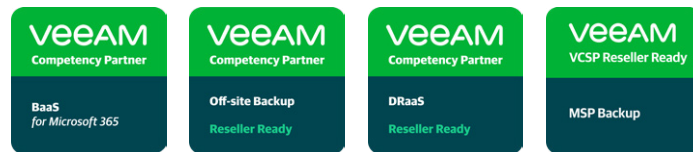


11:11 Systems and Veeam provide channel partners with a fast, easy path to recurring revenue across markets

“Veeam is the Swiss army knife of data protection, enabling our channel partners to cross-sell and upsell in any market using a single, scalable and automated solution that delivers tremendous value while driving down operational costs.”

— Justin Giardina,
Chief Technology Officer, 11:11 Systems



The business challenge

11:11, formerly iland, began partnering with Veeam in 2009 to provide disaster recovery for customers who were already using Veeam on premises. Soon the collaboration from the partnership was instrumental in Veeam developing the VCSP Program and solutions like Veeam Cloud Connect for off-site backup. Today 11:11 is the largest VCSP partner in the world. The sun never sets on 11:11 because Veeam-powered managed services protect data wherever it lives.

“We’ve always shared a common goal with Veeam – to provide customers with a single, integrated experience, whether it’s for backup, recovery, regulatory compliance, cybercrime protection, etc.,” said Dante Orsini, Chief Strategy Officer at 11:11. “Over time, we developed a synergy with Veeam and expanded globally from managed data protection to managed security. For channel partners, that means they can land and expand in any market. For end users, we’re a one-stop shop for cyber resiliency and business continuity. Together we can protect data no matter where it lives.”

Elevation to Platinum Status

In addition to reaching Platinum VCSP status, 11:11 obtained all Veeam Reseller Ready Competencies (Off-site Backup, DRaaS, MSP Backup and BaaS for Microsoft 365) and Veeam Customer Ready Competencies (Off-site Backup, DRaaS and BaaS for Microsoft 365). Additionally, 11:11 offers managed security services that protect networks from attackers, detect active malicious activities on endpoints and identify risks across any infrastructure.

“It’s no secret that 11:11 and Veeam are one of the industry’s premier partnerships,” Orsini said. “We not only set the standard for backup security and performance in the cloud, but we also future proof it.”

Industry

Technology

Company

11:11 SYSTEMS

[11:11 Systems](#) is a managed infrastructure solutions provider that holistically addresses the challenges of next-generation cloud, connectivity and security requirements for channel partners and end users throughout the Americas, Europe, the Middle East, Africa and the Asia Pacific region. 11:11 is a Platinum Veeam Cloud & Service Provider (VCSP) partner and a recipient of the VCSP Impact Partner of the Year Award for six years and the VCSP Innovation Award for three years.

The 11:11 Solution, powered by Veeam

Veeam and 11:11 provide secure, agile and scalable cloud backup and disaster recovery solutions that align with dozens of industry-specific compliance requirements and protect against cybersecurity threats. As a result, Veeam contributes significantly to 11:11's customer base growing 15% annually, with revenue rising fastest in DRaaS (30%) and Backup for Microsoft 365 (60%).

"Veeam is the Swiss army knife of data protection, enabling our channel partners to cross-sell and upsell in any market using a single, scalable and automated solution that delivers tremendous value while driving down operational costs," said Justin Giardina, Chief Technology Officer at 11:11.

11:11 Differentiators

11:11 takes a compliance-first approach to data protection and security, which differentiates it from competitors.

"Many organizations have complex compliance requirements, so we have a dedicated, in-house compliance team ready to assist," Giardina explained. "They'll answer due diligence questions before, during and after cloud deployment and they'll provide the documentation needed for third-party audits. We offer a wide range of industry and geographic-specific certifications and attestations that demonstrate the compliance and security measures we have in place. Customers and partners also have the benefit of on-demand reporting in the 11:11 Cloud Console to ensure all compliance requirements are met."

That's just one way 11:11 differentiates itself. The company also provides channel partners with [free test drives](#) to determine which 11:11 solutions are a good fit for their customers, an assessment tool for cloud sizing that compresses the sales cycle and enhances deployment ([11:11 Catalyst](#)) and a virtual lab for testing, quality assurance, training and sales ([11:11 LabEngine](#)).

