

# Barracuda Backup

*Cloud-Integrated Complete Data Protection for  
Physical, Virtual, and SaaS Environments*

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Sales&Channel Development Manager, CEE

Tallinn 2019





Data is Everywhere





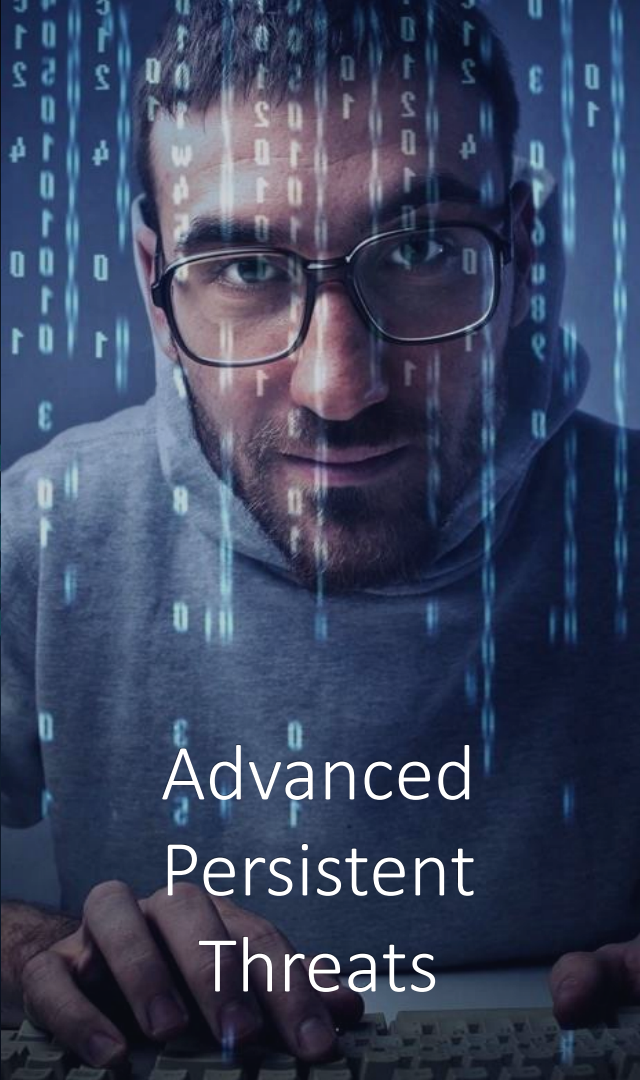
Data is Everywhere

# Hybrid Environments





Data  
Corruption



Advanced  
Persistent  
Threats



Human Error

A futuristic digital landscape with a laptop, globe, and data icons. The scene is dominated by a teal and blue color palette. In the foreground, a hand is visible, reaching towards a laptop that is open and glowing. The laptop screen displays a globe. Surrounding the laptop are various digital elements: floating envelopes, circular data nodes, and a network of dotted lines connecting these nodes. In the background, there are faint silhouettes of people and a world map. The overall atmosphere is one of high-tech connectivity and data management.

# Access and Restore



# Data loss is (still) a real problem

80% of all workloads still run on-premise

58% of ransomware victims were categorized as small businesses\*

29% of IT professionals said that their business lost data due to human error

32% of companies surveyed lost data from the cloud\*\*

- 47% were due to end-users deleting information
- 17% were users overwriting data

Sources:

\*2018 Verizon Data Breach Report

\*\* CIO.com.au



# Protecting customers' on-prem environments

- Protecting **297,000 servers** worldwide
- Creating **5.6 million** backups a month (2.13 backups/sec)
- Replicating **395 terabytes** of data every day (1TB= over 3m books)
- Storing **84.5** petabytes of customer data (1PB= over 4k photos/day over your entire life or 20m drawer filling cabinets filled with text)
- Over **36,462** active backup appliances deployed
- Worldwide unit volume leader **26 quarters** in a row



# BBS Customer Profile





# Who is our customer – typical BBS use case

IT Jack-of-all-trades, IT Specialist with limited resources at a company with less than 1000 employees.

What does their environment look like:

- Hybrid: physical and virtual servers, with VMware or Hyper-V
- Microsoft Windows, Exchange, and SQL, Linux and Mac
- Single Site or Multi-site with less than 50 TB of data per site

Problem that they are trying to solve:

- Manage backups from anywhere
- Protect data no matter the source
- Want to restore data quickly
- Want a secondary copy of their backup data i.e. replicate to cloud



