



**Accelerate Your Data Protection  
Practice with TD SYNnex and AWS**

# HOW TO USE THIS BRIEFCASE

Whether you are new to data protection or you've already been providing these types of solutions, this briefcase offers a way to both learn about how to build a data protection practice and find new ways to enhance your current offering powered by cloud-based ready to market solutions.

We hope this provides you with relevant insights, best practices and tools to get you started. Additionally, TD SYNEX offers a vast set of tools and resources, as well as best-in-class subject matter experts to help you solve for today's security demands.

Thank you for your partnership. We are looking forward to helping you grow your business and delivering better outcomes together.

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# INTRODUCTION

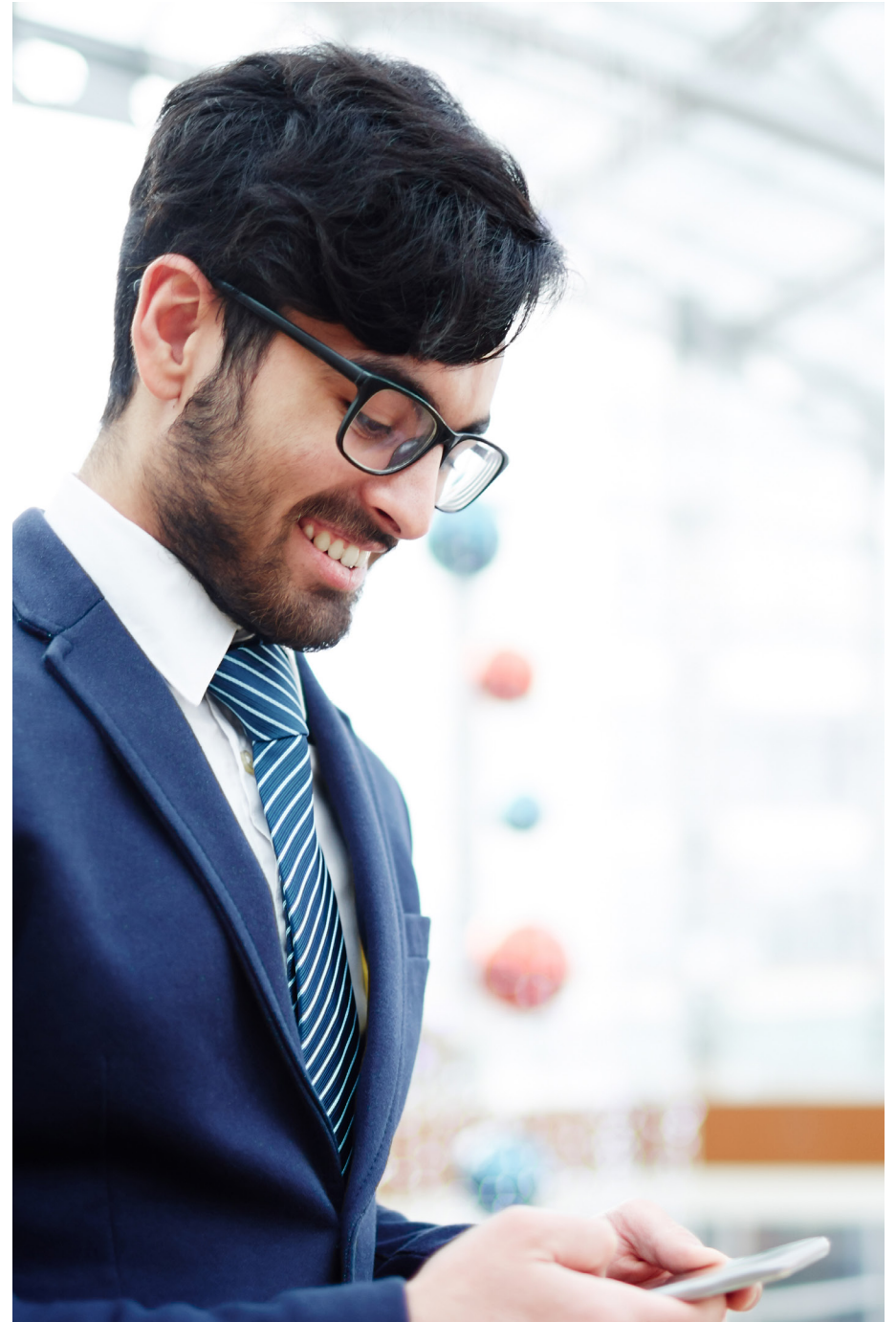
Organizations of all sizes and industries experience data loss at some point - from unintentional events such as user error, or system failures/outages, to unwanted intentional situations like cyberattacks, and ransomware.

