

Pure Storage and Veeam Seller Kit

A grab-and-go guide to help you effectively
target customers and prospects.



Table of Contents

The campaign

Enterprise Data Protection Solutions With Increased Reliability, Scalability and Affordability	3
Business Continuity	4
Data Protection	5
Ransomware	6

Support

Additional FlashStack With Veeam Resources	7
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Outreach

Using Social Media for Outreach	8
Your Guide to Lead Generation on LinkedIn	10
Who to Target on LinkedIn	11
How to Target on LinkedIn	12
InMail	13
Email	15

Contact	17
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Enterprise Data Protection Solutions With Increased Reliability, Scalability and Affordability

Veeam and Pure Storage® partner to drive application availability and performance.

FlashArray™ is integrated with Veeam's Universal Storage API (USAPI) to provide seamless snapshot management. Additionally, both **FlashBlade®** and **FlashArray//C** have been validated as storage targets for Veeam, enabling fast and rapid restore and ransomware mitigation.

In this grab-and-go guide we've pulled together a number of assets for you to use with your target customers and prospects, plus some handy tips and tricks to use as outreach on social media.

You'll find all the information you need on the following pages, with a focus on our three main solutions areas

- Business Continuity
- Data Protection
- Ransomware

Pure Storage is an Elite Partner in Veeam's Technology Alliance Program.



Business Continuity

Seamlessly protect application data across almost any distance while minimizing both recovery point and recovery time objectives.



SOLUTION BRIEF:

FlashArray File Protection with Veeam

[Download](#)



WHITE PAPER:

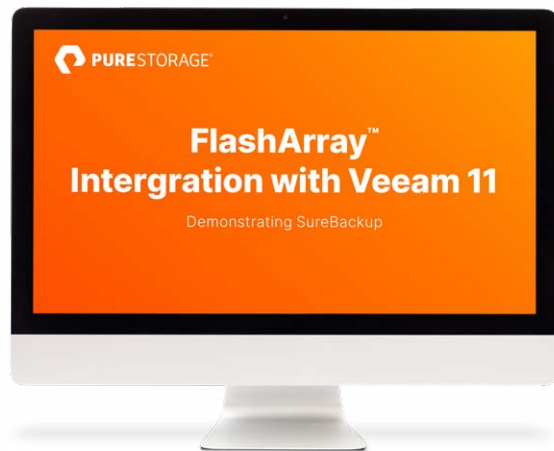
FlashArray File Services Protection Using Veeam Backup & Replication

[Download](#)



Data Protection

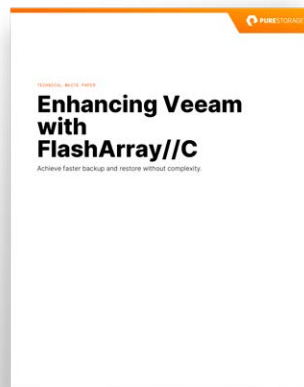
Pure Storage recovery solutions seamlessly integrate with Veeam software solutions to enhance RPOs and RTOs while eliminating the complexity of keeping data safe and secure.



VIDEO:

Veeam and FlashArray//C
SureBackup and Recovery

[Download](#)



WHITE PAPER:

Enhancing Veeam
with FlashArray//C

[Download](#)



WEBINAR:

Veeam and FlashBlade
Rapid Restore

[Download](#)



Ransomware

Pure Storage helps mitigate ransomware attacks by securing critical data while allowing customers to recover quickly from attacks - up to 270TB/hour at scale.



WEBINAR:

A Hacker's tips for protecting your data

[Download](#)



SOLUTION BRIEF:

Ransomware Remediation with Veeam

[Download](#)



WHITE PAPER:

Ransomware Remediation with Veeam and Pure

[Download](#)



Additional FlashStack with Veeam Resources

Veeam, Cisco and Pure Storage have partnered to provide customers a pre-validated and configured infrastructure and data protection solution.

Experience a leap in data storage speed, scalability and performance with flexible workload support, and discrete real-time provisioning in a cloud-smart infrastructure.

[Download](#)



Using Social Media for Outreach

Hints, tips and content examples to support targeting prospects and clients on LinkedIn and Twitter, from job titles to a sample InMail (For targeting people on LinkedIn) and social media posts.