Q. Which of these does Barracuda Backup protect?

vmware®



Linux



Microsoft  
Windows Server



File Servers



Microsoft  
Hyper-V

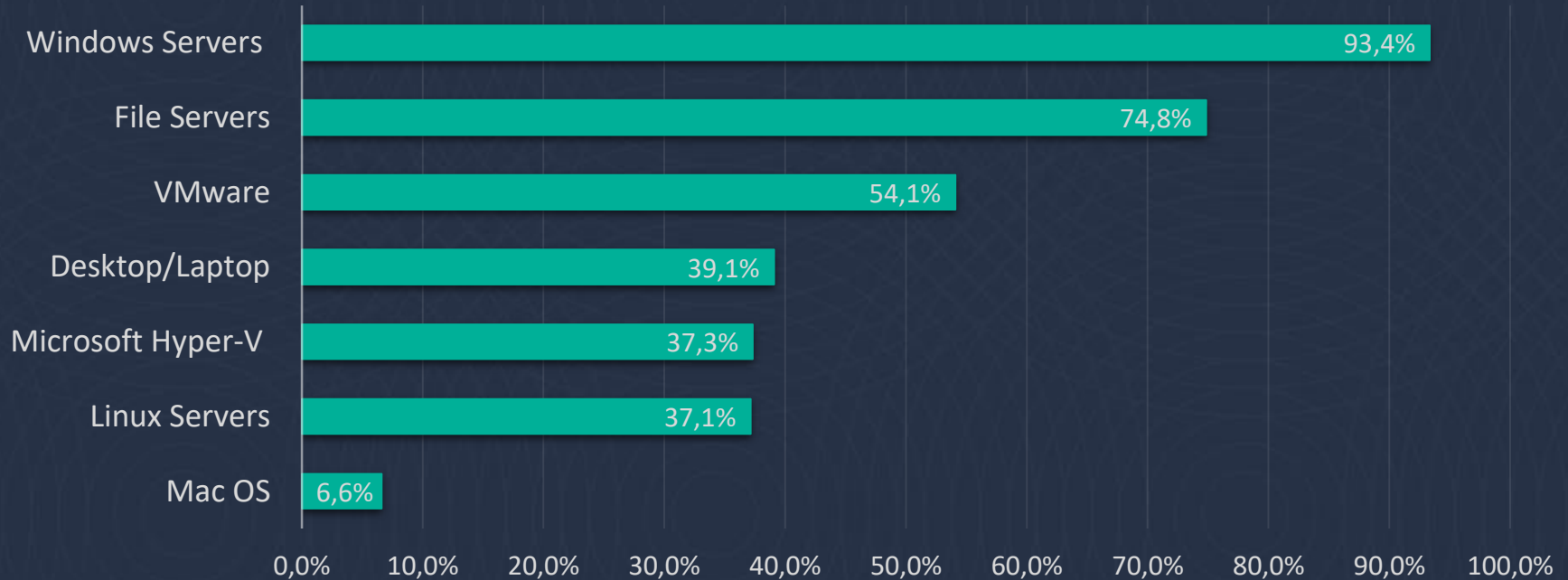


Laptops / Desktops



# Barracuda Backup protects 'em all...

*Q: What sources do you need to protect?*



Source: 2019 World Backup Day Survey



# Barracuda Backup Replication



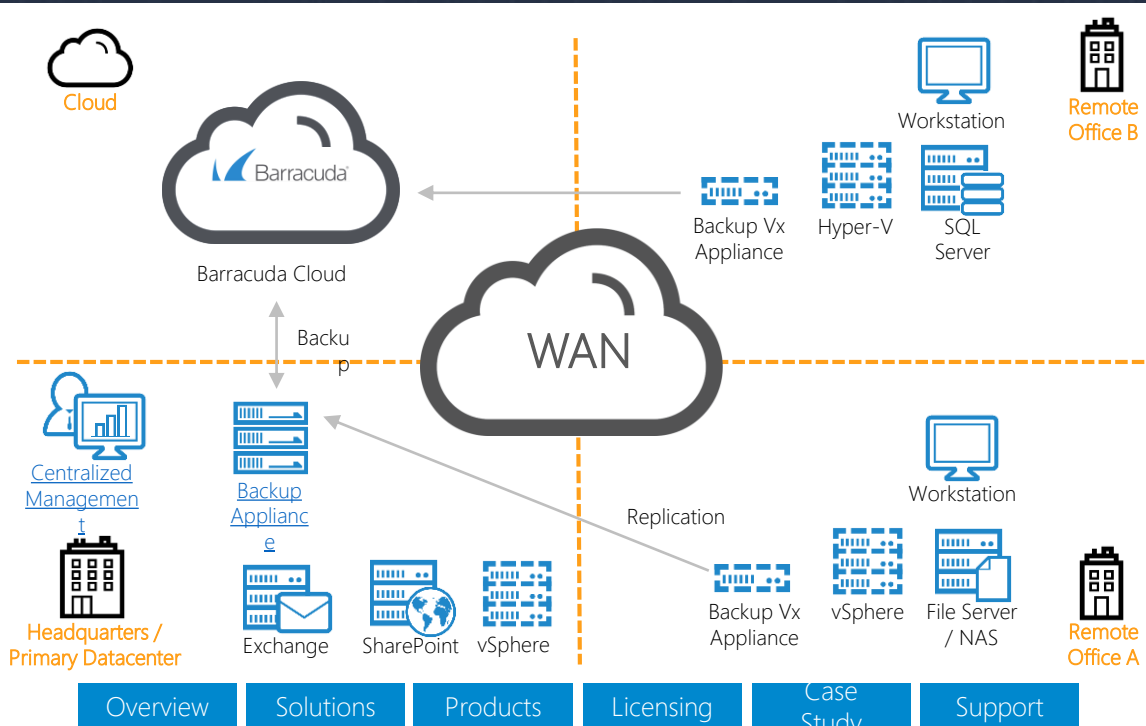
# Replication

## Solution Overview

NEW

### Replication

- Barracuda replication technology allows organizations to securely send data to the Barracuda Cloud, another backup appliance
- When replication is active, the process of replicating data begins immediately after data is written to disk on a Barracuda Backup appliance & runs continuously
- With Barracuda's replication technologies, organizations can be assured their data is transmitted & stored using 256-bit AES encryption
- Barracuda operates multiple cloud datacentres around the world, located in California, Michigan, Toronto, Reading, Frankfurt, Tokyo & Sydney



