Blocky for Veeam®

Introduction:

Blocky and Veeam® have teamed up to meet a crucial customer requirement: providing powerful ransomware protection without the need for Linux, additional hardware, or cloud services. Blocky enhances Veeam®'s offerings with an easy-to-use ransomware protection solution for Windows VBR with an unparalleled Total Cost of Ownership (TCO).
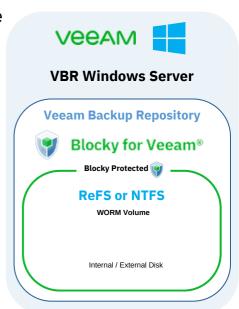
Understanding the Product:

Blocky complements Veeam® Backup & Replication (VBR), offering an on-premise deployment that doesn't require Linux, extra hardware, or cloud backup services. Blocky hardens the Windows VBR against ransomware threats by transforming the ReFS and NTFS volumes into a zero-trust, immutable Write Once Read Many (WORM) volume. This creates an efficient and robust ransomware protection solution, precisely tailored to meet the stringent demands of many Veeam customers.

Key Selling Points:

No Linux, No Additional Hardware, No Cloud Needed: Blocky delivers ransomware protection to augment Veeam®'s abilities without the need for Linux, extra hardware, or cloud backups. This simplicity and efficiency translate to a superior TCO that ensures sales success.

Quick and Easy Deployment & Management: Blocky installs on the Windows VBR in minutes. Its "set and forget" design reduces operational complexity and facilitates continuous management.

VeeAM ⊞

VBR Windows Server

Veeam Backup Repository

Blocky for Veeam®

Blocky Protected 🛡

ReFS or NTFS

WORM Volume

Internal / External Disk

For more information,
visit www.BlockyforVeeam.eu

GRAU DATA GmbH
www.graudata.com
sales@graudata.com

1

Exceptional Ransomware Protection: Blocky stops all unauthorized access for write, delete, and encryption to the backup volumes. Featuring real-time threat detection, it not only guards against intrusion but promptly alerts to unauthorized access attempts, ensuring customers' data remains uncompromised and secure.

Rapid Recovery Time: Customers can achieve the fastest recovery times with a protected VBR on-premise, dramatically reducing the effects of potential downtime.

Risk-Free Trial and Global Support: Customers can put Blocky to the test with a 30-day free trial, no credit card required. In addition, our world-class global support team is on standby around the clock to assist customers whenever they need help.

Target Audience
Blocky meets the demands of organizations of all sizes seeking superior data protection without the complexity and costs associated with Linux, additional hardware, or cloud backup services.

Objection Handling

Is Blocky a Proven Technology? Veeam® customers worldwide, from small businesses to large enterprises and government organizations, trust Blocky's distinctive WORM technology to protect their backups.

Does Blocky add Complexity? Blocky is designed to simplify ransomware protection. Its easy installation process and "set and forget" design prevent users from being burdened by complicated management or monitoring tasks. Despite its sophisticated protection capabilities, it is user-friendly and does not require expert knowledge to operate. Users can test it risk-free!

Is Blocky Scalable: Blocky is designed to protect one or more repositories, and its centralized management simplifies monitoring across multiple sites, making it a scalable solution for growing businesses.

Cost Concerns: Blocky is priced to win. Blocky with Veeam® delivers an unbeatable TCO of Blocky compared to other data protection solutions.

Where is Blocky sold? Blocky is available anywhere Veeam® is sold.

Summary

Blocky creates a unique competitive advantage for Veeam® to win more sales: cost-effectiveness, simplicity, quick recovery times, robust ransomware protection, and a risk-free trial to outshine competitors. Blocky is designed to meet specific Veeam® customer preferences—no Linux, no additional hardware, no cloud.

GRAU DATA
Your data. Your control.

For more information,
visit www.BlockyforVeeam.eu

GRAU DATA GmbH
www.graudata.com
sales@graudata.com

2