While there are a myriad of measures a business can take to mitigate data loss and risks, the most effective type of data-protection method is as simple as having a backup solution in place.

Despite these challenges, 65% of business indicated they don't have a disaster recovery plan in place, and according to IDC, one third of worldwide organizations have been attacked by ransomware or a breach that prevented access to systems, applications and even data.

Being a trusted security expert who can advise your customers to plan for and know how to respond to any unplanned event, helps them to proactively protect their most critical assets, mitigate risk and maintain compliance—without taking time away from their core business.

Fortunately, you don't have to do this alone. We are here to be your security advisor and help you every step of the way, helping you reduce costs and complexity and serving as an extended part of your organization.



# DATA PROTECTION AND FILE STORAGE MARKET

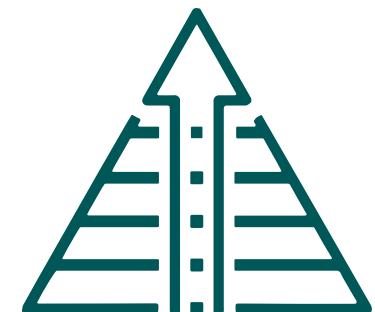


IDC predicts that the data archiving software market is expected to reach **\$2.2 billion in spending by 2022.**

As traditional array based storage declines cloud based storage services will increase.



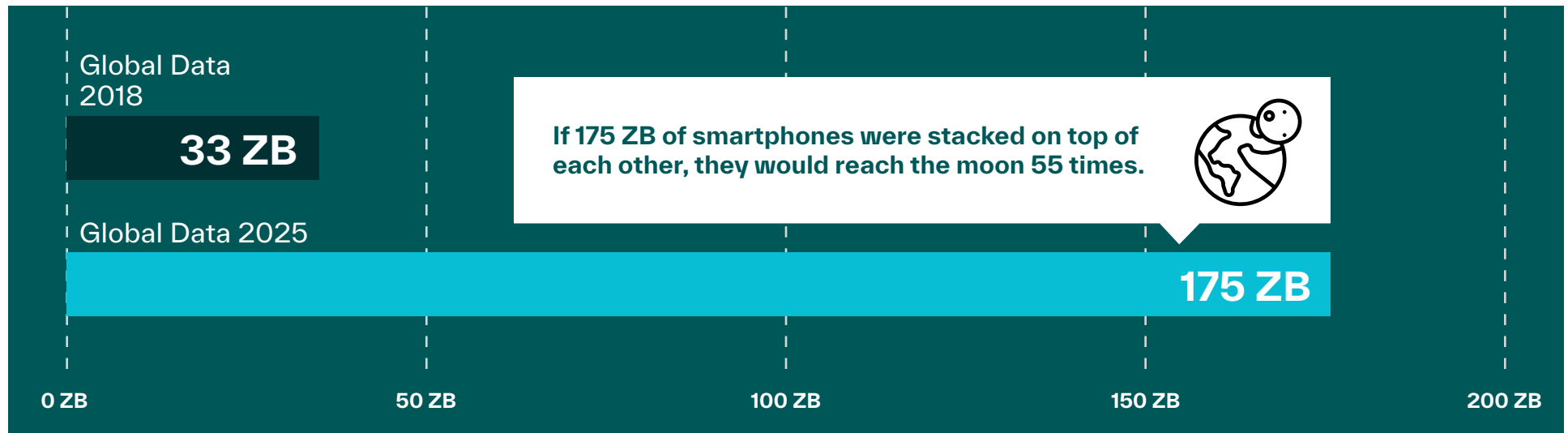
The global datasphere is expected **to grow to over 16 zettabytes by 2025** through app proliferation and various deployment models leading to data being stored across multiple repositories. File Storage and services should be positioned as an essential data protection, governance, and infrastructure management priority.



According to Gartner the global data protection market is expected to reach **\$198 Billion by 2026, growing at 15% year over year.**

# PARTNER OPPORTUNITY

Each day, more people are interacting with more data than ever before. IDC predicts that the Global DataSphere will grow to 175 zettabytes (ZB) by 2025.\*  
(1 ZB = 1 million petabytes)



Due to the exponential growth of data, designing and deploying agile backup solutions is more complicated than ever before. Traditional backup methods cannot scale to this growth and maintaining them is no longer cost-effective.

