importance of IT. More than ever, there are more choices for applications, hardware, virtualization, storage, networking and more. Businesses are bombarded with these choices and decisions on a regular basis. No matter if it's a decision to stay small or expand globally, stay on-premises or move to the cloud, or perhaps not knowing what the next step will be, these business decisions are increasingly important.

The most crucial part of these decisions concerns protecting customer data. Seriously! With data growing at upwards of 60% per year every year, flexible data protection that expands and scales is more critical than ever. Whether your data is virtualized, running on physical servers or in the cloud, businesses are held accountable for protecting that data, no matter what. Whether that data is for production or testing, on-premises only or hybrid cloud, it needs to be protected. That's where Veeam® comes in.

On premises, cloud & hybrid: It's all part of my IT strategy!

Today, we rarely see customers who aren't running a mixture of different workloads in different locations, with workloads and data residing both on premises and in the cloud. Data protection needs continue to transform in many ways: Physical, virtual, cloud, multi-cloud. Transformations and modernizations happen, and a comprehensive strategy needs to be put in place for protecting YOUR data!

Public cloud is a part of nearly every infrastructure decision. Today, Infrastructure as a Service (IaaS) and cloud-based hot and cold storage tiers are common-place Most organizations today use both on-premises **and** public cloud resources to service their data protection and recovery needs.

All workloads must be protected and portable, no matter whether these workloads are mission-critical, cloud-native applications or long-term data storage plays. And while clouds are safe, the cloud provider's first priority is to keep the infrastructure running. The responsibility of backing up the data still falls on the organization. This is called a shared responsibility model.

What does this mean? Just like traditional on-premises workloads, **your organization is still responsible for protecting all of your applications and data**. You need a backup and recovery solution that works no matter the location, with options to maintain three copies of their data, preferably on two types of media, one of which is in another, air-gapped location. This is the 3-2-1 Rule.

Can I protect all applications and data the same way?

This is where things have gotten a little confusing. Historically, data protection solutions were sold in various manners, with various usage metrics such as:

- Per server
- Per socket or per CPU
- Per operating system
- Per VM
- Per user
- Per application
- Based on storage capacity
- And more

In any data center, most workloads are virtualized, and others are running on bare metal. Most customers have adopted a hybrid approach with workloads in multiple environments or even multi-cloud. Some licenses are transacted perpetually and others by subscription and sometimes both. In the cloud, most workloads are virtualized in a shared, multi-tenant environment, which is almost always sold by subscription. Software application vendors have different licensing rules too. What a mess!

Therefore, protecting all of the workloads and all applications across various locations has always been somewhat of a puzzle. This leads to so many different workloads with different licensing types, some of which are unique only to certain hypervisors, applications or operating systems. This is confusing, wasteful and often a headache for end users who just need to protect their data.

There is a better way, and **Veeam has THE solution**!

veeam.com
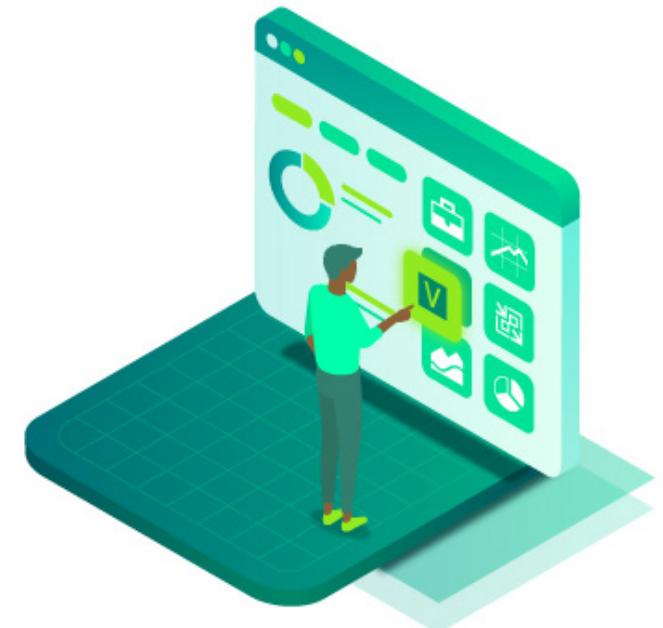
Veeam Universal License: Portable licensing that goes beyond!

