BDRShield (formerly BDRSuite)

vs

Veeam

Cost-Effective, Scalable Backup & DR for MSPs, SMBs, and Mid-Market Businesses

BDRShield
by Vembu

Executive Summary

This comparison evaluates BDRShield and Veeam as backup and disaster recovery platforms for three distinct audiences: Managed Service Providers (MSPs), Small and Medium Businesses (SMBs), and Mid-Market Enterprises. BDRShield emerges as a compelling alternative for organizations prioritizing cost-efficiency, operational simplicity, and comprehensive workload protection from a single unified platform.

Top 3 Key Differentiators:

1. Pricing & TCO: BDRShield delivers up to 70% guaranteed cost savings compared to Veeam with industry-lowest pricing, flexible licensing (monthly, annual, perpetual), and 3X higher partner margins for MSPs. Recent community discussions indicate Veeam customers have experienced price increases of 25-50% in recent renewal cycles.

2. Unified Management Simplicity: BDRShield provides both cloud-managed and self-hosted consoles with unified management for all workloads (Endpoints, Servers, SaaS, VMs, Cloud VMs) and storage targets (Your Cloud, BDRShield Cloud, On-Premise storage) without requiring multiple products or complex certifications. Veeam doesn't offer truly unified console and also requires specialized technical expertise and formal certifications (VMCE, VMCA) to deploy and manage effectively.

3. MSP-First Architecture: BDRShield offers true multi-tenancy with centralized console, PSA/RMM integration, white-labeling, Webservices API, monthly billing, no minimum commitments, and simplified licensing. Veeam's MSP capabilities require additional products (Service Provider Console) and rental licensing programs (VCSP), with complexity that often necessitates dedicated backup specialists.

Decision Criteria	BDRShield Summary	Veeam Summary	Business Impact	Best Suited For
Total Cost of Ownership	Industry-lowest pricing with perpetual and subscription options; no minimum purchase requirements; monthly billing for MSPs	Universal License (VUL) per-workload model with 1-5 year terms; reported price increases of 25-50% in recent renewals; separate licensing for M365/Salesforce/Kasten	**High Impact:** BDRShield offers 70% guaranteed cost savings over 3 years, particularly significant for SMBs and cost-conscious mid-market organizations	**BDRShield:** Budget-conscious SMBs, MSPs with thin margins
Ease of Use & Learning Curve	Simple, intuitive UI requiring minimal training; single edition for all features; ready to deploy in minutes	Enterprise-grade complexity requiring VMCE certification (6+ months experience recommended); VMCA for architects; multi-day training courses required	**High Impact:** Reduced time-to-deployment and lower training costs; BDRShield eliminates need for dedicated backup specialists	**BDRShield:** IT teams without specialized backup staff, SMBs
MSP Multi-Tenancy	Built-in true multi-tenancy with centralized management, monthly billing, white-labeling, PSA/RMM integration	Requires Service Provider Console (separate product) + VCSP rental licensing program; newly introduced Veeam Data Cloud for MSPs (SaaS model) adds true multi-tenancy for M365 workloads	Medium Impact: BDRShield's native MSP architecture reduces operational overhead; Veeam requires additional products and licensing complexity	**BDRShield**: MSPs seeking simplified operations and rapid client onboarding
Workload Coverage	Single platform protects: • Endpoints & Servers (Windows/Linux/Mac/NAS) • SaaS (Microsoft 365, Google Workspace) • VMs (VMware, Hyper-V, Proxmox, KVM, oVirt), Cloud VMs (AWS, Azure) • DBs/Apps (SQL, MySQL, PostgreSQL, Exchange, SharePoint)	VDP covers VMs, physical, cloud; M365, Salesforce, and Kasten K8s require separate standalone products with separate licensing	Medium Impact: BDRShield's unified licensing simplifies procurement and billing; Veeam requires managing multiple product SKUs	**BDRShield:** Organizations needing diverse workload protection under unified licensing
Management Console Options	Choice of cloud-managed (SaaS) or on-premise deployment; single console for all workloads and storage targets	Primarily on-premise management; new Veeam Data Cloud for MSPs offers SaaS option for M365 and select workloads; Service Provider Console for MSPs	Medium Impact: BDRShield offers deployment flexibility for compliance-sensitive industries; Veeam's cloud management is nascent and workload-limited	**BDRShield:** Organizations requiring on-premise control or rapid cloud deployment