That's why a growing number of organizations are extending on-premises backup capabilities to the cloud in order to accommodate this data proliferation. Public cloud adoption will continue to increase as storage demands are expected double.

This is where you come in, and TD SYNEX and AWS can help you along the way. Together, we can help you meet your customers demands faster, more effectively and with higher profitability.

# PARTNER OPPORTUNITY

A recent survey indicated that 73% of the respondents said that data protection modernization was a top priority over the next 2 years.



**Compliance Management**



80% of those surveyed felt that cloud storage was a viable replacement for tape based storage representing a significant opportunity to modernize long term storage and compliance management.

**Disaster Recovery as a service (DRaaS)**



Integrating third party data management software including NetApp, Veeam and others to create opportunities for professional services including configuration, migration and data management consulting.

**Data Management**



**Managed Services**



End users need your expertise to guide them through the complexities of data protection and management. Including data classification, architecture recommendation, operational considerations, establishing and maintaining data loss prevention policies, adhering to regulatory compliance and achieving recovery point and recovery time objectives.

# DATA PROTECTION CHALLENGES

Data protection challenges are wide ranging including simply managing data across disparate systems and environments, to persistent cyber threats.

Organizations need a proactive security strategy, and one that can address the most critical and complex demands of small to medium-sized businesses.



## Data Protection Challenges

Data is often stored across multiple servers, platforms, and even cloud providers. Managing data across these areas can lead to specific challenges, duplication, and higher storage costs.

## Regulatory Compliance

Regulatory compliance pressures come in a variety of ways including additional cost, penalties, and risk of reputation loss. End users need solutions that can simplify their data management objectives.

## Cyber Attacks

Cyber threats consistently expand and morph into new variants. Protecting data against malware and other threats can help organizations recover faster and ensure critical data is recoverable and secure.

## Accidental Deletion & Data Loss

Data can now be stored and accessed virtually anywhere from any device at anytime. Protecting against data loss is a major risk if businesses are not equipped with the right combination of software and expertise.

# CLOUD-DELIVERED DATA PROTECTION OUTCOMES

Modern cloud-delivered data protection solutions enables a more comprehensive, scalable and effective approach. Whether you're extending on-premises backup targets to the cloud or creating cloud-native processes, here are some of most significant benefits you can expect from a backup solution powered by the cloud.



## Costs Efficiencies

With pay-as-you-go pricing, no upfront capital investments, and cost management tools.

Extending backups to the cloud, and in this case, AWS, can serve as the first step in reducing total cost of ownership.



## Availability

Cloud backup and disaster recovery virtually ensures data availability and infrastructure reliability.

ISV software help manage RTO and RPO objectives.



## Service Quality

Combining cloud storage with native backup solutions or third party software help improve performance and capacity while reducing complexity.



## Compliance

Leverage AWS solutions or incorporate ISV software to manage cloud backup and disaster recovery processes.

Ensure backup jobs are performed and data is backed up to comply with your industry standards.



## Cyber Threat Mitigation

As cyber threats accelerate and continue to expand the need to implement a plan and strategy to maintain operations and recover from an attack are critical in today's complex IT landscape.



# DATA PROTECTION USE CASES

Although there are a wide range of data protection use cases. Below are the most relevant and critical business cases.

## Hybrid Cloud Backup

With cloud connectors and gateways, customers can begin backing up their on-premises data to the AWS Cloud for durable data protection.

## Tape Replacement

Use AWS Storage Gateway to create virtual tape libraries and eliminate the responsibilities of overseeing procurement cycles and error-prone processes.

## Database Backup

Many AWS database services (relational and non-relational) have built-in, automated backup capabilities to protect your data and applications.

## Data Lifecycle Management

Amazon S3 offers different storage classes to store less frequently accessed data at variable costs. Use lifecycle policies to automate tiering or do this on demand.

## Global Data Resiliency

Amazon S3 offers cross-region replication to replicate data in other AWS regions for compliance, security, disaster recovery, and other use cases.

## Archive & Compliance

Organizations with data-retention requirements can use Amazon S3, S3 Glacier, and S3 Glacier Deep Archive for low-cost, long-term storage that has built-in capabilities to enforce WORM controls.