To get you started on social we've put together some example posts complete with correctly-sized images for you to use.

SAMPLE POST



Veeam and Pure Storage® partner to drive application availability and application performance. With FlashArray™ integrated with Veeam's Universal Storage API you'll get seamless snapshot management. And with FlashBlade® and FlashArray validated as a storage target for Veeam, rapid restore is a breeze.

Find out more about our solutions for business continuity, data protection and ransomware - explore FlashArray with Veeam.

#PURESTORAGE #DATAPROTECTION #RANSOMWARE #BUSINESSCONTINUITY

Download



SAMPLE POSTS

A woman in athletic wear is running, symbolizing speed and agility. The background is orange with a large yellow circle. The text is white and orange.

Scalable backup with FlashArray™ and Veeam

Putting the glamour into backup.

[Find out more](#)

FlashArray™ enhances the simple protection and recovery experience of Veeam Backup & Replication with the speed of flash and efficient data reduction. Putting the glamour into backup when you protect your data with powerful scalable backup with FlashArray™ with Veeam.

#PURESTORAGE #DATAPROTECTION #DATASTORAGE

A man is performing a heavy squat with a barbell, symbolizing strength and resilience. The background is orange with a large yellow circle. The text is white and orange.

Is your existing data protection strong enough?

Flexibility and enhanced efficiency
with FlashArray™ and Veeam.

[Find out more](#)

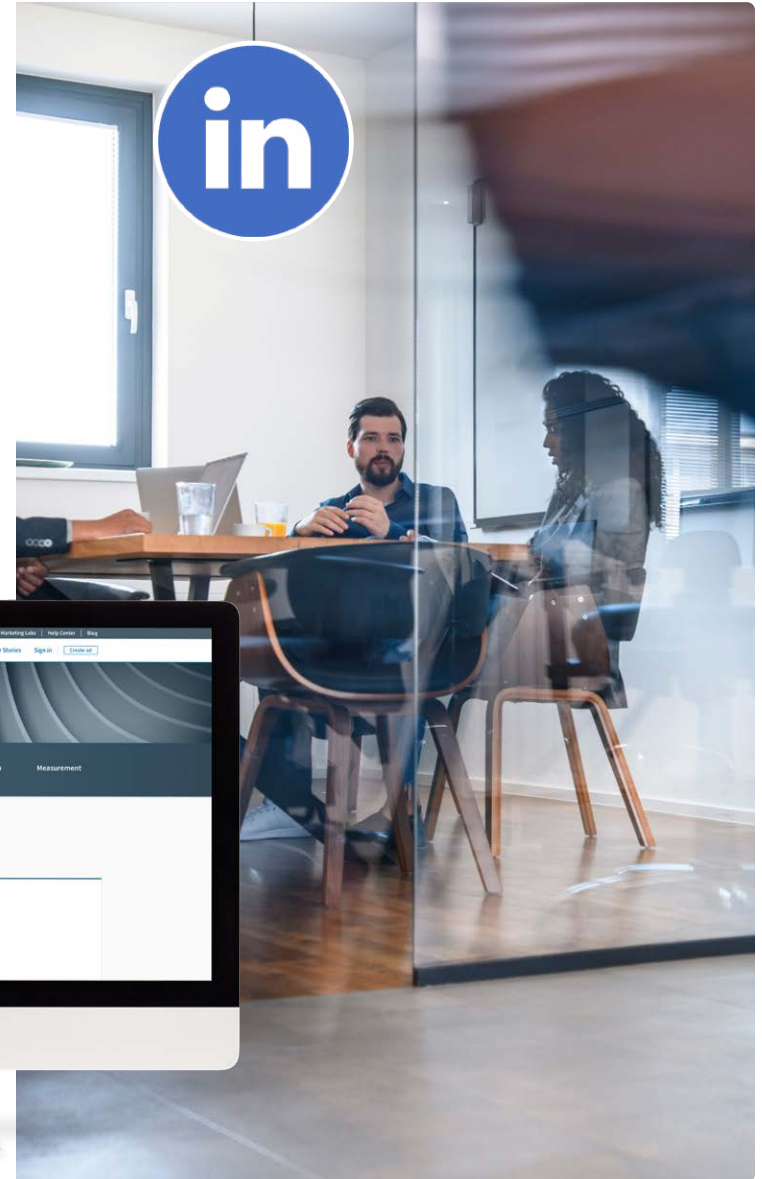
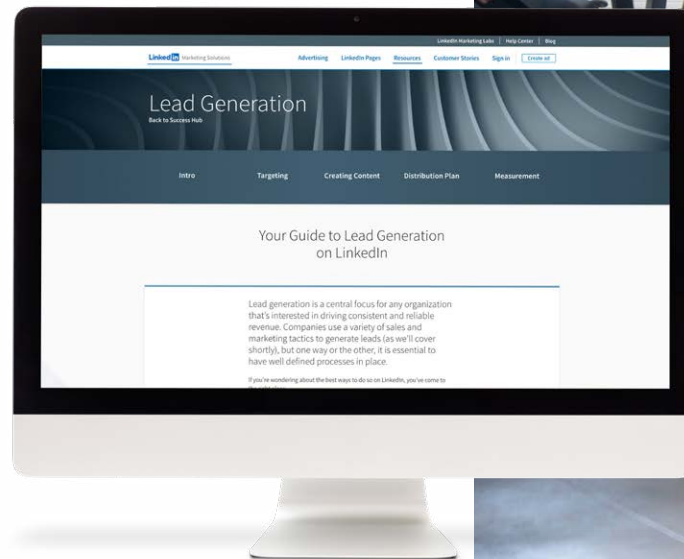
Is your existing data protection strong enough against ransomware threats? Get complete protection and highly flexible and enhanced efficiency from Veeam data protection with Pure Storage® FlashArray//C and SafeMode™ snapshots.

