

# Veeam drives data resilience and security for Porsche Informatik

## PORSCHE INFORMATIK

### Company

Porsche Informatik provides IT applications and services to millions of users in the automotive industry including wholesalers, retailers, financial service providers and customers. Founded in 1976 and headquartered in Austria, Porsche Informatik is a subsidiary of Porsche Holding Salzburg.

### Solution

[Veeam Data Platform](#)

### Industry

Automotive

### Region

Europe

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### Peter Friedwagner

Head of Infrastructure and Cloud Services, Porsche Informatik

### Challenge

Porsche Informatik combined decades of experience in IT and the automotive industry to develop a next-generation digitalization platform to meet the business and technology needs of its parent organization, Porsche Holding Salzburg. The challenge was ensuring data resilience and security. Failing to back up and recover data successfully could have serious consequences for the business, especially as ransomware threats increase.

### Results

- Delivers resilient, reliable and secure data protection to ensure business continuity
- Scales to accommodate data growth; flexes to back up any workload to anywhere
- Offers multi-layered backup immutability to protect against ransomware attacks

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**Peter Friedwagner**

Head of Infrastructure and Cloud Services,  
Porsche Informatik



## Business Challenges

Staying competitive in the fast-paced automotive industry isn't easy. Innovation, speed, and agility are critically important, so Porsche Informatik created a next-generation digitalization platform to meet the sales, leasing, financing, and back-office technology needs of Porsche Holding Salzburg.

“The primary business objective of our digital transformation is to provide a frictionless experience for our users,” said Peter Friedwagner, Head of Infrastructure and Cloud Services at Porsche Informatik. “That means we have to ensure the highest possible availability, resilience, and security standards for the 160 services they access every day, including a car dealer management system, a sales platform, a web-based used vehicle marketplace and a financing application. Failing to back up these services successfully could have serious consequences for our business, such as data loss, downtime, reduced productivity, and

regulatory compliance issues. Having a resilient backup that we can restore quickly and easily is very important, especially as ransomware threats continue to grow.”

Ransomware threats are indeed growing. In a [survey](#) of 1,300 organizations, 900 had experienced at least one ransomware attack resulting in encryption or exfiltration in the past 12 months.

“It all comes down to resilience,” Friedwagner said. “Resilience means your backups are reliable and can be tested for recoverability. Resilience means you can meet your recovery time objectives and maintain access to your data. This is why we use the Veeam Data Platform. Veeam delivers resilient, robust data protection, and in the age of ransomware, that is critical.”

# The Veeam Solution

Veeam provides Porsche Informatik with resilient, reliable, and secure data protection so users have frictionless access to the digital services that support business continuity. Veeam scales easily to accommodate Porsche Informatik’s annual data growth (30–40%) and offers flexible licensing to protect all workloads everywhere. Veeam also offers multi-layered backup immutability to defend against ransomware.

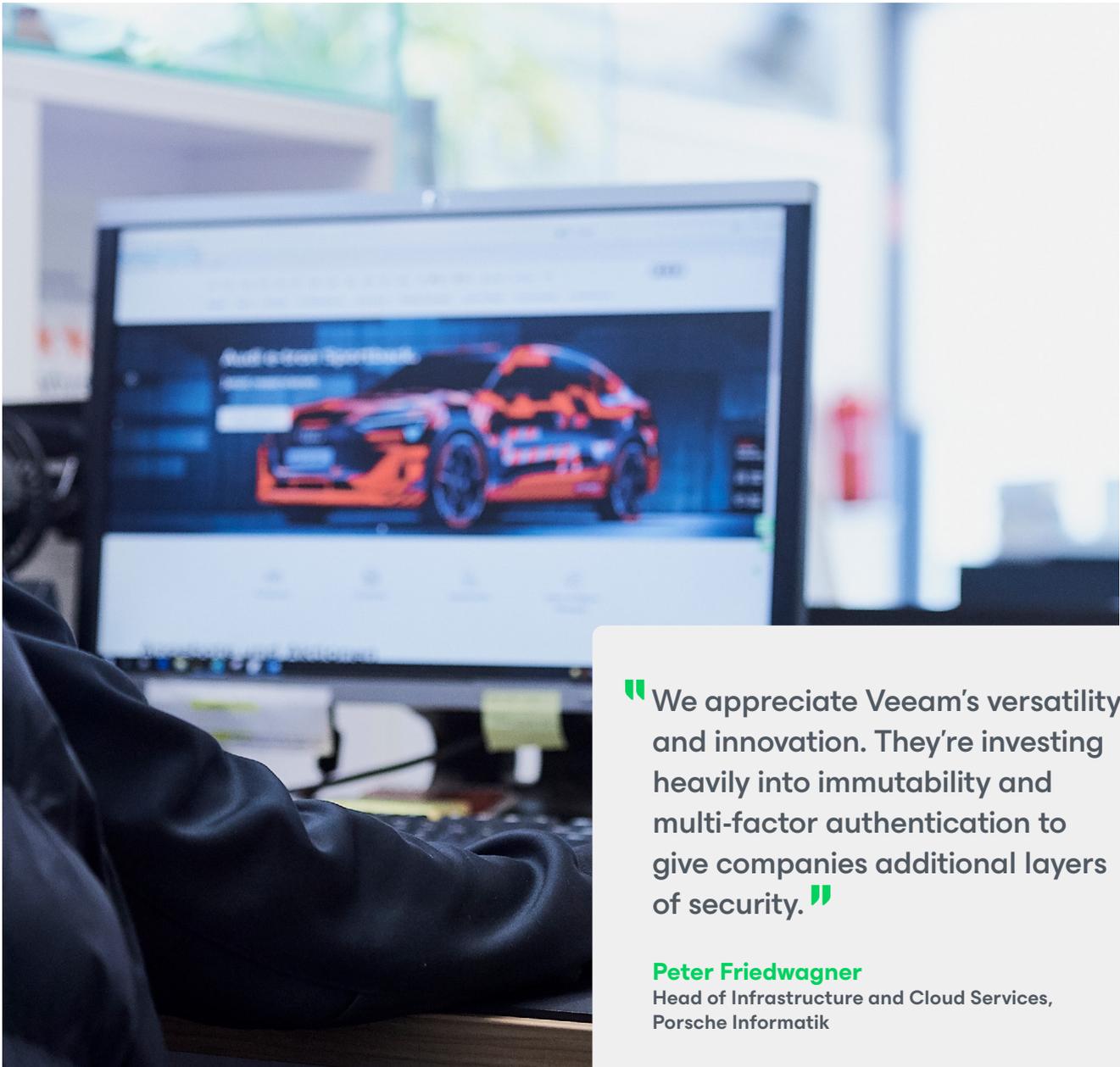
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increase,” Friedwagner said. “If we experience a ransomware attack, we know Veeam will enable us to restore a massive amount of data in a very short time.”