# WHY AWS FOR DATA PROTECTION?

Protect your data with unlimited scalability, industry-leading security, and increased agility with cost-effective data protection solutions powered by AWS.



## Unlimited Scalability

Scale IT resources on-demand and meet unpredictable backup capacity demands



## World-Class Security

Protect backup data on a global infrastructure built for the most security-sensitive organizations



## Cost Efficiencies | Lower TCO

Pay only for what you use with no upfront capital expenditure or maintenance and overhead costs with backwards incompatible legacy solution



## Business Agility

Easily access data and quickly deploy new business models, or gain ability to run analytics and extract valuable business insights



## Enhanced Durability and Availability

Our data security and replication protocols are designed to deliver 99.999999999% durability for all objects stored in AWS. Copies of every object are distributed across at least three physical availability zones.



## Data Integrity

In addition to protecting the secondary evidence, you also must protect the integrity of the data at the source. Known as immutable storage, these mechanisms protect the integrity of your data by preventing the data from being tampered with or deleted. (Not even AWS can tamper with your data)

# WHY TD SYNEX FOR AWS DATA PROTECTION

“Get started with building scalable, durable, and secure data-protection solutions for your end-customers to protect, access and use their data more quickly and securely. TD SYNEX provides you the platform, tools, resources and capabilities to become a successful partner in this solution area.”



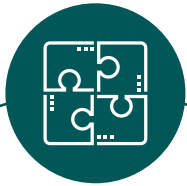
**Get there faster with TD SYNEX’s Cloud Practice Builder.** Specialized Solution Learning Paths to enable you to sell and build AWS storage and backup solutions for end users.

**Offer more solutions with TD SYNEX’s Solution Factory.** Leverage Click-to-Run™ solutions to provide instant deployments of a production-ready instances of storage, infrastructure and database component to reduce implementation and time to market.

**Increase reach & revenue leveraging StreamOne™ .** Access to digital platform capabilities, marketplace functionality, cloud services and managed services capabilities. Supported by TD SYNEX Solution Centers of Excellence, Sales & Marketing expertise.

**Professional Services to enable migration success.** Our Cloud Services team work hand-in-hand with partners to provide the necessary level of expertise to help customers maximize the benefits of cloud computing.

# LEVERAGING AWS AND TD SYNnex'S CLICK-TO-RUN™ SOLUTIONS, YOU CAN EASILY OFFER CUSTOMERS AGILE SECURITY AND PEACE OF MIND



## Solve Business Challenges

Click -to- Run™ solutions are pre designed to address specific use cases and deliver business outcomes. Build and deploy single solutions or entire cloud environments through a few simple steps.



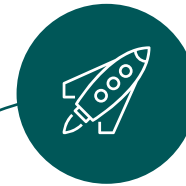
## Increase Profitability

By freeing up your IT resources to focus on more profitable engagements and using our repeatable solutions to deploy cloud environments faster you can get more done, faster, and cheaper than ever before.



## Increase Efficiency

Leverage our catalog of cloud-based solutions that have already been tested and architected on your behalf. Reduce bottlenecks and improve service delivery times through our automated solutions.



## Accelerate Speed to Market

Simplified, automated cloud deployments allow you to expand your portfolio with ready to market solutions you can offer with little to no technical expertise, allowing you to gain speed and agility.

# WHY RELEVANT?

Protect your customers' businesses, retain your clients and expand your offerings

## Value for Partners

- Differentiated solutions to add or expand portfolio
- Reduced risk and complexity implementing solutions
- Reduce time to implement solutions
- Reduced time to market new partner solutions
- Addresses the technical skills gap
- Alleviate busy IT teams

## Value for End-Customers

- Increase customer satisfaction with guaranteed working solutions
- Solutions delivered in time and within budget
- Lower risk (which is a big factor when moving to the cloud)



# AVAILABLE CLICK-TO-RUN™ SOLUTIONS

Newest Click-to-Run™ solutions for AWS related to Storage, Backup & Restore

**Flexible, durable, scalable, and secure**

- AWS Simple Storage Service (Amazon S3)
- AWS S3 Glacier
- AWS Elastic File System (Amazon EFS)
- Veeam Backup & Replication on AWS



