



**AVAILABILITY™**  
for the Modern Data Center

# Veeam Protects Data that Fuels Non-Stop Events at Dubai World Trade Centre



“Veeam is scalable, letting us back up the entire virtual environment every day. Veeam is also flexible, letting us perform ad hoc backups as often as we want. And, Veeam supports Microsoft Hyper-V, so if we decide to add Hyper-V to our IT infrastructure, we’ll have a centralized monitoring console for all VMs.”

— *Galal Eltahan*  
*Senior Manager, IT Operations, Information Technology*  
*Dubai World Trade Centre*

**INDUSTRY:**  
**Hospitality**

**COMPANY:**



مركز دبي التجاري العالمي  
DUBAI WORLD TRADE CENTRE

Completed in 1979, the Dubai World Trade Centre is the largest purpose-built complex for events and exhibitions in the United Arab Emirates. Each year, the complex attracts more than 2 million visitors who attend 400+ exhibitions, conferences and events.

**CHALLENGE:**

- Legacy backup tool couldn’t keep up with the growing VMware vSphere environment
- Legacy monitoring and reporting tool didn’t provide enough detailed information to effectively manage the backup and virtual infrastructures

**SOLUTION:**

**Veeam Availability Suite**

## The Business Challenge

The Dubai World Trade Centre (DWTC) has become the focal point for business tourism in the Middle East. Hundreds of mega-exhibitions, conferences and events take place at DWTC each year, and every function related to them is supported by the IT infrastructure.

The IT infrastructure is virtualized on VMware vSphere. As the number of virtual machines (VMs) grew, daily backup became more challenging. The backup tool backed up physical servers successfully each day, but it couldn’t back up all VMs daily, which are spread across the production and research and development (R&D) environments. The IT team needed faster, more frequent backups to meet recovery point objectives (RPOs). And, the team wanted the freedom to conduct ad hoc backups. The team faced another challenge. VM recovery was less than optimal with the legacy tool, which made meeting recovery time objectives (RTOs) more difficult.

The legacy monitoring and reporting tool presented challenges too. First, the IT team needed deeper visibility into the vSphere environment. It was difficult for team members to see potential problems with the legacy tool, preventing them from proactively resolving issues and optimizing resources. They wanted to be alerted to backup and performance issues before applications and users were affected. And, since they strive to achieve the highest levels of performance and availability, they needed specifics on system utilization.

“We considered several solutions but only one offered the scalability, flexibility and capacity planning capabilities we need as a growing enterprise,” said Galal Eltahan, Senior Manager, IT Operations, Information Technology, DWTC.

## The Veeam Solution

DWTC chose Veeam® Availability Suite™ to protect the virtualized applications and data that fuel non-stop exhibitions and events.

“Veeam is fast and scalable, letting us back up the entire virtual environment every day. Veeam is also flexible, letting us perform ad hoc backups as often as we want. And, Veeam supports Microsoft Hyper-V, so if we decide to add Hyper-V to our IT infrastructure, we’ll have a centralized monitoring console for all VMs.”

Veeam backs up every VM in DWTC’s production and R&D environments to onsite storage every day. Because Veeam has built-in deduplication and compression, backups require half the storage that legacy backups required, which provides a value advantage for DWTC.

With Veeam, meeting RTOs is fast and easy. For example, Instant VM Recovery™ recovers a failed VM from a regular backup in minutes. OS files and application items can be recovered in minutes as well.

## RESULTS:

- Scalable solution backs up and recovers the entire virtual environment to meet RTOs and RPOs
- Built-in features reduce backup storage consumption by 50%
- Complete visibility improves performance and availability of virtual environment



### About Emitac Enterprise Solutions

Emitac Enterprise Solutions (EES) has evolved and grown since its inception in 1976. EES provides high-quality, enterprise-level applications, management software, servers, storage, networking and security solutions for mission-critical services.

EES delivers superior business value to customers in various vertical markets through a combination of process excellence, quality frameworks and flexible delivery models. Its strategy of coupling local experience with international expertise helps customers achieve excellence. For more information visit <http://www.emitac-ees.ae>.

"Veeam recovery saves us a lot of time and helps with business continuity," Eltahan continued. "After we applied a security patch to one of our applications, the application didn't work properly. We recovered the application from a backup in minutes and continued with business as usual."

Emitac Enterprise Solutions (EES), a leading IT infrastructure services and solutions provider based in the United Arab Emirates, advised DWTC on choosing Veeam Availability Suite for complete protection and management of the entire virtualized environment.

"Veeam is a full-featured solution that meets each of their needs," said Jose George, Manager, Business Continuity, EES. "Veeam offers scalable backup and recovery and complete visibility through monitoring and alerting. Our clients appreciate the value in Veeam."

The advanced monitoring, reporting and capacity planning capabilities in Veeam Availability Suite help DWTC improve the performance and availability of its backup and virtual infrastructures.

"Veeam provides deeper monitoring and more detailed reporting than our previous tool, which helps us identify and resolve incidents fast before they become problems and affect users," Eltahan said. "With Veeam it's easy to see the cause of a bottleneck, and it's easy to check load balancing among hosts. Veeam also helps us with capacity planning. We're able to assess system utilization and overall performance of each VM, giving us a good indication of how to optimize resources to ensure system health."

## The Results

### Scalable solution backs up and recovers entire virtual environment to meet RTOs and RPOs

Veeam Availability Suite is built for enterprise scalability and engineered to back up and recover thousands of VMs. With Veeam's fast, reliable recovery, DWTC improved RTOs, and with Veeam's fast, frequent backup and replication, DWTC increased the number of recovery points for better RPOs.

### Built-in features reduce backup storage consumption by 50%

Veeam provides organizations with four deduplication options based on VM size and type of backup target so they can optimize backup size and job performance. Plus, Veeam offers five levels of compression to help them find the right balance of storage consumption, job duration and backup proxy load.

### Complete visibility improves performance and availability of virtual environment

DWTC uses Veeam Availability Suite to monitor and manage the resources in its backup and virtual infrastructures. Not only does Veeam enable proactive issue resolution, it also enables resource optimization. For example, DWTC tracks storage consumption and analyzes trends for capacity planning.

## About Veeam Software

Veeam® enables the Always-On Business™ by providing solutions that deliver *Availability for the Modern Data Center™*, which provides recovery time and point objectives (RTPO™) of less than 15 minutes for all applications and data. Veeam recognizes the challenges in keeping a business up and running at all times and addresses them with solutions that provide high-speed recovery, data loss avoidance, verified protection, leveraged data and complete visibility.

Founded in 2006, Veeam currently has 27,000 ProPartners and more than 121,500 customers worldwide. Veeam's global headquarters are located in Baar, Switzerland, and the company has offices throughout the world. To learn more, visit <http://www.veeam.com>.



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