#PURESTORAGE #RANSOMWARE #DATASTORAGE

Your Guide to Lead Generation on LinkedIn

Lead generation is a central focus for any organization that's interested in driving consistent and reliable revenue. Companies use a variety of sales and marketing tactics to generate leads, but one way or the other, it is essential to have well defined processes in place. Here is some further information on how to drive lead generation using LinkedIn.

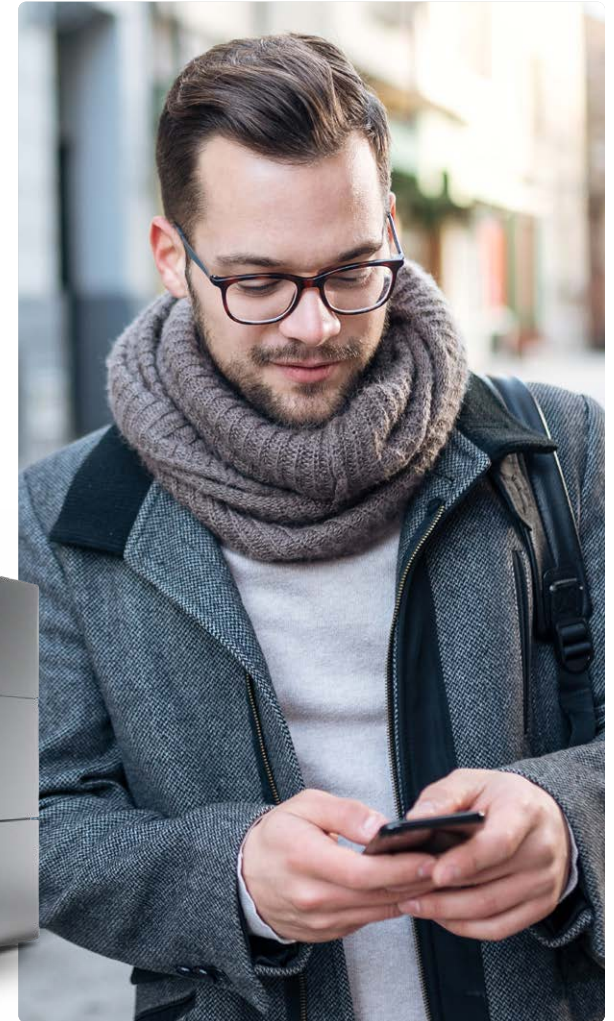
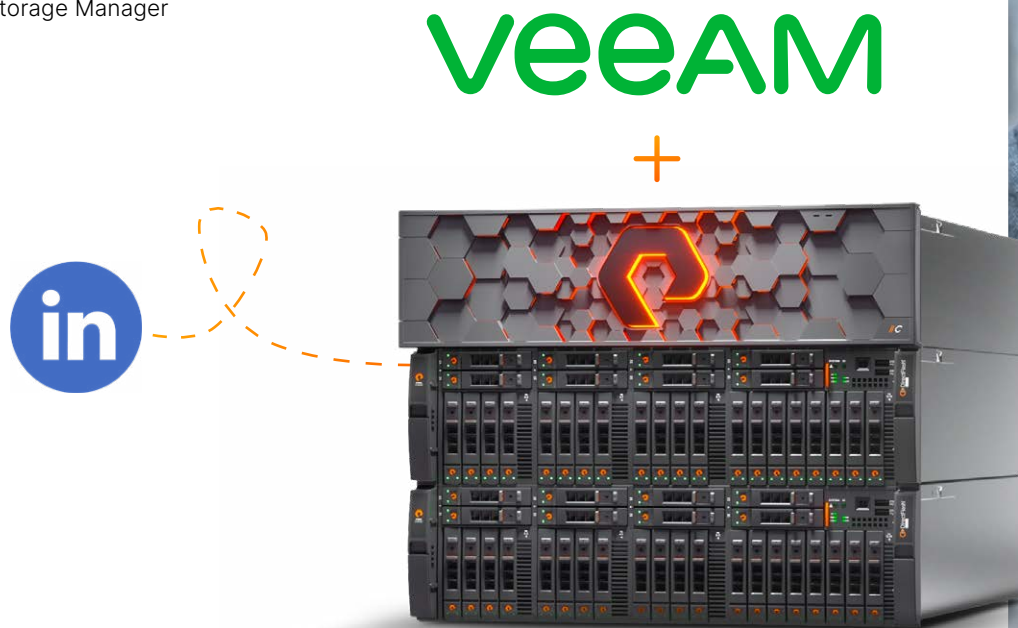
[Find out more](#)