**15 minutes or less is all it takes to deploy any of these solutions.**



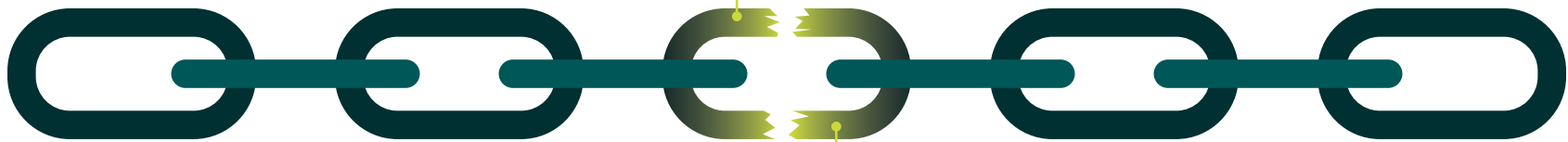
# AWS-BASED CLICK-TO-RUN™ SOLUTIONS AT-A-GLANCE

	<b>TD SYNnex Veeam Backup &amp; Replication</b>	<b>TD SYNnex Scalable Storage with S3</b>	<b>TD SYNnex File Storage with EFS</b>
<b>Design:</b>	Deploys a EC2 Instance of your choice with sizing options available along with OS Disk, S3 Bucket for Storage and VPC configuration.	Deploys AWS Simple Storage Services (S3) with the ability to select the tier and choose between Standard or Glacier for long term storage needs.	Creates an Elastic File System services in AWS with the ability to enable file encryption, choice or performance tier and basic networking setup.
<b>Use Cases:</b>	Offsite backup, replication and disaster recovery and ransomware mitigation.	Data archiving, offsite backup repository, long term storage, large storage cache.	Augment existing file servers, backup file systems or migrate file servers to the cloud. File Cache and File Sharing.
<b>Best Suited:</b>	End-users that need granular control and visibility of their to backup environment for on premise or data centers.	End-users looking for a simple, cost- effective and massively scalable storage solution for short term, frequently accessed data or long-term archival needs.	Organizations looking to control costs associated with growing file storage and sharing demands. Looking for scalability, reduced IT maintenance and scalability.

# SCALABLE STORAGE WITH S3

A Click-to-Run™ solution from TD SYNEX

Organizations want access and control over their data. Unfortunately, with legacy and or traditional on-premise storage environments the hardware, maintenance, support and administrative costs are continuing to increase. Organizations need simple, scalable, reliable, and cost effective cloud based storage solutions to address these challenges.



**The Solution:** Cloud-based storage leveraging AWS S3 bucket can help address these business challenges and can be customized to serve a variety of use cases including, backup and restore, disaster recovery, archiving, creating hybrid cloud storage environments and supporting cloud-native applications, among others. With **TD SYNEX's Scalable Storage with S3** you can deploy a cloud-based storage solution in minutes.



# SCALABLE STORAGE WITH S3

A Click- to- Run™ solution from TD SYNEX

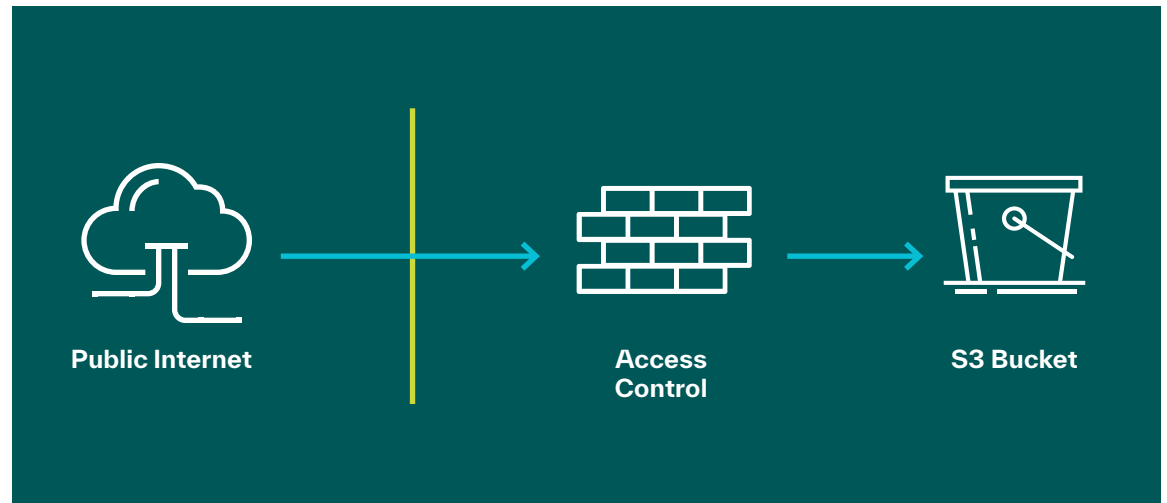
This solution leverages Amazon Simple Storage Services for an easy to deployment of AWS storage environment that can be used to organize and store documents, files and objects. Partners can fine tune access controls to meet specific business needs. Choose to deploy S3 standard or incorporate Glacier storage services for a low cost storage class.