# Designed for the Cloud

Sources



Physical Environments

Virtual Environments



Backup Appliances

BU

Barracuda Backup



Physical



Virtual

Replication



Barracuda Cloud



NEW



Physical Appliance



Virtual Appliance

Long-term Retention



Offsite Vaulting

Backup Export Tool



Disk



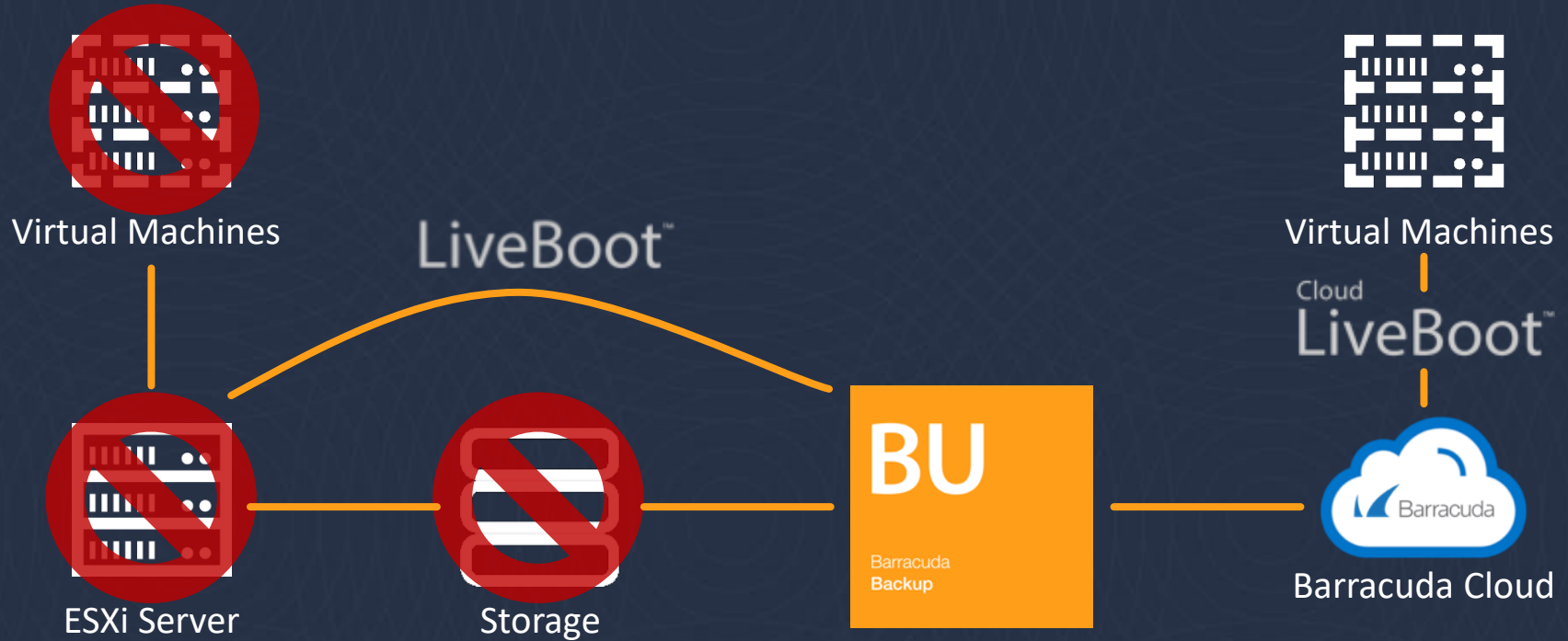
Tape



# Barracuda Backup Rapid Recovery



# LiveBoot Rapid Recovery



# LiveBrowse Granular Restore

Barracuda Cloud Control Community Support demoguest@barracuda.com

Search BU Dashboard Backup **Restore** Reports System Admin

Home > Restore Browser LiveBoot Cloud LiveBoot

Backup 4 > Restore Browser

Showing backups from: 2017-08-09 (Today)  
Return to FILESERVER-CAM to change the backup date.

- Cloud-to-Cloud 1
  - Office 365 Backups
- Main 3
  - Development Backup (ARB)
  - HQ Backup (CAM)**
  - Receiver Vx (ATL)

Email Security > Archiver > Web Security > Vulnerability Manager > Mobile Devices > Appliance Control 10 >

**Barracuda Backup Agent** [Download entire folder](#)

**CONTENTS** [Show Removed Items](#)

Name	Size	Last Change Detected	
config	--	Jun 5 11:59pm PDT	<a href="#">Download</a>
database	--	Yesterday 1:17pm PDT	<a href="#">Download</a>
log	--	Jul 19 9:13pm PDT	<a href="#">Download</a>
resource	--	Jun 5 11:59pm PDT	<a href="#">Download</a>
temp	--	Dec 22, 2016 3:18am PDT	<a href="#">Download</a>
win	--	Dec 21, 2016 5:14am PDT	<a href="#">Download</a>
msvcpc120.dll	457.73 kB	Jun 5 11:59pm PDT	<a href="#">Download</a>
msvcr120.dll	961.23 kB	Jun 5 11:59pm PDT	<a href="#">Download</a>
Setup.exe	329.59 kB	Jun 5 11:59pm PDT	<a href="#">Download</a>



# Physical-to-Virtual (P2V) Restore

- Search
  - Home
  - Backup (4)
    - Cloud-to-Cloud (1)
      - Office 365 Backups  - Main (3)
    - Development Backup (ARB)
    - HQ Backup (CAM)**
    - Receiver Vx (ATL)
- Email Security
- Archiver
- Web Security
- Vulnerability Manager
- Mobile Devices
- Appliance Control (10)

Restore Browser

Showing backups from: 2017-08-09 (Today) [Change Date](#)

- HQ Backup (CAM)
- VMware
  - VMware
- Active Directory Server
- Backup Agent**
- Microsoft Exchange Server
  - Backup Agent
  - Exchange 2016 Message-Level
- File Server
  - Backup Agent
- Microsoft SQL Server
  - Backup Agent
- SharePoint Server
  - Backup Agent
- Ubuntu Linux Server
  - Backup Agent
- NAS
  - Engineering Files
- Hyper-V
  - Backup Agent
- Development Backup (ARB)
- File Server (ARB)

Backup Agent

[Restore latest revision of data source](#)

[Show Removed Items](#)

CONTENTS

Name	Size	Last Change Detected	
File Systems	--	Yesterday 6:01pm PDT	<a href="#">Restore</a>
System State	--	Yesterday 6:01pm PDT	<a href="#">Restore</a>

Restore

Restore to:  Original Location

Hyper-V (HYPERV.CUDADEMO.LOCAL)

Other Hostname or IP Address

*Enter the resolvable hostname or IP address of the restore location.*

Destination is a VMware or Hyper-V guest

*A Physical to Virtual restore will require 1 disks:  
Disk 1 requires 100 GiB of free space*