11:11 also provides flexibility to partners and end users with the many ways the company can leverage Veeam's data protection platform to back up to many different sources. This includes native backup to AWS and Azure, as well as SaaS platforms such as Microsoft 365 and Salesforce.

However, the biggest differentiator is [11:11 Managed Security Services](#).

"Cybercriminals can strike at any time, and they only need to beat your defenses once," Giardina said. "That's why we provide a managed firewall that protect networks and employees, continuous risk scanning to minimize the attack surface, managed security information and event management to reduce mean time to respond, and managed endpoint detection combined with recovery that decreases the time gap between detection and response."

Orsini said Managed Security Services also provide channel partners with an additional business opportunity.

"It's often difficult for their customers to get a cyber insurance policy because of the compliance frameworks and requirements involved, but our Managed Security Services help address this," he explained. "Cybercrime gets more sophisticated by the day, but our channel partners can provide their customers with peace of mind and tremendous value by helping them secure insurance policies. And, if their customers are attacked, channel partners have everything in place to ensure organizations are truly cyber resilient."

Challenge

For more than a decade, 11:11, formerly iland, has partnered with Veeam to help customers (service providers, resellers and end users) solve this challenge: ensure applications and data are always running, accessible and protected. Over time that challenge has become more complex as compliance requirements increase and cybersecurity threats intensify.

Solution

- [Veeam Cloud Connect](#)
- [Veeam Availability Suite](#)
- [Veeam Backup for Microsoft 365](#)

Results

- Provides secure, agile and scalable cloud backup and disaster recovery
- Aligns with dozens of industry-specific compliance requirements worldwide
- Protects against cybersecurity threats and strengthens ransomware resilience
- Grows customer acquisition by 15% annually, with revenue rising fastest in DRaaS (30%) and Backup for Microsoft 365 (60%)

Customer SAT – Global Brands

Many of the biggest brands rely on 11:11 and Veeam to help them protect data from cybercrime. This includes [Lush](#), a beauty company driven by innovation and ethics, and [Dr. Martens](#), an iconic brand empowering rebellious self-expression. Both companies worked with 11:11 to modernize data protection, retention and security.

"A feature called Veeam Insider Protection shields backup files in cloud repositories from intentional or accidental deletion by retaining them in an air-gapped directory that functions as a recycle bin," Orsini said. "Veeam also offers immutability to prohibit deletion of data. Together Veeam and 11:11 offer solutions to meet unique, global business requirements."

11:11 Results

- **Provides secure, agile and scalable cloud backup and disaster recovery**

Veeam and 11:11 protect data wherever it resides. They protect against internal and external threats while improving retention and compliance capabilities.

- **Aligns with dozens of industry-specific compliance requirements worldwide**

To streamline compliance, 11:11 maintains a comprehensive portfolio of certifications and attestations. An in-house compliance team is available to offer tailored support, and comprehensive on-demand reporting ensures all regulatory requirements are met.

- **Protects against cybersecurity threats and strengthens ransomware resilience**

Together, Veeam and 11:11 provide channel partners and end users with a reliable safety net for a range of data-loss events, including malicious or accidental deletions, hardware failures and cybercrime.

- **Grows customer acquisition by 15% annually, with revenue rising fastest in DRaaS (30%) and Backup for Microsoft 365 (60%)**

"Our industry is extremely competitive, so providing channel partners with a single platform that addresses every conceivable customer challenge is a win for everyone," Orsini said.

About Veeam Software

Veeam® provides organizations with resiliency through data security, data recovery and data freedom for their hybrid cloud. The Veeam Data Platform delivers a single solution for Cloud, Virtual, Physical, SaaS and Kubernetes environments that give businesses peace of mind their apps and data are protected and always available so that they can keep their businesses running. Headquartered in Columbus, Ohio, with offices in more than 30 countries, Veeam protects over 450,000 customers worldwide, including 82% of the Fortune 500 and 72% of the Global 2,000. Veeam's global ecosystem includes 35,000+ technology partners, resellers, service providers, and alliance partners. To learn more, visit www.veeam.com, or follow Veeam on LinkedIn [@veeam-software](#) and Twitter [@veeam](#).



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