## Key Features

- Storage Management and monitoring
- Simple and scalable storage, backup and archiving repository

## Business Outcomes

- Scalability & Durability
- Backup & Recovery
- Cost Control
- Compliance & Security

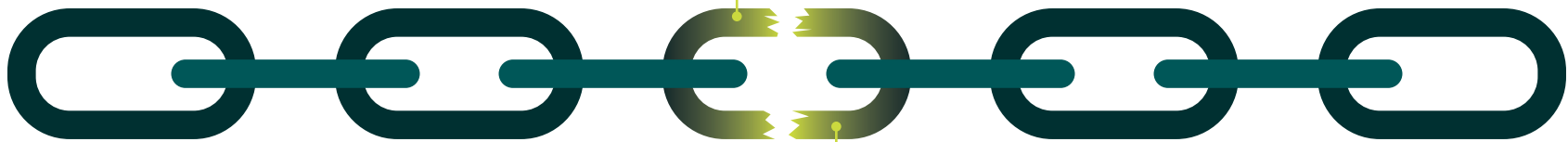


Architecture Diagram

# FILE STORAGE WITH EFS

A Click-to-Run™ solution from TD SYNEX

Increases in data storage will continue to place strain on traditional on premise file servers and IT resources. IDC predicts that data storage levels will increase by 61% by 2025 increasing the need and emphasis on digital transformation.



**The Solution:** Cloud based file storage offers many benefits including cost savings, scalability, simplified management and enhanced security for remote worker access. Now you can quickly deploy a seamless cloud storage environment by leveraging **TD SYNEX's File Storage with EFS** solution which leverage Amazon Elastic File Storage system to deliver a highly scalable and secure cloud- based storage environment in minutes.

# FILE STORAGE WITH EFS

A Click-to-Run™ solution from TD SYNnex

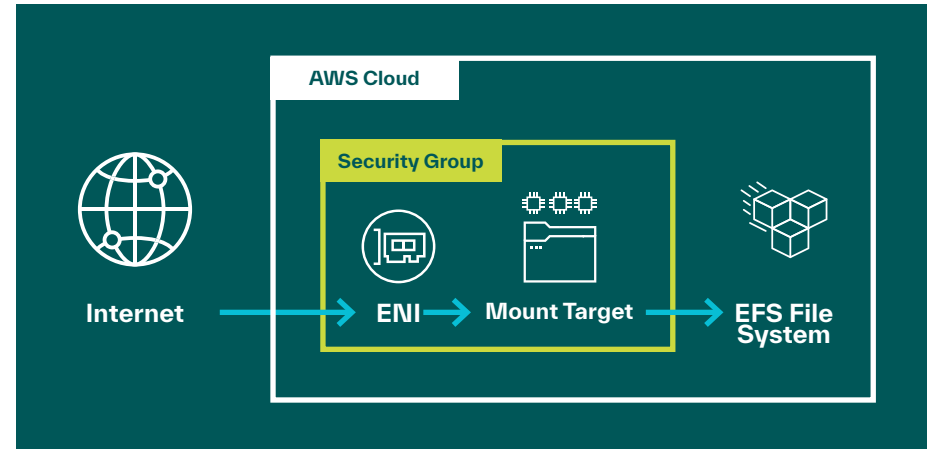
Quickly sets up a simple, scalable, and fully managed file system with AWS. With the option to choose your preferred storage tier to help optimize cost and user experience this solution can provide both performance and cost optimization benefits. This fully managed service adapts to your needs by automatically growing or shrinking based on files you add and remove.