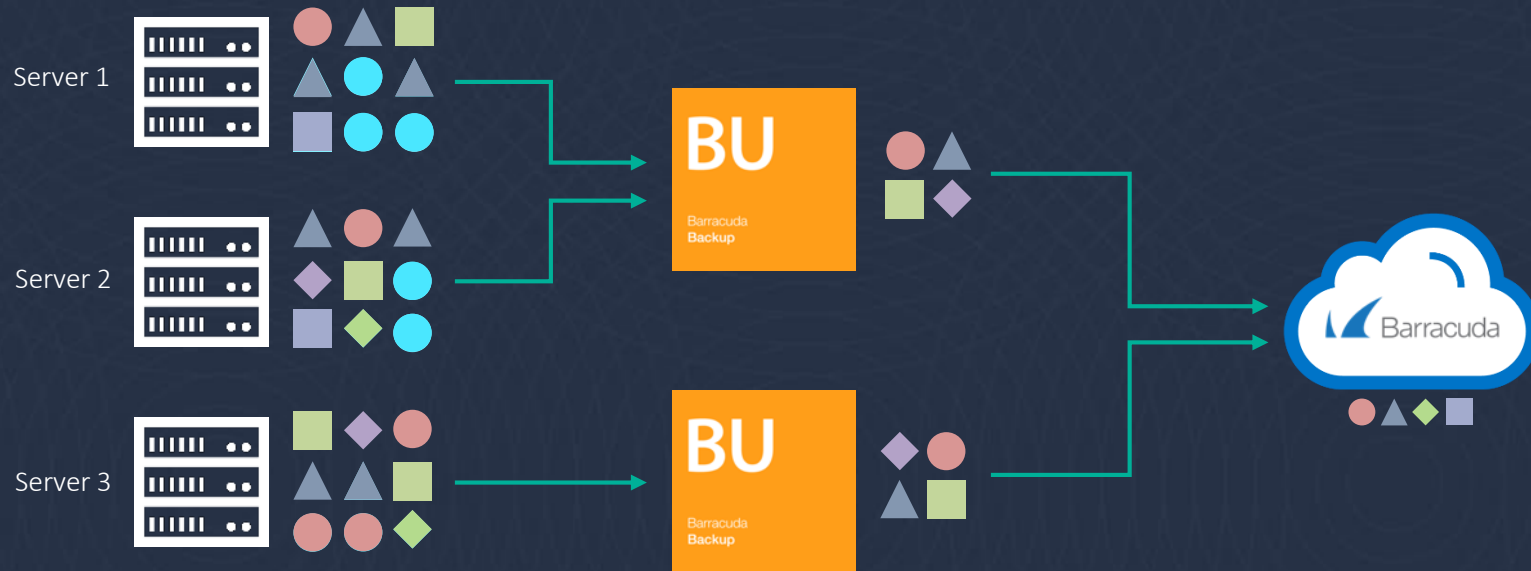
[How to perform a physical to virtual restore](#)

# Barracuda Backup Storage Efficiency



# Inline Deduplication

Up to 50X storage and bandwidth savings





# Offsite Vaulting

Free up valuable storage on local appliances



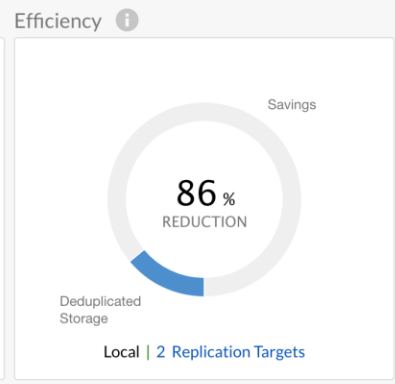
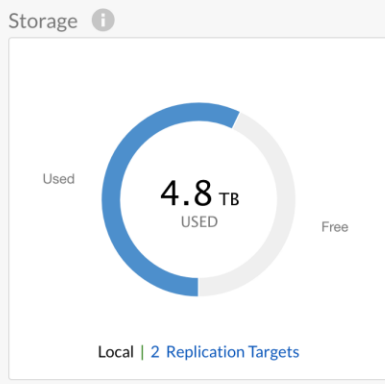
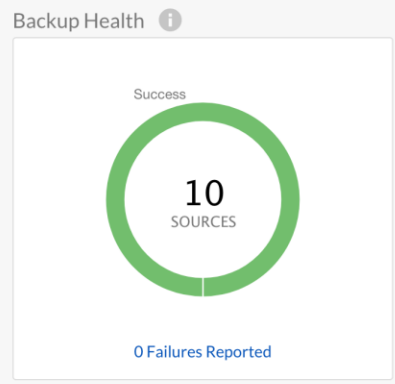
# Barracuda Backup Simplicity



# Easy to Manage

- Search
- Home
- Backup (4)

  - Cloud-to-Cloud (1)
    - Office 365 Backups
  - Main (3)
    - Development Backup (ARB)
    - HQ Backup (CAM)**
    - Receiver Vx (ATL)
  - Email Security
  - Archiver
  - Web Security
  - Vulnerability Manager
  - Mobile Devices
  - Appliance Control (10)



### Subscriptions

Your subscriptions end on

## January 1, 2037

- Unlimited Cloud
- Energize Updates

### System Health

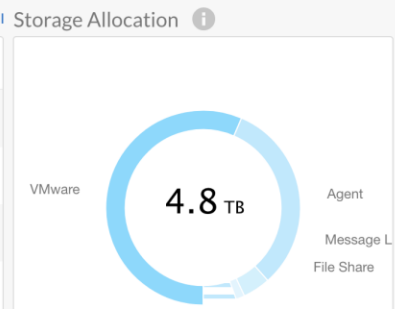
ONLINE

- Disk
- Memory
- Replication
- Firmware (6.4.00.10044)

### Backup Reports

[View All](#)

Status	Name	Start Time	Duration	Size
<input checked="" type="checkbox"/>	File Server Backup	8:01 AM August 9, 2017	6 minutes 30 seconds	218.4 MB
<input checked="" type="checkbox"/>	File Server Backup	4:01 AM August 9, 2017	8 minutes 30 seconds	869.3 MB
<input checked="" type="checkbox"/>	VMware Backups	11:01 PM August 8, 2017	1 hour 34 minutes	100.4 GB
<input checked="" type="checkbox"/>	NAS Backup	10:01 PM August 8, 2017	15 seconds	-



### Current Tasks

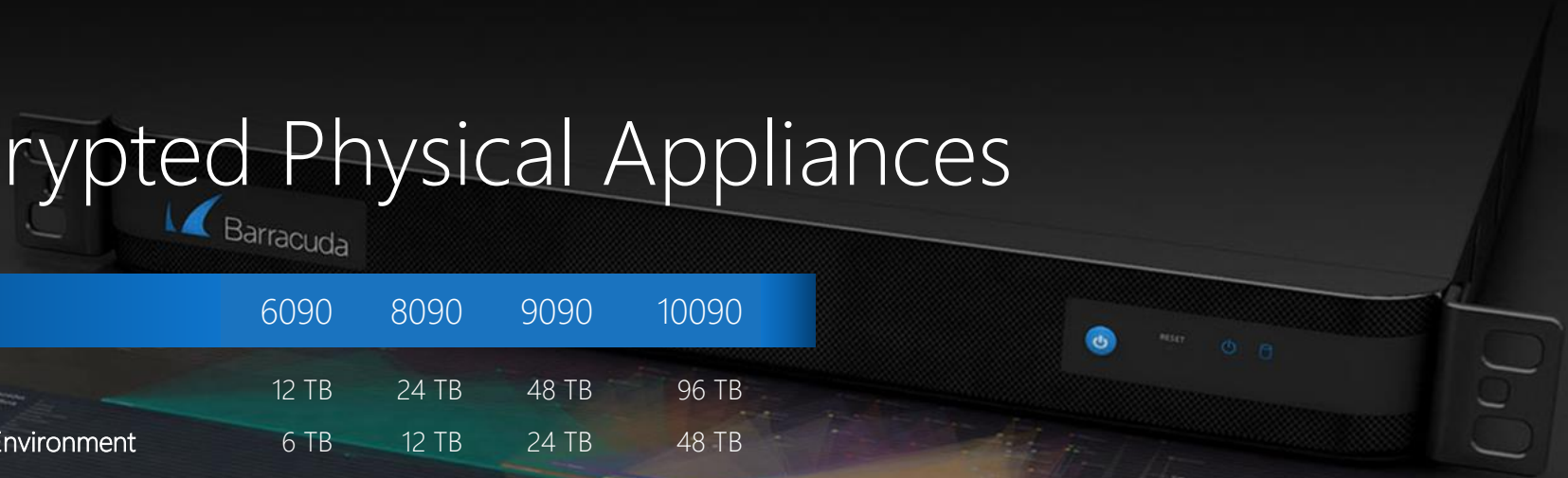
- Backup: Idle
- Replication: In Progress
- Purge: Idle
- Restore: Idle