Who to Target on LinkedIn

The relevant job titles that will be interested in the FlashArray and FlashBlade with Veeam proposition include:

- VP IT
- Director Infrastructure
- IT Manager
- Storage/IT Director
- Storage Admin/Storage Manager
- Backup Manager



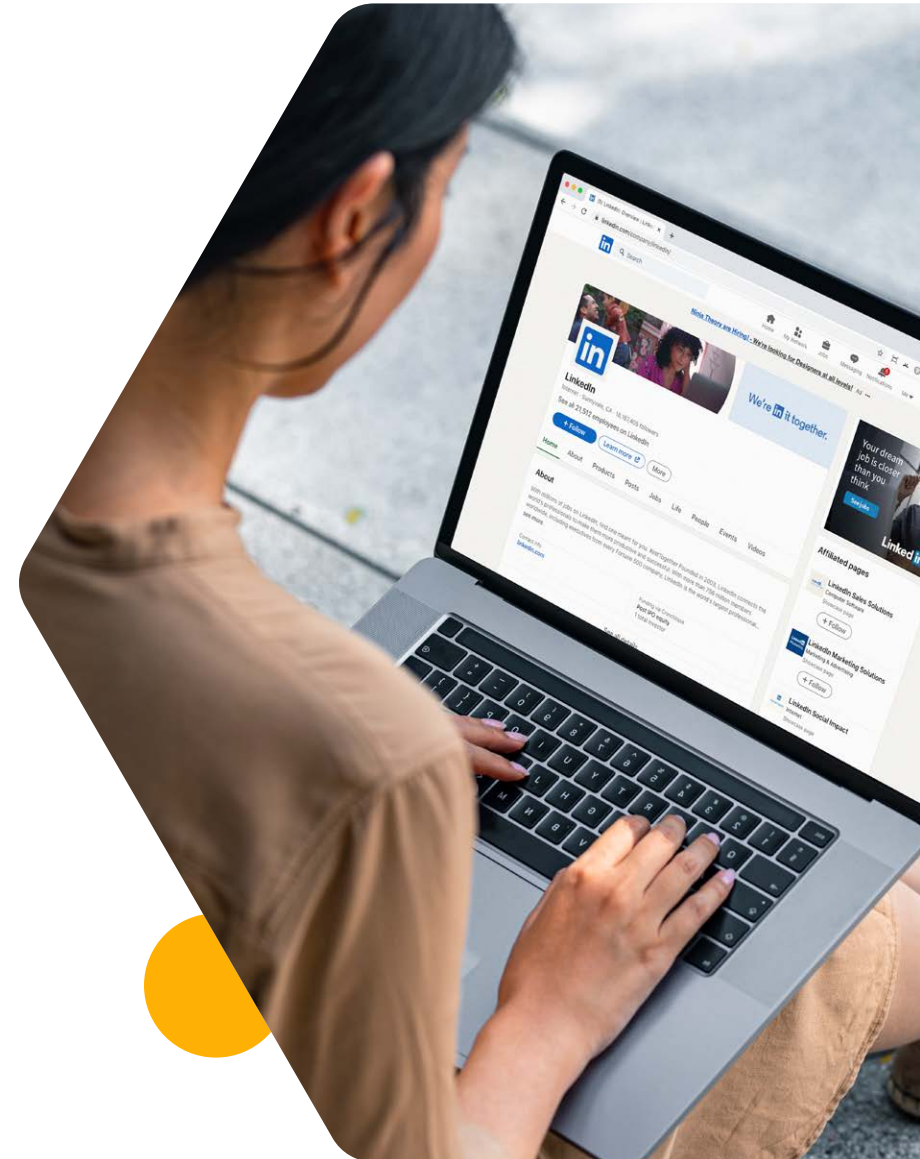
How to Target on LinkedIn

Using your prospecting list:

1. See if there are any mutual connections that can warm introduce you to the prospect. Ask for the introduction before connecting on social media.
2. Send personalized invitations to connect with clients, using the customized content on the following pages. Use introductions or InMail to get the connection.
3. Personalize your outreach, intros and all content with relevant comments like: 'Congrats on your new promotion', 'Good job on raising funding', 'I noticed your team is growing', etc.

Connect & post on LinkedIn:

4. Once you get the introduction or connection, reach out and connect on social media.
5. Use an icebreaker to start the conversation, for example like a post they share and comment on it, or share a post with them concerning new ways of working, collaboration, document management, compliance, cloud, etc.



InMail: Option 1

Copy and paste the text below to send an Inmail to prospective clients on LinkedIn:

Can you recover a failed virtual machine in less than 2 minutes?
Can you rely on your current systems to provide reliable restores?
And would you like the opportunity to streamline backup and disaster recovery capabilities in your organization?