## Key Features

- Fully Managed NFS file system for Linux workloads
- Highly available and durable with all files and directories redundantly stored
- Two storage tiers for standard and infrequent access, to help balance performance and cost
- Data is encrypted at rest and in transit to help ensure data is secure while stored and in flight

## Business Outcomes

- Scalability & Durability
- Managed Infrastructure
- Cost Optimization
- Reduced IT Maintenance
- Application Modernization



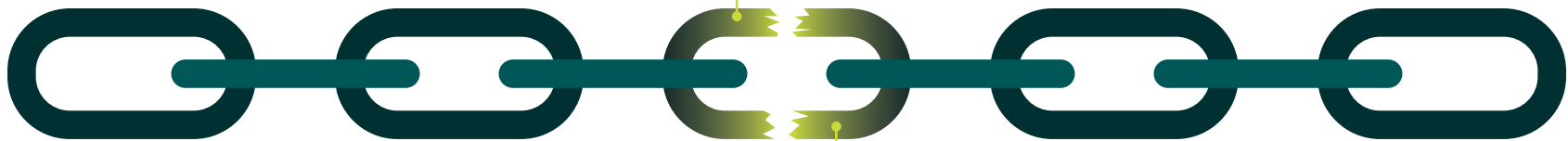
Architecture Diagram

# VEEAM BACKUP AND REPLICATION ON AWS

A Click-to-Run™ solution from TD SYNEX

Your customers data is critical to keeping their business running. Companies affected by ransomware lost an average of six working days to system downtime, with 37 percent saying downtime lasted a week or more.

With the rise of cyber attacks, ransomware, and accidental data loss, businesses seek to defend against these security challenges while keeping costs and risks in check.



**The Solution:** TD SYNEX's **Veeam Backup and Replication on AWS** solution automatically provisions the AWS resources and components required to create a backup infrastructure in the cloud. This allows partners to quickly and reliably deploy a cloud backup solution in minutes. One simple solution to manage backups and data no matter where it is from a single console.

# VEEAM BACKUP AND REPLICATION ON AWS

A Click-to-Run™ solution from TD SYNnex

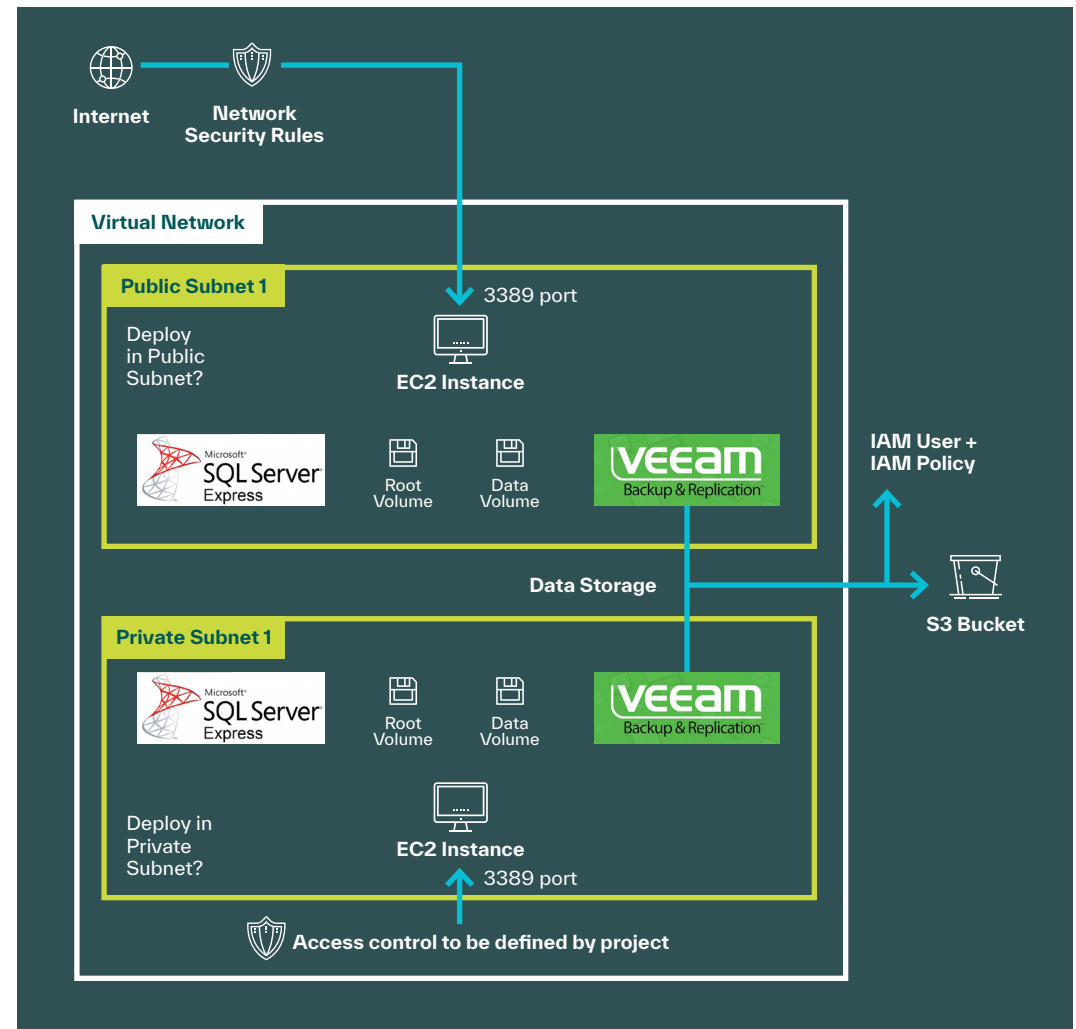
Help customers backup and protect data across all workloads including cloud, virtual and physical. Leveraging the latest version Veeam Backup and Replication V11 will allow bulletproof ransomware protection with persistent backups together with AWS infrastructure this will create a fast, flexible, and reliable backup, recovery, and replication environment within minutes.