Veeam Universal License (VUL) is a flexible "per workload" annual subscription license for protecting all workloads across on-premises, hybrid and multi-cloud environments. An industry first, VUL is portable and transferable between workloads, and thus future-proof. The license moves easily from physical to virtual to multi-cloud. Windows, Linux, NAS, VMware, AWS, Azure and beyond.

VUL provides organizations a truly portable license solution that allows you to use a pool of portable licenses for nearly any workload within the Veeam platform.

With VUL: Veeam users now purchase a bundle of licenses to use interchangeably for any workload in any location. Protect any of the following with VUL licenses:

- **Virtual machines**
- **Physical servers and workstations**
- **Cloud-native workloads**
- **Enterprise applications**
- **Veeam Explorers™**
- **NAS file shares**
- **And more!**

AWS — aws
Azure
Google Cloud
IBM Cloud

Cloud

Virtual — VMware vSphere
Microsoft Hyper-V
Nutanix AHV

Veeam Universal License (VUL)
A Single Portable License for All Workloads

Windows
Linux
MAC
UNIX
NAS

Physical

SaaS

Apps — Databases
Microsoft
Kubernetes
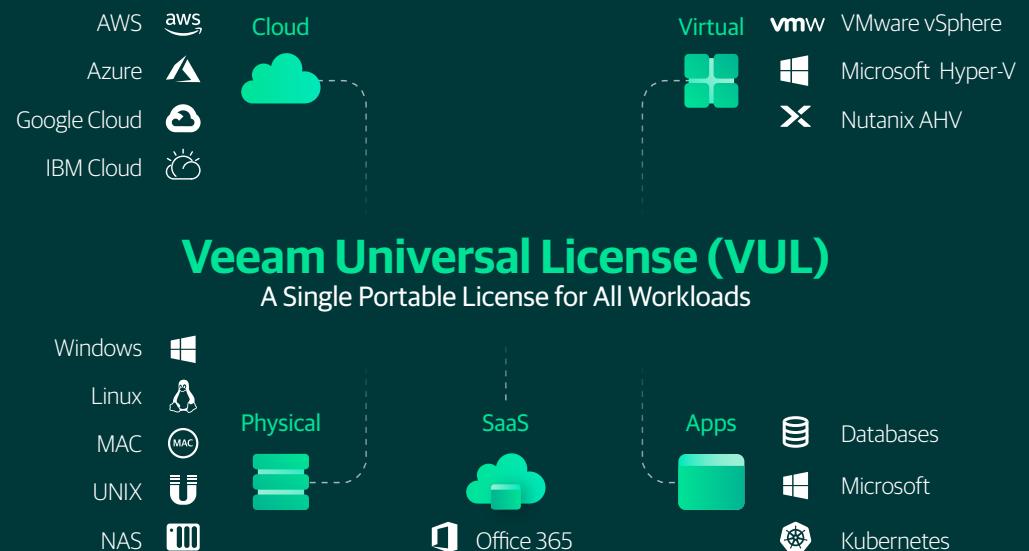
Office 365

Office 365 and Kubernetes backup requires a separate license and is not part of VUL.

Here's what you've been waiting for: Top three reasons to adopt VUL for protecting ALL workloads, not just cloud!

Top three reasons to adopt universal licensing for all your workloads

1. License what you want, when you want it (aka: portability)

VUL gives you the freedom to protect any virtual, physical or cloud workload interchangeably with no additional charges or fees. There are several aspects to the portability, so let's unpack it further.

VUL supports multiple products! License multiple products and capabilities across any environment. License what you want and move licenses at any time. VUL enables you to protect multiple workload types with one single type of license, including:

Virtual: *VMware vSphere*, *Microsoft Hyper-V* and *Nutanix AHV hypervisors*

Physical: Veeam Agent *for Microsoft Windows*, *Linux, MacOS, AIX* and *Solaris*

Cloud-native: Protect AWS EC2, RDS and more, Microsoft Azure VMs and Google Cloud workloads

Enterprise applications: Veeam Plug-in *for SAP HANA* and *Oracle RMAN*

File shares: Network Attached Storage (NAS) file shares

Backup to object storage: on AWS, Azure, GCP, and S3 compatible options including immutable ransomware-proof archive storage