# Physical Appliances

	190	290	390	490	690	790	890	895	990	995	1090
Usable Capacity	1 TB	2 TB	4 TB	6 TB	12 TB	18 TB	24 TB	36 TB	48 TB	80 TB	112 TB
Recommended Environment	500 GB	1 TB	2 TB	3 TB	6 TB	9 TB	12 TB	18 TB	24 TB	40 TB	56 TB

# Encrypted Physical Appliances

	6090	8090	9090	10090
Usable Capacity	12 TB	24 TB	48 TB	96 TB
Recommended Environment	6 TB	12 TB	24 TB	48 TB





# Virtual Appliances

Vx

- Backup software solution
- Scalable for growing environments
- Leverage existing underutilized storage and compute infrastructures
- 1:1 Remote replication included



# Instant Replacement

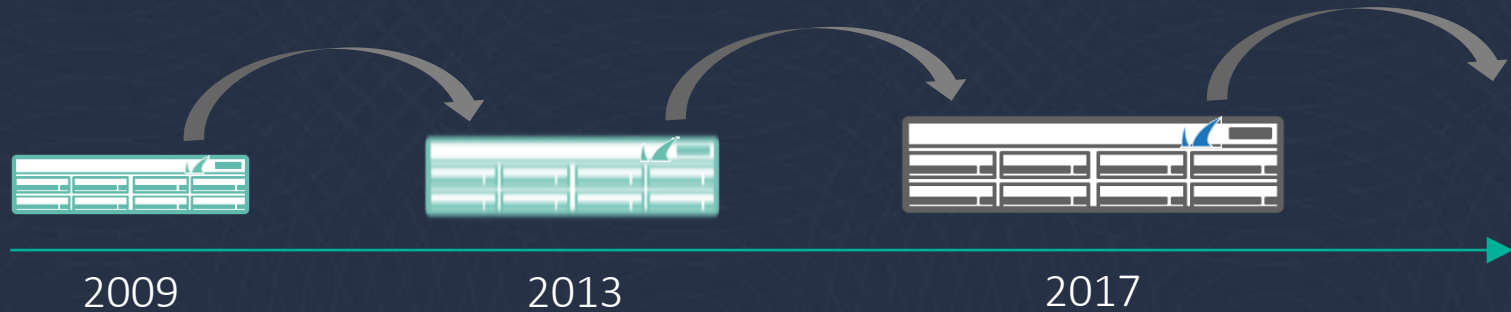


- Next business day hardware replacement
- Complimentary 4<sup>th</sup> year appliance refresh
- Disaster recovery service preloads most recent data onto replacement for emergency restores
- Gets you back up and running fast



# Appliance Refresh

Stay on the latest platform at no additional cost



"Our organization has decided to use [Barracuda Backup](#) and we [couldn't be any happier](#) with our decision...We can rest [easy](#) knowing our data is [safe and secure](#)."

--Gartner Peer Insights, February 8, 2019

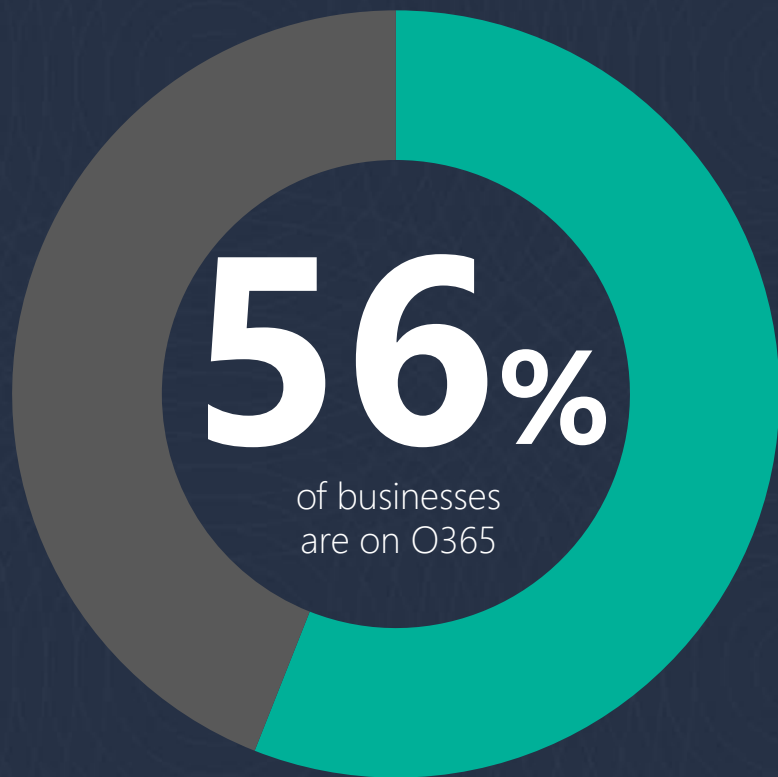


# Cloud to Cloud Backup





# Office 365 adoption has taken off



Adoption of Office 365 is growing at **55% YoY**



# Protecting Office 365

- Over **9,343** active CCB customers worldwide
- Protecting **2,100,000** mailboxes globally
- Running **1,062,133** backups a month (WW)
- Storing over **13.06** petabytes for our customers (WW)
- **2,516** restores per month