The Veeam Data Platform delivers three key requirements to keep a business running: Data security, data recovery, and data freedom. That means companies can back up data from anywhere to anywhere, without cloud lock-in.

Like many enterprise organizations, Porsche Informatik has data running on several platforms including VMware vSphere (3,500





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virtual machines), Windows, Linux, Unix, and SAP HANA. Veeam backs up 2,500 terabytes (TB) between sites and on premises. Veeam also replicates to Azure so data can be restored quickly. And to protect against ransomware, Porsche Informatik makes backups immutable.

Veeam offers multi-layered immutability. This includes immutability for each storage layer as well as direct-to-object storage on premises

and in the cloud. Veeam also offers secure recovery via ransomware-free restores to avoid reinfection and secure access that prevents unauthorized users from accessing data.

“We appreciate Veeam’s versatility and innovation,” Friedwagner said. “They’re investing heavily into immutability and multi-factor authentication to give companies additional layers of security. Again, it all comes down to resilient backups.”

## The Results

### **Delivers resilient, reliable, and secure data protection to ensure business continuity**

“Veeam backs up frequently and verifies our backups are recoverable,” Friedwagner said. “This helps minimize the risk of data loss and ensures that critical data and applications can be quickly recovered in the event of a failure or disaster.”

### **Scales to accommodate data growth; flexes to back up any workload to anywhere**

“Veeam is designed to be scalable and flexible, enabling it to accommodate the needs of businesses of all sizes,” Friedwagner said. “Veeam supports all platforms, providing us with the flexibility we need to protect our critical data and applications.”

### **Offers multi-layered backup immutability to protect against ransomware attacks**

“Veeam provides a number of security features to help protect against data loss and certify the integrity of our backups,” Friedwagner said. “For example, backup encryption ensures that our backups are stored securely and cannot be accessed by unauthorized users. Additionally, Veeam offers multi-factor authentication and immutability, which gives us an additional layer of security to protect against unauthorized access to the backup and recovery environment.”

### **About Veeam Software**

Veeam®, the #1 global market leader in data resilience, believes every business should be able to bounce forward after a disruption with the confidence and control of all their data whenever and wherever they need it. Veeam calls this radical resilience, and we're obsessed with creating innovative ways to help our customers achieve it. Veeam solutions are purpose-built for powering data resilience by providing data backup, data recovery, data portability, data security, and data intelligence. With Veeam, IT and security leaders rest easy knowing that their apps and data are protected and always available across their cloud, virtual, physical, SaaS, and Kubernetes environments. Headquartered in Seattle with offices in more than 30 countries, Veeam protects over 550,000 customers worldwide, including 82% of the Fortune 500, that trust Veeam to keep their businesses running. Radical resilience starts with Veeam. Learn more at [www.veeam.com](http://www.veeam.com) or follow Veeam on LinkedIn [@veeam-software](https://www.linkedin.com/company/veeam) and X [@veeam](https://twitter.com/veeam).

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