

**OBJECT
FIRST**

Simply Resilient
for **Veeam**

Reseller Sales Guide

Selling Object First in 2026

Why?

To make Veeam customers more secure with less complexity.

Who?

Backup Admins, IT Ops, Security individual contributors, teams, and leaders in mid-sized organizations.

Goals, problems, and needs

Ransomware attacks backups (and, by proxy, the backup storage) first. When backup storage is not separated and secured independently from the backup software, a single breach can lead to an inability to recover.

Problem Statements

“I don't have time to become a storage security expert while managing backups for our growing quantity of data”.

“I need to improve my backup RPO/RTO without sacrificing security or capacity.”

“Our backups are too often incomplete or failed. I want a simplified backup experience.”

“Our backups were targeted in a ransomware attack.”

“I don't know if I have all the security settings/patches up to date in my environment.”

“We need to update our backup infrastructure but the CapEx budget has been cut.”

Object First Pillars

Secure
Absolute Immutability that's Zero Trust-based and 3rd party tested.

Simple
Purpose-built for Veeam, easy to deploy and manage, and no security expertise required.

Powerful
Storage that scales with you for rapid, reliable recovery.

Elevator Pitch

When ransomware strikes, your future depends on data resilience. Object First is your ultimate defense—immutable backup storage that's purpose-built for Veeam. Our Zero Trust-based solution is third-party tested, requires no security expertise, and scales with your business. When backup storage is this secure, simple and powerful—you and your organization become Simply Resilient.

Competitive Differentiators:

Secure	Simple	Powerful
<ul style="list-style-type: none"> Secure by Design as defined by CISA, and built on the latest Zero Trust and data security principles that “assume breach.” Immutable backup storage utilizing S3 Object Lock, running on a hardened Linux operating system with zero access to perform destructive actions. Nobody, even with admin credentials, can modify or delete data. Ensures zero time to immutability with no delays or gaps. Inherently separated, creating the proper segmentation to limit blast radius. Proven with third-party security testing 	<ul style="list-style-type: none"> First and only backup storage appliance purpose-built for Veeam. 15 minutes to deploy and scale. Configuration requires just 3 IPs, a username, a password and MFA setup. Reduces management complexity with built-in hardware redundancy, self-healing, and performance optimization. Updates are available directly from Object First servers, allowing users to stay up to date against zero-day vulnerabilities and exploits. 	<ul style="list-style-type: none"> Capacity and performance scale linearly, supporting backup speeds up to 8 GB/sec and capacities beyond 7 PB. Instant Recovery tested at scale with up to 80 VMs running on a 4-node cluster. Nobody, even with admin credentials, can modify or delete data. Uses standard Veeam block size and encryption, meaning no additional optimization or configuration is required. Engineered to supercharge Veeam Instant Recovery performance. Automatic scaling and load balancing. No change to Veeam Namespace or Backup Repository configuration needed.

Backup Storage with Absolute Immutability

Secure, Simple and Powerful backup storage purpose-built for **Veeam** that enforces Zero Access, ensuring nobody can alter or delete backup data—even with admin credentials.

Absolute Immutability



Secure

- ✓ Zero Trust architecture with S3-native object storage
- ✓ Zero Access to perform destructive actions
- ✓ Third-party tested and verified

Simple

- ✓ No security expertise required
- ✓ 15 minutes to deploy and scale
- ✓ Updated and optimized automatically by Object First

Powerful

- ✓ Lightning-fast backups, up to 8 GB/s
- ✓ Supercharged Instant Recovery
- ✓ Capacity and performance scale linearly, supported by automatic load balancing

Ransomware-proof

When—not if—a breach occurs and your business, reputation, and career are on the line, backup storage with Absolute Immutability is your ultimate ransomware defense.

[Request a Demo](#) →

Spotlight on Ootbi

Zero Access to Destructive Actions

Secure by design and built on Zero Trust principles, Ootbi allows Zero Access to destructive actions. Even the most privileged admin or attacker with access to backup storage cannot modify or delete data. That's Absolute Immutability.

Complete SOS API Support

Communication over Smart Object Storage API (SOSAPI) with HTTPS ensures secure communication and encrypts all network traffic between Veeam and Ootbi.

Automatic Load Balancing

Dual-port network interfaces parallelize incoming data streams from Veeam, landing on an enterprise-grade NVMe that automatically load balances objects to the RAID 6 array and other nodes for capacity.

Simple Configuration

The Ootbi appliance can be racked, stacked, and configured to ingest Veeam backups in under 15 minutes. This straightforward configuration process requires only three IPs (two physical and one vIP for the S3 endpoint), a username, a password, and an MFA setup. Ongoing management is as simple as applying the latest updates when they drop.

S3 Immutability

Industry-standard S3 immutability, security, and communication protocol supporting Veeam Data Platform "direct-to-object" functionality.