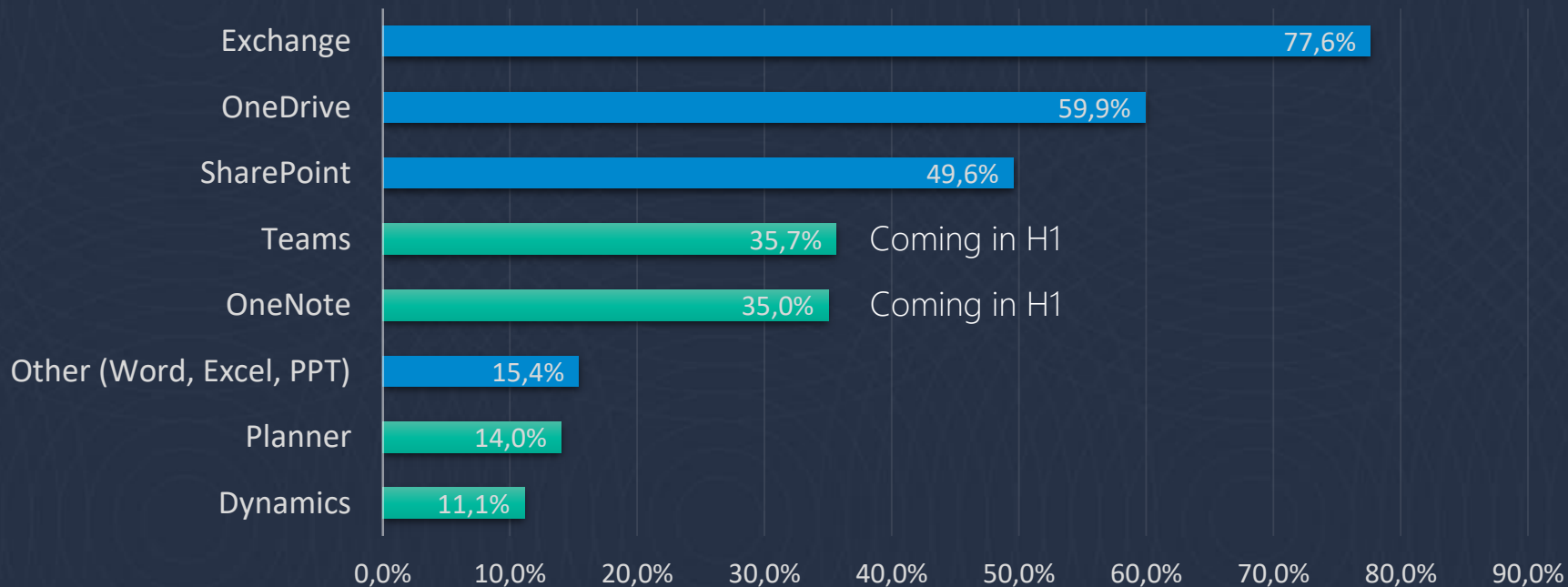


Which O365 applications do customers want to protect?



# Survey says...

Q: Which O365 applications do customers want to protect?



Source: 2019 World Backup Day Survey

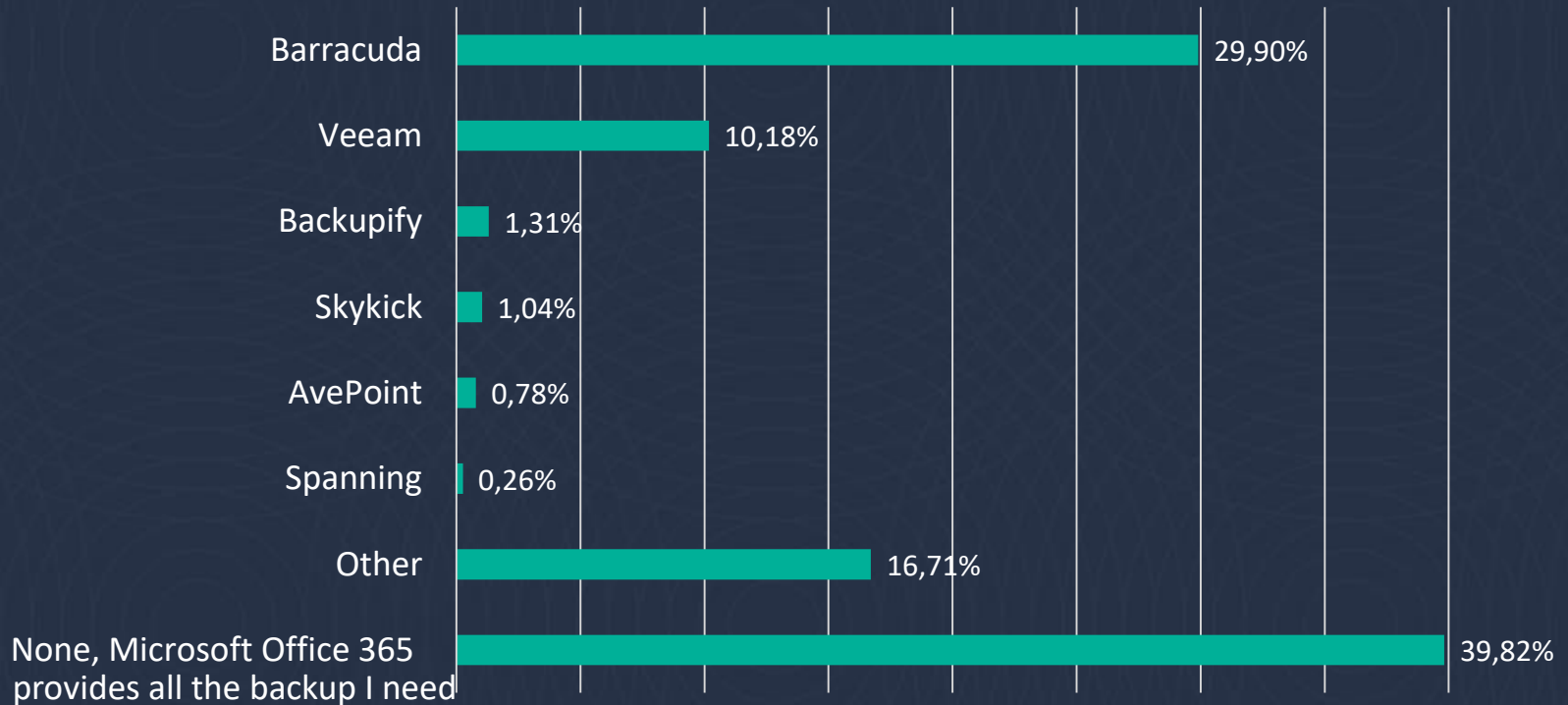
What solutions are customers using to backup O365?