## Key Features

- Manage and protect data no matter where it is
- Backup with unlimited capacity and flexibility to create a local backup job and to replicate that data to an offsite location such as AWS
- Replication with advanced failover features for Disaster Recovery
- Individual file recovery and easily portable across cloud environments

## Business Outcomes

- Cost Effective Disaster Recovery
- Simplified IT Management
- Agility and Scalability
- Save Time and Shorten Backup windows



Architecture Diagram

# QUESTIONS TO CONSIDER WHEN CHOOSING A SOLUTION TO PROTECT CUSTOMER DATA

- How much data storage will they need?  
Which data needs to be protected and at what level.
- Where will new and future data be stored? How will data growth, cloud mobility and security risks alter that strategy?
- What steps are you taking to mitigate a potential ransomware attack in the future?
- What does your remediation strategy look like now and over the next five years?
- Does your company and the ones you serve have a disaster recovery plan in place?



**Data protection  
has changed.**

**The threat  
environment just  
keeps scaling.**

**Now, more than  
ever organizations  
should develop  
a readiness and  
response plan,  
while ensuring data  
availability.**

# TOOLS AND RESOURCES FROM TD SYNEX

1

## AWS Practice Builder

A Tech Data methodology, designed to help partners rapidly and affordably. It offers quality enablement resources and a simple, step-by-step path to making cloud a strategic part of your business.

2

## OnDemand Webinar

Watch this OnDemand webinar to learn how TD SYNEX and AWS can help you expand your data protection portfolio through cloud-based, pre-configured solutions.

3

## Vendor Training

Helping sales and technical teams build up expertise on cloud and AWS to accelerate growth.

4

## Professional Services

Build your revenue and profit by adding services to provide a more comprehensive solution. Leverage our Cloud Services team to help with cloud readiness assessments, migration of data and applications to the cloud, or support managing and optimizing existing public, private, and hybrid cloud environments.

5

## StreamOne Ion Enterprise Platform

A powerful cloud platform to help with all of your billing, consumption, provisioning and cloud customer management. StreamOne, is the engine that drives cloud business management for our entire partner and vendor community.

# INDUSTRY AND VENDOR RESOURCES

1

## **CISA MS-ISAC Ransomware Guide-**

Government best practices for how to respond against a ransomware attack.

2

## **2021 Ransomware Retrospective Report-**

While the concerns and challenges are real, see how Veeam® customers address ransomware issues.

3

## **2021 Data Protection Trends Executive Brief-**

Learn about the changes and challenges impacting IT.

4

## **CIO Guide to Modern Data Protection-**

Overcome challenges and rethink your data backup and recovery.

5

**Backup and Restore with AWS-** A guide to modernizing Backup and Restore with AWS.

6

**Backup with AWS Ebook-** Learn about the benefits of backing up data to AWS. Move away from traditional backup strategies that involve maintaining tape libraries and paying for offsite archival services.

7

**Backup and Recovery Approaches using AWS-** A whitepaper to better understand how production workloads and architectures can be implemented using AWS to augment or replace a backup and recovery solution.

8

## **AWS Storage Services White paper-**

A complete look at Storage Services Offered by AWS





# Choose TD SYNnex and AWS to help you on your journey

Schedule a consultation or demo today

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