If you'd like to find out more about how Pure Storage® FlashArray™ and FlashBlade® with Veeam can:

- Recover guest OS files and folders on the fly
- Recover individual Active Directory objects and entire containers, user accounts and passwords, group policy objects (GPOs), integrated DNS records, and more
- Get full or granular database recovery:
Microsoft® Exchange®, SharePoint® , SQL Server®, Oracle®

Message me back and let's talk about how FlashArray and FlashBlade with Veeam could make your working life easier and make you feel more protected.





InMail: Option 2

Copy and paste the text below to send an Inmail to prospective clients on LinkedIn:

Are you totally confident that your organization can mitigate ransomware attacks and their potentially dire consequences? Your existing data protection may not be enough.

Threats are becoming more frequent and complex. If you don't properly prepare, you may be forced to pay perpetrators to (maybe) unencrypt your data.

Best practice solutions from Pure Storage® and Veeam enable organizations to rapidly recover from ransomware while providing an enterprise-class data availability solution for day-to-day operations.

Message me back if you'd like to hear more about how FlashArray™ and FlashBlade® with Veeam can help secure your data from future ransomware attacks.



Email: Option 1

[Subject]

How quickly could you recover from a ransomware attack?

[Body]

From a storage snapshot or a single, image-based backup, Veeam Availability Suite provides more than 50 restore options in one agentless backup solution that helps you tackle virtually any recovery scenario.