# Survey says....

Q: *What solution are you using to backup Office 365?*



Source: 2019 World Backup Day Survey

# Key reasons customers want data protection for Office 365





# Why Office 365 "data protection" is not good enough

"Recycle bin" is not a backup

- Exchange Online –
  - 93 days retention
  - Limited restore options
- SharePoint and OneDrive –
  - 14 days retention
  - Cannot retrieve individual files
  - Microsoft support case required to retrieve data

## Complete Protection for Office 365 with Barracuda Cloud-to-Cloud Backup

With Office 365, you are still responsible for the security of your data. Learn how to protect your data from user deletion, sync problems, malware, and ransomware.



WHITE PAPER

[Dive In](#)

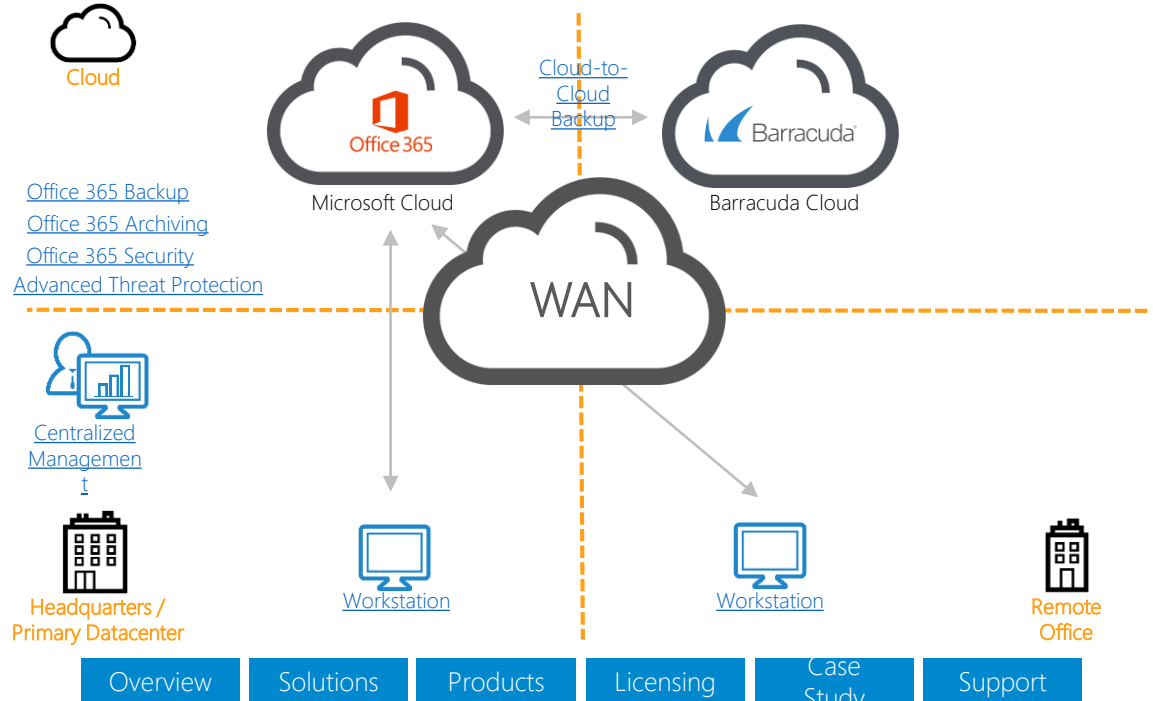


# Office 365

## Solution Overview

### Barracuda Essentials: Hosted Multi-Layer Security, Backup, Archiving & eDiscovery Service for Office 365

- Protects Microsoft Exchange Online, SharePoint & OneDrive by backing them up to the Barracuda Cloud
- Archive directly from Office 365 Exchange Online, other mail services & Skype for Business to the Barracuda Cloud
- Protects both inbound & outbound email against the latest spam, viruses, worms, phishing & denial of service attacks
- Ensures that email operations continue by failing over to a cloud-based, email service, in the event the email services become unavailable

