

# NAKIVO Backup & Replication v7.3 vs. Competition

NAKIVO Backup & Replication is a fast, reliable, and affordable solution for protecting VMware, Hyper-V, and AWS EC2 environments onsite, offsite, and in the cloud. NAKIVO Backup & Replication offers a number of advanced features that increase backup performance, improve reliability, and speed up recovery, saving you time and money.

## NAKIVO Advantages

FEATURE	NAKIVO	COMPETITOR	DESCRIPTION
Data Protection			
Backup to Amazon Cloud	✓	✗	NAKIVO Backup & Replication provides built-in cloud integration. You can <a href="#">back up VMs directly to Amazon cloud</a> as well as create <a href="#">Backup Copy jobs</a> to copy your existing backups to Amazon cloud.
Screenshot Verification	✓	✗	NAKIVO Backup & Replication provides an automated way to <a href="#">near-instantly verify VM backups</a> and send reports with OS screenshots of test-recovered VMs as a proof of recoverability.
Network Acceleration	✓	✗	NAKIVO Backup & Replication provides built-in network acceleration, which uses data compression and traffic reduction techniques to speed up data transfer. On average, this results in data transfer acceleration of 2X.
AWS EC2 Instance Support	✓	✗	NAKIVO Backup & Replication provides native backup and replication for AWS EC2 instances.
Space Savings & Data Storage			
Global Data Deduplication	✓	✗	NAKIVO Backup & Replication automatically <a href="#">deduplicates</a> backed up data at the block level across an entire backup repository, and saves only unique blocks of data. This dramatically reduces backup size. Competition provides deduplication at the job level, which means that there's no deduplication across multiple jobs.

FEATURE	NAKIVO	COMPETITOR	DESCRIPTION
Full Synthetic Data Storage	✓	✗	NAKIVO Backup & Replication stores backups in the <a href="#">full synthetic mode</a> . In this mode, each recovery point “knows” which data blocks should be used to construct an entire VM, so there’s no need to periodically run full backups, transform backup files, or rebuild full backups. This means better backup performance and faster recovery. Competition uses a legacy data storage approach which requires either periodically running full backups or periodically rebuilding increments into synthetic full backups.
Deployment			
Pre-configured VA	✓	✗	For streamlined deployment, a preconfigured Virtual Appliance with NAKIVO Backup & Replication is available.
Pre-configured AWS AMI	✓	✗	NAKIVO Backup & Replication can be deployed in Amazon EC2 cloud as a pre-configured Amazon Machine Image.
Installation on NAS	✓	✗	NAKIVO Backup & Replication can be installed directly on a <a href="#">Synology NAS</a> , <a href="#">Western Digital NAS</a> , and <a href="#">ASUSTOR NAS</a> , creating a high-performance VM backup appliance.
Installation on Linux	✓	✗	In addition to supporting Windows OS for installation, NAKIVO Backup & Replication can also be installed on RHEL, SLES, and Ubuntu OS. Competitor v9 can be installed only on Windows OS.
Usability			
Native Web UI	✓	✗	NAKIVO Backup & Replication features a simple and intuitive Web interface, which enables managing of all aspects of data protection at any time and from anywhere, even from a tablet. Competition provides a Windows desktop application (although a separate application can be installed and configured to provide some Web UI).
Calendar Dashboard	✓	✗	NAKIVO Backup & Replication displays all your jobs in the calendar view, the time it took jobs to run in the past, and the predicted job duration in the future.
Job Grouping	✓	✗	In NAKIVO Backup & Replication, jobs can be grouped in a folder tree structure to represent locations, departments, business services, and any other logical structures.
Bulk Actions	✓	✗	With NAKIVO Backup & Replication, you can manage your grouped jobs in bulk: start, stop, or put jobs into maintenance.