Protect more workloads across more locations with one type of portable license

Workloads	Veeam Backup & Replication & Veeam Availability Suite VUL
Environments	On Premises, Cloud and Hybrid
VMs	VMware, Hyper-V & Nutanix AHV
Physical Servers & Workstations	Windows, Linux, MacOS, AIX & Solaris
Enterprise Apps	Microsoft Exchange, SQL, AD & SharePoint, SAP HANA, Oracle and more
Cloud Native	AWS, Microsoft Azure & Google Cloud Platform
NAS File shares	Yes

Use licenses how you like! No longer worry about being stuck with product-specific licenses that no longer fit your needs. Your workloads may move from physical to virtual to cloud during their lifecycles, and now the licenses are able to move along with you, when and where you need protection. This saves time and money!

Protect your VMs, your physical agents, your cloud workloads and your enterprise applications with one type of portable license!

Top three reasons to adopt universal licensing for all your workloads

2. Freedom of choice!

At Veeam, we are customer-focused, and we stand by our customers by offering an agnostic approach to data protection. This includes being able to protect data regardless of configuration. By being hardware-, hypervisor- and cloud-agnostic, Veeam enables you to choose and avoid being locked in. You have the freedom to leverage your existing environment your way. This extends to licensing as well.

Multi-cloud (or not)

Extend workloads to the cloud with the confidence that they will be protected in the same way and at the same cost as workloads on premises, all with no cloud fees or additional or unique licenses to purchase. That's right, there is **NO CLOUD TAX**! Protect any workload, in the cloud or on premises with the same license.

Elasticity

Move to the cloud. Move back on-premises. Expand and grow. Lift and shift. VUL licenses are ready for you, wherever your environment lifecycle takes you! Protect any workload you see fit. With VUL you can start small and expand as your needs change. Unsure of your environment's landscape? Considering moving to the cloud, but not quite ready? These are perfect reasons why VUL portability makes this the proper license for any growing modern organization.

Avoid lock-in

Don't get locked into data protection that requires costly, proprietary hardware appliances, resulting in over-purchasing and reduced flexibility. Veeam effectively future-proofs your infrastructure by not requiring specialized hardware. Several backup vendors claim cloud data protection, but then they require a proprietary storage solution and they charge fees for protecting data in the cloud. With Veeam, you can avoid that lock-in and purchase only what you need.

Veeam's broad ecosystem of storage and alliance partners ensure that you can use the hardware of your choice, maximizing your ROI, and expand as your needs change without lock-in. This is flexibility!

Top three reasons to adopt universal licensing for all your workloads

3. Simplified (and centralized) management

A single license type enables portability, but it also makes managing licenses much easier. It paves the way for a centrally managed environment for both subscription and perpetual licenses. Central management is a game changer for those who need a single view of all licenses in one combined and centrally managed environment.

In addition, having fewer licenses to juggle means you have fewer contracts and disparate contract expiration dates to juggle. VUL can license multiple workload types, virtual, physical and cloud. This means you can do more, with one flexible license type.

Finally, Veeam has more flexible purchasing options. Whether you are seeking a lower initial cost, or OpEx model, are looking to pay in advance, we have terms that can meet your needs. Pay up front or pay annually for the greatest flexibility. You choose.

Select one of three simple purchasing options for ultimate protection:

- **Veeam Availability Suite™** — Includes monitoring of Veeam ONE!
- **Veeam Backup & Replication**
- **Veeam Backup Essentials™** — Includes monitoring of Veeam ONE!