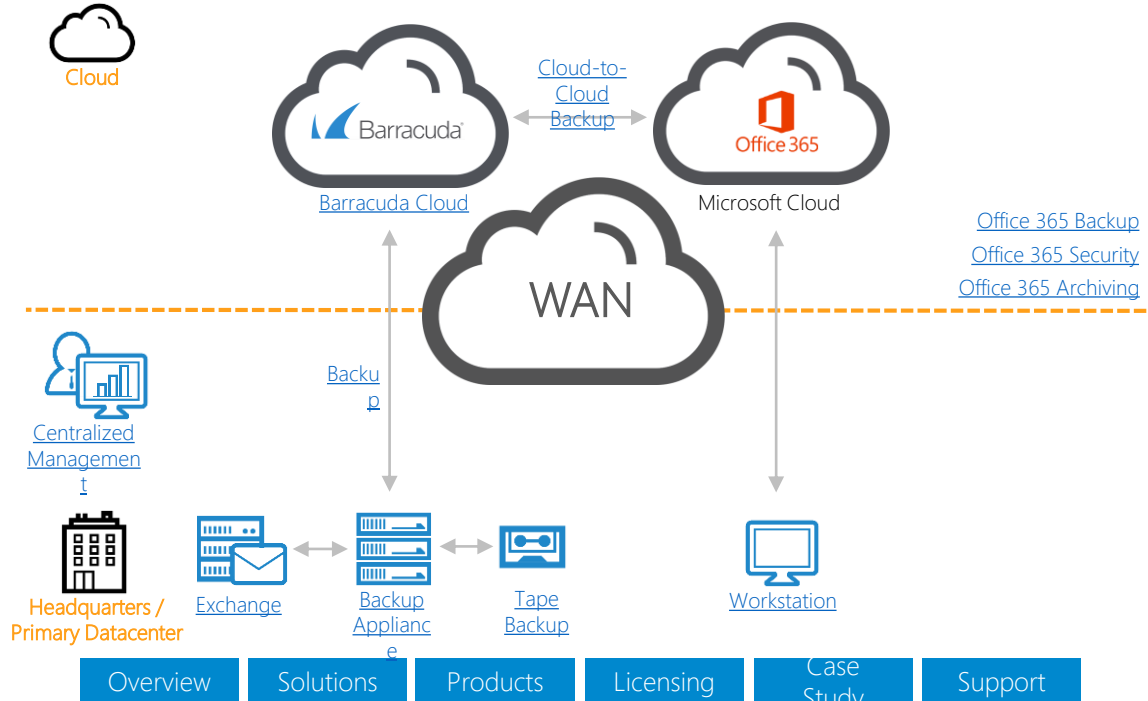


# Microsoft Exchange

## Solution Overview

### Protecting Microsoft Exchange

- Barracuda provides a variety of data protection & recovery solutions for on-premise Microsoft Exchange & Office 365 Exchange Online environments
- **Native Backup:** Backs up on-premise Exchange servers & databases leveraging Microsoft VSS & the Exchange VSS Writer. This enables the entire Microsoft Exchange environment to be restored
- **Message-Level Backup:** Provides a quick way to restore individual email messages to the original location or to an alternate mailbox
- **Cloud-to-Cloud Backup:** Backs up & restores email messages, attachments etc. to & from the Barracuda Cloud



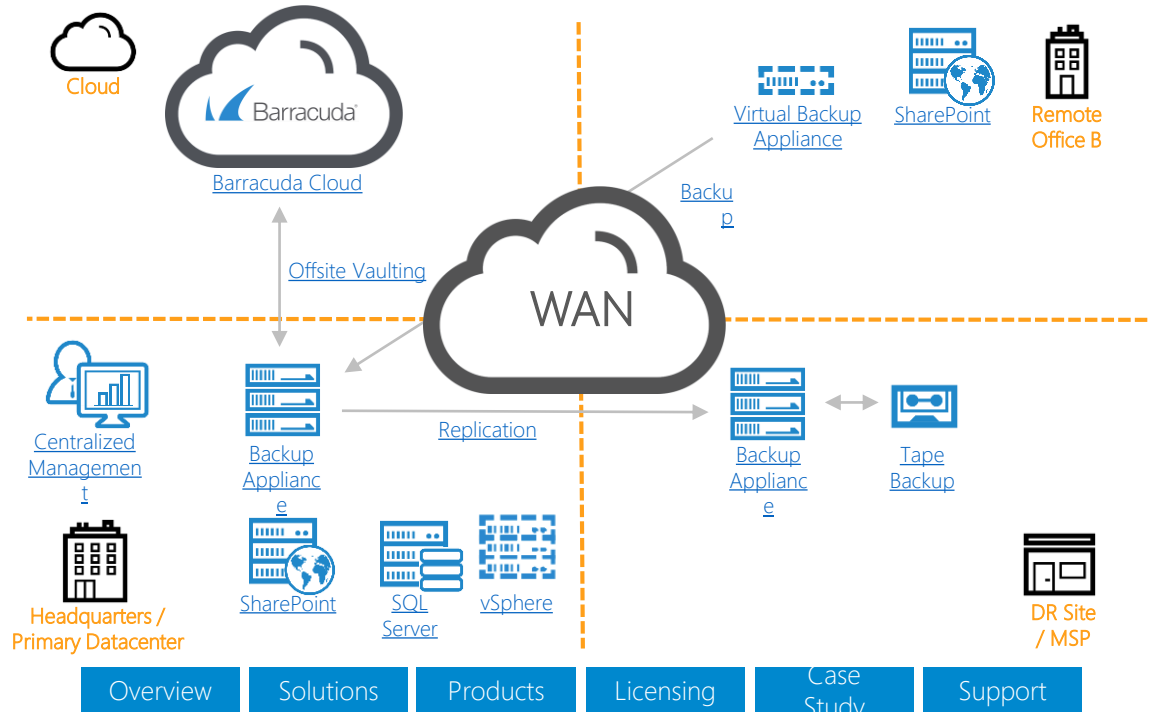


# Microsoft SharePoint

## Solution Overview

### SharePoint Backup & Recovery

- As more organizations utilize SharePoint for document management & collaboration, the need for an efficient backup & data restoration tool has never been greater
- However, as most SharePoint administrators already know, recovering SharePoint files, folder & servers can be a very painful, time-consuming task
- Barracuda Backup & KrollOntrack makes it much easy to find, recover & restore content – such as documents, lists, libraries & folders – or entire SharePoint Server sites



We got hit by **ransomware**, and everyone just freaked out.

But I knew we were fine. Restoring our data from our Barracuda Backup 790 was **very fast and easy**. We got back to work and the criminals got nothing.”

Brian O'Connor  
IT Manager, Harco Labs



# Ransomware – a persistent problem

Where we help customers: **ransomware protection**

- Some backup software runs on Microsoft Windows which is a primary target of and vulnerable to ransomware.
- Backup files can be criminally encrypted – just like any file stored on a Windows server.

Barracuda Backup is built on a hardened Linux OS and users can revert to any point in time to easily recover from an attack



# Protect backup from Ransomware

THIS IS HARD

1. Use different credentials for backup storage
2. Have offline storage as part of the Availability strategy
3. Leverage different file systems for backup storage
4. Take storage snapshots on backup storage if possible
5. Start using the 3-2-1-1 Rule
6. Have visibility into suspicious behavior
7. Let the Backup Copy Job do the work for you



No Additional Steps Required



# Who is our customer – ideal CCB opportunity

IT Jack-of-all-trades, IT Specialist with limited resources at a company with less than 5,000 employees.

- Exchange Online
- OneDrive
- SharePoint

Problem that they are trying to solve:

- Recover from accidental deletion
- Comply with data retention requirements
- Want a secondary copy of their Office 365 data
- Want flexible recovery options



# Easy to Buy & Easy to Sell

- All-in-one backup appliance with simple pricing
- Flexible virtual appliance software solution that is licensed per socket to align with familiar VM pricing models
- Complete protection with Cloud-to-Cloud backup for Microsoft Office 365 based on per-user pricing

Per Application  
Fees

Complex  
Pricing

Replication  
Fees

Agent  
Fees

Virtual Backup  
Fees



“Great product and people. That is all I really have to say.”

--Gartner Peer Insights, October 23, 2018





# Thank You

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