Fast Backup | Instant Recovery

Object storage engineered explicitly to ingest and secure Veeam data with speeds of up to 8 GB/s on a complete four-node cluster. Tested at scale with up to 80 VMs running on a 4-node cluster. Spin VMs up locally on Ootbi, then recover quickly back to a safe environment when ready.

Early Detection

Honeytrap feature acts as a tripwire for bad actors by creating a decoy VBR server on a securely segmented portion of the cluster. Any probing or malicious activity is caught and reported directly via email, SIEM, or preferred notification system.

Linear Scaling

With automatic scaling and load balancing, additional nodes can be added to the cluster in minutes. No change to Veeam Namespace or Backup Repository configuration is required. Performance and capacity scale linearly, and capacities can be mixed and matched with any sized Ootbi.

Triggers

- Need immutable storage
- Not enough backup storage capacity
- Poor backup ingest performance
- Ransomware resilience
- Need a vendor-supported solution (replace DIY)
- Reduced complexity
- Hardware/storage refresh
- Not meeting RPO/RTO
- Zero Trust initiative

Tech Specs

- Capacity: 8 TB | 16 TB | 20 TB | 24 TB | 40 TB | 72 TB | 128 TB | 216 TB | 432 TB
- Maximum Cluster Capacity: 1.7 PB
- Maximum Nodes Per Cluster: 4
- Maximum Capacity Using Multiple Clusters in SOBR: 7 PB+
- Form Factor: 2U Rackmount or Desktop Tower (Ootbi Mini)
- Backup Ingest Speed: 1-8 GB/s+
- Optimized for Veeam Instant Recovery

Acquisition Model

- Traditional CapEx model
- Modern Consumption-based subscription model (availability subject to region)

Questions to Ask

Start the conversation

- What storage are you using today?
- Does your current primary backup storage follow the 3 principles of Absolute Immutability?
- Does your current architecture fulfill Zero Trust principles (separation, resilience zones, and immutability)?
- Is your storage straightforward to manage?
- Is your storage up-to-date with the latest security standards?
- Does your storage allow Zero Access to destructive actions (no root, OS, or admin access)?

Credibility

- Was your storage purpose-built for Veeam?
- Was your storage built around the concepts of simplicity and security as a priority?
- Is your storage vendor working directly with Veeam resellers and alliance partners?
- Was your storage built before or after the ransomware epidemic?
- Is your storage dedicated to backup, or is it more generic in scope?
- Is your storage secure by design and immutable by default?
- Is your storage solution focused on continuous deep integration with Veeam?
- Does your storage vendor 3rd party security test their solution and publish the results?
- Is your storage solution hardened out of the box/secured by default?
- Does your storage vendor share the same two founders as Veeam?

Quantify the pain to justify making the change

- What would happen if your current storage was locked down by ransomware?
- How would your business be impacted if you could not recover backup data in a crisis?
- What would happen to your backup storage if someone had access to the administrative credentials?
- How much time does your team spend managing backup and backup storage?
- Is your backup storage segmented from the backup software? If a part of your infrastructure was compromised, what would happen?
- When was the last time you updated your storage? How long was it down?
- How often do you have to check your storage is operational/functioning as expected?
- Have you attempted a ransomware recovery test?
- Does your vendor support 4/8 Eyes support access approach?

Veeam specifics

- Are you satisfied with your Veeam experience today?
- Was it easy to make your Veeam backups immutable?
- Are your Veeam backups retaining their original 1MB block size upon writing to storage?
- Are you leveraging Veeam's built-in encryption?
- Is your current Veeam architecture following Zero Trust Data Resilience principles (segmentation, resilience zones, immutability)?
- Is your current Veeam architecture following 3-2-1-1-0?
- Does your current Veeam architecture ensure optimized support for Veeam Instant Recovery?
- Have you tested your recovery strategy?
- What is your RPO/RTO?