**Need support?** Included in the price, 24×7 customer support for VUL is at no additional cost.

Summary

Customers need to protect their data, no matter where it lives. Veeam is on a mission to make that data protection easier than ever, for organizations large and small. Licensing cannot be a barrier to modernizing your data protection strategy. VUL has been in market since 2019 and has seen massive adoption, not to mention glowing accolades from the 2020 Gartner Backup Magic Quadrant where Veeam topped the leader quadrant. VUL has transformed how Veeam delivers comprehensive data protection without barriers or lock-in, providing customers with greater choice and flexibility. It's the Veeam way!
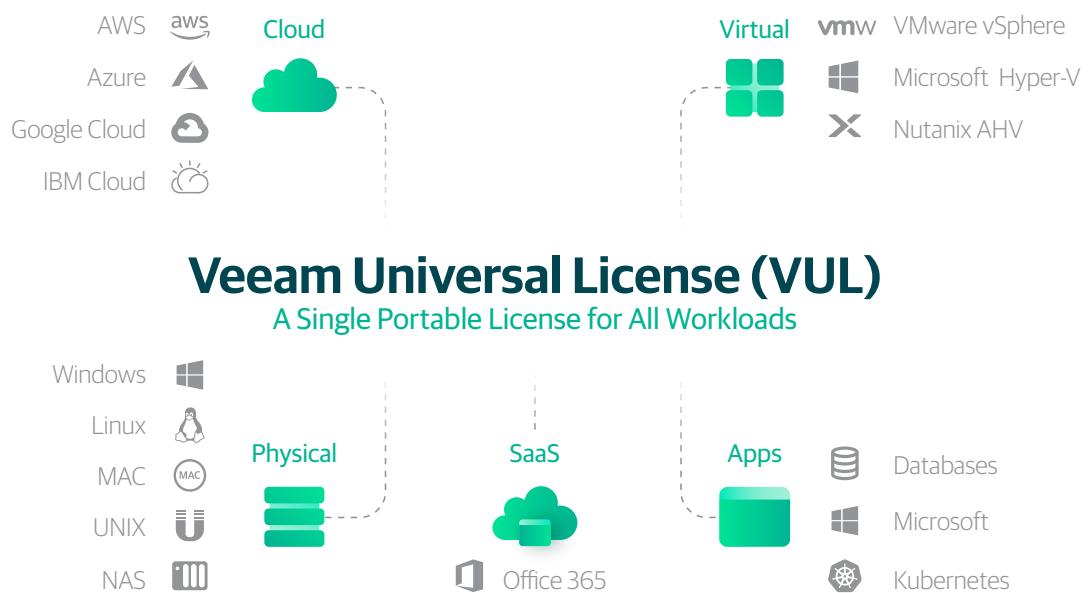
Visit the Veeam licensing at
https://www.veeam.com/licensing-pricing.html

AWS | Cloud | Virtual | VMware vSphere
Azure | | | Microsoft Hyper-V
Google Cloud | | | Nutanix AHV
IBM Cloud | | |

Veeam Universal License (VUL)
A Single Portable License for All Workloads

Windows
Linux
MAC | Physical | SaaS | Apps | Databases
UNIX | | | | Microsoft
NAS | | Office 365 | | Kubernetes

Office 365 and Kubernetes backup requires a separate license and is not part of VUL.

About the Author
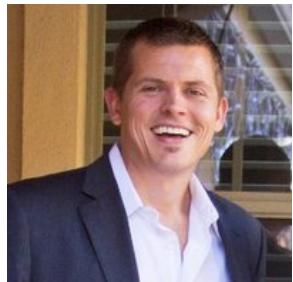
Chris Spencer is the Senior Director of Veeam's Product and Solutions Marketing team. Chris has over 20 years of experience in technology product marketing and product management, including experience at VMware and Dell EMC. Chris has a broad understanding of the software, cloud and hardware industries. Chris lives in Austin, Texas and studied at The University of Texas at Austin.

About Veeam Software

Veeam® is the leader in backup, recovery and data management solutions that deliver modern data protection. We provide a single platform for cloud, virtual, SaaS, Kubernetes and physical environments. Our customers are confident their apps and data are protected and always available with the most simple, flexible and reliable platform in the industry. Veeam protects over 400,000 customers worldwide, including more than 82% of the Fortune 500 and over 60% of the Global 2,000. Veeam's global ecosystem includes 35,000+ technology partners, resellers and service providers, and alliance partners. Headquartered in Columbus, Ohio, Veeam has offices in more than 30 countries. To learn more, visit https://www.veeam.com or follow Veeam on LinkedIn @veeam-software and Twitter @veeam.

Simple

Granular recovery, analytics, scalable architecture

Flexible

Software-defined, hardware agnostic, cloud ready

Reliable

100% tested, portable data format, "it just works"