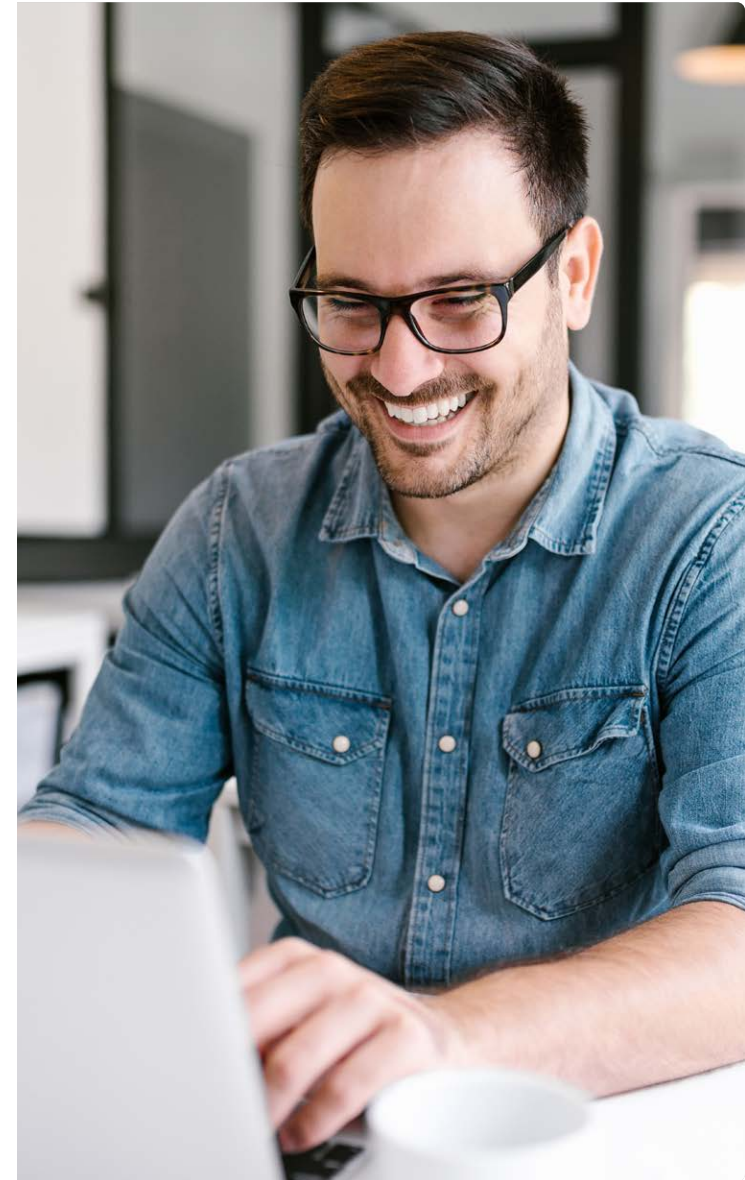
Can you recover a failed virtual machine in less than two minutes? Can you rely on your current systems to provide reliable restores? If you'd like to find out more about how Pure Storage® FlashArray™ and Flashblade with Veeam can ensure rapid recovery of all workloads and:

- Recover guest OS files and folders on the fly
- Recover individual Active Directory objects and entire containers, user accounts and passwords, group policy objects (GPOs), integrated DNS records, and more
- Get full or granular database recovery: Microsoft® Exchange®, SharePoint®, SQL Server®, Oracle®

Let's talk about how FlashArray™ and FlashBlade® with Veeam could make your working life easier and secure your data.

Just hit reply to this email and we can start a conversation.

Best wishes,





Email: Option 2

[Subject]

How well could your business survive a serious ransomware attack?

[Body]

Are you confident that your organization is protected against ransomware attacks and their potentially dire consequences?

Approximately 37% of global organizations said they were the victim of some form of ransomware attack in 2021, according to IDC's 2021 Ransomware Study.*

Threats are becoming more frequent and complex. If you don't properly prepare, you may be forced to pay perpetrators to (maybe) unencrypt your data.

Best practice solutions from Pure Storage® and Veeam enable organizations to rapidly recover from ransomware while providing an enterprise-class data availability solution for day-to-day operations.

Let's talk about how FlashArray™ and FlashBlade® with Veeam could make your working life easier and make you feel more protected against unexpected attack.

Just hit reply to this email and we can start a conversation.

Best wishes,

*<https://www.techtarget.com/searchsecurity/feature/Ransomware-trends-statistics-and-facts>



Your Pure Storage and Veeam Contacts

Any questions?

- Shawn Klein, Director Strategic Alliances
sklein@purestorage.com
- Christian Fuhrmann, Sr Manager EMEA Alliances
christian@purestorage.com

For Additional Information

- Please visit the [Pure Storage and Veeam Alliance website](#)

purestorage.com

800.379.PURE

