

Azure Backup Conversation Guide

Conversation Starters

- Are you investing in additional hardware to store backups for data? For applications?
- What are your compliance needs around data protection, retention, and/or accessibility?
- What measures are you taking to protect your business from cyberattacks, like ransomware?
- How quickly can you recover after an attack or accidental deletion of data?
- How much time does your IT team spend patching and maintaining backup hardware?
- In what ways are your key workloads or business processes impacted by backup and recovery challenges?
- In what way does downtime due to IT outage impact productivity?
- In what way has backup and disaster recovery management become more complex and/or costly?
- How do you plan to manage backup and recovery as data and/or your business grows?

Azure Backup overview & benefits

Azure Backup is a secure, one-click backup solution that scales based on your storage needs. Easily define backup policies and protect a wide range of enterprise workloads, including Azure Virtual Machines, SQL and SAP databases, and Azure file shares. Organizations can:



Improve resilience and safeguard workloads against unplanned downtime from disaster, ransomware, or other data loss.



Simplify data protection and retention with fast, efficient, one-click backups and built-in security.



Control infrastructure costs by eliminating redundant servers and tape storage.

Objections and Responses

"Why do I need to back up in the cloud?"

Data management is getting increasingly costly and complex. You can gain scalability and save time with built-in, one-click backup for virtually all your workloads—no need for multiple add-on products. And as your needs change, you can integrate additional services like Azure Site Recovery.

"I need to control my IT costs."

Azure Backup can help you avoid costly unplanned downtime due to IT outage or other disasters. And Azure Backup is cost-effective—you can back up a typical environment of four servers for less than \$50 a month. (See more information in the "Solution-in-a-Box" Slide.) You can also cut infrastructure costs by eliminating tape and offsite storage—and the cloud offers nearly unlimited scalability too.

"My existing on-premises solution works great."

With Azure Backup, you get a lot of great capabilities including remote management, better flexibility, and cost-optimization. You can manage backup and resources in the cloud with the Azure central backup management portal. And with cloud backup, you can reduce your physical footprint in a cost-effective way.

"How does Azure Backup protect against cyberattacks?"

Azure Backup helps provide powerful protection against online threats like ransomware in a variety of ways. First, you can perform and store backups securely with encryption, private endpoints, and built-in data integrity validations. Data is safe and recoverable because it's isolated and "air gapped"—that is there's no direct access to offsite isolated backup vault storage. Additionally, you control who can access backup data in the cloud Azure authentication and authorization tools like role-based policies and MFA.

"Implementation will be too technically difficult."

It might be a lot easier than you think! Microsoft has designed custom sessions to get you started quickly with Azure Virtual Network. Register for our Azure Fundamentals Hands-on Enablement session at aka.ms/AzureTechWorkshop for guided, step-by-step experience in Azure. By completing this 8-hour session you will have the experience and confidence you need to get started with Azure Virtual Network.

Azure Backup – Solution in a Box

[Azure Backup](#) →

[Azure Site Recovery](#) →

Simplify data protection against cyberthreats and disaster for less cost

Azure Backup is a secure, one-click backup solution that scales based on your storage needs. Easily define backup policies and protect a wide range of workloads, including Azure Virtual Machines, SQL and SAP databases, and Azure file shares. You can:

- Back up data-intensive workloads without additional infrastructure.
- Restore data with application consistency for both Windows and Linux.
- Help protect against ransomware with built-in security based on Zero Trust principles.
- Encrypt and retain data for extended periods.
- Efficiently manage backups with a central cloud portal.

Pricing estimate for SMB customer infrastructure

Based on Azure pricing for Azure Backup and Infrastructure for up to 4 servers, 100GB data transfer.¹

Service type	Region	Description	Estimated monthly cost	Estimated upfront cost
Azure Backup	East US	On-premises Servers/Clients, 4 Servers x 500 GB, LRS Redundancy, Low Average Daily Churn, 2,618 GB Average monthly backup data	\$98.24	\$0.00
Azure Site Recovery	East US	2 Customer instances, 0 Azure instances	\$32.00	\$0.00
Virtual Network	East US	100 GB data transfer	\$4.00	\$0.00
VPN Gateway	East US	VPN Gateways, Basic VPN tier, 730 gateway hours, 10 S2S tunnels, 128 P2S tunnels, 0 GB, Inter-VNET outbound VPN gateway type	\$26.28	\$0.00
Support		Free level	\$0.00	\$0.00
Estimated Total Monthly Cost			\$160.52	\$0.00

1. All costs are assumptions based on estimates from the Azure Pricing calculator and are not a guarantee of pricing for purchase. Prices may change based on region, working hours, and other variables. Because prices are subject to change, please use the Azure pricing calculator for your own estimate.

Deliver great value

Significantly improve your customer experience for less than \$200 per month.

1. See the table below for estimated costs.
2. Watch the Azure Pricing and Packaging Webinar for an in-depth discussion of Azure pricing principles
3. Test out your specific customer environment with the pricing calculator.

[Pricing calculator](#) →

[Azure Pricing and Packaging Webinar](#) →