FEATURE	NAKIVO	COMPETITOR	DESCRIPTION
Multi-Tenancy and Self-Service	✓	✗	NAKIVO Backup & Replication enables creating multiple isolated tenants and managing them from a single pane of glass. Tenants can access their jobs via the self-service portal.
Costs			
Small footprint	✓	✗	NAKIVO Backup & Replication requires 2CPUs and 4GB RAM for the full product deployment (+0.25 GB RAM per each concurrent job). If all Competition components are deployed on separate machines, they would require 5X more CPUs and 10X more RAM.
Affordable pricing	\$599 per socket	\$1,450 per socket*	Data protection does not have to be priced high. With NAKIVO Backup & Replication you can save up to 50% of your data protection budget and spend it on other important projects.
Low Cost of Maintenance	✓	✗	Compared to NAKIVO Backup & Replication, total cost of ownership of a competitive solution can be up to 2X higher due to higher maintenance and support costs.

\* Prices differ by region and may vary in time, check the current price for your region at the vendor website.

# Key Common Features

## Data Protection

### Image-based VM Backup for VMware and Hyper-V

NAKIVO Backup & Replication provides the ability to back up live VMware and Hyper-V VMs on schedule or ad hoc, both locally over LAN and offsite over (a slow) WAN. You can save up to 1,000 recovery points per VM and rotate them on a daily, weekly, monthly, and yearly basis.

### Advanced Backup Copy

Backup Copy jobs in NAKIVO Backup & Replication can maintain a mirrored copy of a backup repository, copy backups made by particular jobs, or copy selected backups. Backup Copy jobs have their own schedule and recovery point retention policy, so you can, for example, keep a few recent backups onsite while sending weekly and monthly backups offsite on weekends.

### Image-based VM Replication for VMware and Hyper-V

NAKIVO Backup & Replication enables creating and maintaining identical copies of |VMware and Hyper-V VMs (replicas) on a target server. Replicas are regular VMs, which are available in vSphere and can be powered on at any moment for near-instant disaster recovery. For each VM replica, you can save up to 30 recovery points (which are

saved as VM snapshots). If a source VM has been damaged and then replicated, you can easily revert to a previous recovery point.

### Support for Live Applications and Databases

NAKIVO Backup & Replication supports Exchange, Active Directory, MS SQL, Oracle, and other applications and databases running inside VMs that you back up and replicate. Using the Application-aware mode, the product ensures that application and database data is always consistent.

### Deduplication Appliance Support

NAKIVO Backup & Replication provides a special type of backup repository, which is optimized for working with deduplication appliances, such as EMC Data Domain, HP StoreOnce, NEC Hydrastor, Quantum DXi.

## Backup Size Reduction

### Skip Swap Data

NAKIVO Backup & Replication automatically excludes swap files and partitions from VM backups and replicas, skipping gigabytes of unnecessary data, which would otherwise be read, processed, transferred and stored.

### Adjustable Data Compression

NAKIVO Backup & Replication automatically compresses data in the backup repository to save storage space. The data compression level can be adjusted to optimize for better performance or smaller backups.

## Data Recovery

### Instant VM Recovery

NAKIVO Backup & Replication enables you to run (boot) VMware VMs directly from compressed and deduplicated VM backups. This way you can recover your VMs within seconds, without waiting for full restore from backup files.

### Instant File Recovery

NAKIVO Backup & Replication enables you to instantly browse, search, and recover files and folders directly from compressed and deduplicated backups of Windows-based and Linux-based VMs.

### Instant Application Object Recovery

With NAKIVO Backup & Replication, you can instantly browse, search, and recover Microsoft Exchange, SQL, and Active Directory objects directly from compressed and deduplicated VM backups, without restoring the entire VM first.

# Deployment

## Installation on Windows

In addition to providing VMware Virtual Appliance, AWS AMI, Linux, and NAS deployment options, NAKIVO Backup & Replication can be installed on Windows OS.

# About NAKIVO

Founded in 2012, NAKIVO develops a fast, reliable, and affordable data protection solution for VMware, Hyper-V, and cloud environments. Over 10,000 companies are using NAKIVO Backup & Replication to protect and recover their data more efficiently and cost effectively, while over 150 hosting, managed, and cloud services providers are using NAKIVO's software to deliver VM BaaS and DRaaS to their customers. NAKIVO has a global presence with over 2,000 channel partners in 124 countries worldwide. Visit [www.nakivo.com](http://www.nakivo.com) to learn more.

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