Ootbi vs. Others

	Ootbi (Out-of-the-box Immutability)	Direct Attached Storage	Deduplication Appliances	Hardened Repositories	Erasure Coding Devices	Other Object Storage Device
Secure	<p>Yes. S3 out-of-the-box Immutability on a hardened storage target with Zero Access to perform destructive actions and complete separation of the Backup Software and Backup Storage layers. Built around ZTDR principles.</p>	<p>No. It does not offer immutability and is located in the same operating environment as the backup software, with no separation of Backup Software and Backup Storage.</p>	<p>Variable. Immutability is an afterthought that is not integrated with Veeam’s workflow. It requires manual configuration and security expertise, and makes data encryption choices complex. To receive deduplication benefits, user must sacrifice Veeam encryption. S3—the best immutability protocol—may be advertised but check if it is really available.</p>	<p>Variable. It varies based on the user’s security and Linux expertise. Elevated privileges, including root access, are generally granted and necessary for setup and routine maintenance, meaning such solutions are not Zero Trust.</p>	<p>Variable. Support for multiple software vendors means that Governance mode is necessary, allowing destruction of data with elevated privileges Configurable mmutability is not Zero Trust.</p>	<p>Variable. Many vendors claim “True Immutability,” but do they offer admin access to perform a factory reset? Is the immutability in governance or compliance mode? Do they offer root/OS access? Any admin privilege means a compromise in security.</p>
Simple	<p>Yes. 15 minutes to deploy and scale, updated and optimized automatically by the vendor and NO security expertise is required. Purpose-built to only work with Veeam and support Veeam’s standard block size with no additional configuration required.</p>	<p>Yes. Due to its legacy, all technical professionals understand how to utilize this fundamental storage.</p>	<p>No. Requires either a white-glove service or training to configure. Expertise in both storage and security is necessary to maintain. Because each appliance must be physically installed and managed as a separate entity, scaling can become a more involved process.</p>	<p>No. Even with ISO deployments, expertise in security and Linux is required to configure and maintain. The customer is responsible for ensuring compatibility of the hardware, firmware and software stack after every update of each element. Scaling is not straightforward.</p>	<p>No. Erasure coding is optimized for production data use cases and is unnecessarily complicated and costly for backups, where native Veeam 3-2-1 features offer more robust data resilience and simplicity.</p>	<p>Variable. This will vary based on the vendor’s focus on user experience and the number of backup vendors supported. If they support more than one backup vendor, chances are they are not delivering simplicity. Always push for a demo to showcase our simplicity vs. theirs.</p>
Powerful	<p>Yes. Lightning-fast backup speed with Supercharged Instant Recovery purpose-built to integrate with Veeam’s SOS API and SOBR functionalities.</p>	<p>Variable. It can be as powerful as the hardware it runs on.</p>	<p>No. Great for archiving large volumes of data and long retention periods. Veeam Instant Recovery is especially slow due to the time required to rehydrate the deduplicated data.</p>	<p>Variable. It can be as powerful as the hardware it runs on.</p>	<p>Variable. Because of the focus on offering ‘High Availability’ through multi-node setups, backup and restore operations during node rebuild operations will be degraded due to network bottlenecks.</p>	<p>Variable. It can be as powerful as the hardware it runs on. If the vendor does not leverage Veeam’s SOS API, performance will be degraded, and management will be complex.</p>

New! Choice of Ootbi Acquisition Models

In addition to the traditional CapEx model,
Ootbi is now available in a modern
pay-per-use Consumption model

	CapEx Traditional upfront purchase	Consumption* Pay-per-use subscription
Software, OS, and updates	✓	✓
Technical support	✓	✓
On-site service	✓	✓
Duration	Fixed term (up to 5 years)	As long as your subscription

*Available in USA, European Union, and United Kingdom

Consumption Model: What's in it for You?

Sell More Ootbis, More Quickly

Faster Sales Cycle

- Overcome customer CapEx challenges

Recurring Revenue

- Predictable monthly billing for long-term profitability

More Time for Value-Added Services

- Your customers get seamless Ootbi updates, expert support, and on-site service throughout their subscription
- Frees you to focus on delivering strategic IT services and innovation

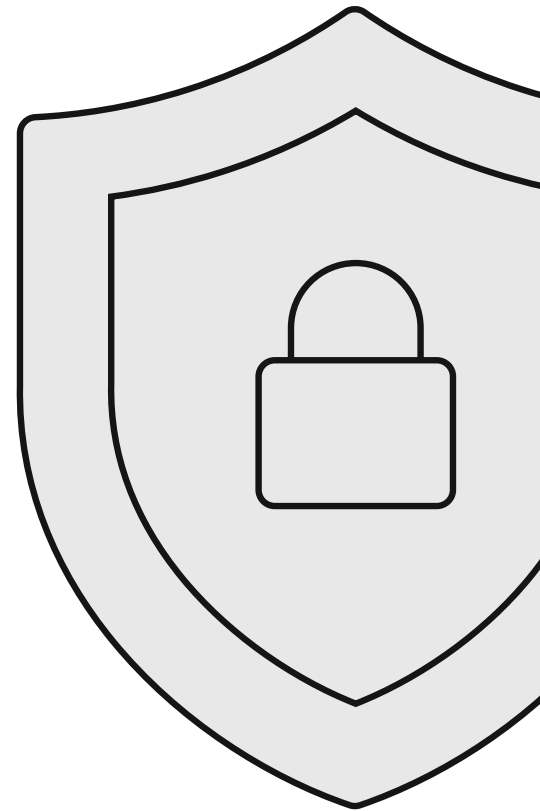
Run Your Own Datacenter— Or Considering It?

Adopt Ootbi in Your Datacenter via Consumption Model

- Get productive and profitable quickly
- Free up capital

Multitenancy Ready

- Separate buckets per tenant to segment customer data
- Easily scale your BaaS and DRaaS offerings



Participate in our Partner Program

- Discounts
- Deal Registrations
- Marketing Assets
- Co-marketing Funds
- Formal quotes
- Collaborative video content
- ...and more!

**Check Out The Benefits In Our
Partner Program Guide!**



Partner **Registered**



Partner **Silver**



Partner **Gold**



Partner **Platinum**

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