Decision Criteria	BDRShield Summary	Veeam Summary	Business Impact	Best Suited For
RTO/RPO Capabilities	Instant Boot VM (≤1 minute), VM replication with failover/failback, backup scheduling down to every 15 minutes, automated backup verification, granular recovery options	Continuous Data Protection (CDP) for near-zero RPO, Instant Recovery, replication, can achieve <15 minute RTO/RPO with proper configuration and DRaaS setup	**Low Impact:** Both platforms support aggressive RTO/RPO targets; Veeam's CDP requires additional infrastructure and expertise	**Tie:** Both platforms capable of meeting enterprise RTO/RPO requirements
Ransomware Protection	Immutable backups (Linux hardened repo + cloud object lock), anomaly detection, malware scanning (pre-backup/pre-restore), MFA, air-gapped copies, 3-2-1 implementation, custom restore passwords	Hardened Repository (immutability), Veeam Vault, multi-layered malware detection, 3-2-1-1-0 rule support	**Low Impact:** Both platforms offer robust ransomware defense; BDRShield provides comprehensive protection at lower cost	**Tie:** Both platforms provide enterprise-grade ransomware resilience
Support & SLA	24/7 technical support included with all licenses (subscription and perpetual with AMC); highly responsive support	24/7 support available; certification holders receive priority support; community forums and extensive documentation; quality varies by customer segment	**Medium Impact:** BDRShield's inclusive support model reduces hidden costs; customers report Veeam may deprioritize smaller accounts	**BDRShield:** Businesses & MSPs requiring consistent, responsive support regardless of account size
Compliance Readiness	Security practices support SOC 2, HIPAA, GDPR, ISO 27001 compliance; customizable retention policies (basic and GFS)	Comply with all Global regulations	**Low Impact:** Both platforms support major compliance frameworks; specific requirements should be validated	**Tie:** Both platforms compliance-ready
Scalability	Unlimited clients and workloads; scales from single endpoint to enterprise; pay-only-for-what-you-use model	Scales from SMB (Essentials edition) to large enterprise	**Low Impact:** Both platforms scale effectively	**Tie:** Both platforms are scalable

Feature-by-Feature Comparison

Platforms & Hypervisors

Feature	BDRShield	Veeam
Endpoints & Servers	• Windows Server 2012 & above • Windows 8.1 & above • Linux (Debian, Ubuntu, CentOS, RHEL, SUSE) • Mac (Intel & ARM)	Windows, Linux, Mac, IBM AIX, Oracle Solaris
SaaS	• Microsoft 365 • Google Workspace (SaaS backup available within unified console)	Microsoft 365 (separate standalone product), Salesforce (separate product)
Virtual Platforms	• VMware vSphere 5.X-8.X • Hyper-V 2012-2025 • Proxmox VE 7.4-8.4 • KVM (Debian, Ubuntu, RHEL-based) • oVirt 4.5+	VMware vSphere, Hyper-V, Nutanix AHV
Cloud Platforms	AWS EC2 Instances, Azure VMs	AWS, Azure, Google Cloud (via separate products)
Databases	SQL Server 2012-2022, MySQL 5.7-8.1, PostgreSQL 12-15	SQL, MySQL, PostgreSQL, Oracle (via plugins), SAP HANA
Applications	Exchange Server, SharePoint Server	Exchange, SharePoint, Active Directory

Verdict: BDRShield offers broader native out-of-box coverage including Proxmox, KVM, oVirt, and native M365, Google Workspace support. Veeam requires separate products for M365 and Salesforce, complicating licensing.

Backup & Recovery Types

Feature	BDRShield	Veeam
Backup Types	File/Folder Backup, Disk Image Backup, SaaS Backup, Agentless VM & Cloud VM Backup, Application & Database level Backup	Image-based, file-level, application-aware, agent-based, agentless
Backup Frequency	Every 15 minutes, hourly, daily, weekly, monthly, custom	Every 15 minutes (CDP for near-continuous), scheduled intervals
Deduplication	40-70% data savings	Variable compression (source-side and target-side)
Retention	Basic and GFS (Grandfather-Father-Son) policies	GFS, custom retention, Forever Forward Incremental
Instant Recovery	Instant Boot VM (VMs & physical servers to any hypervisor in <1 minute)	Instant VM Recovery, Instant File-Level Recovery
Granular Recovery	File-level, disk-level, application-item level (Exchange, SQL, AD, SharePoint), M365/Google Workspace item recovery	File-level, application-item, VM disk, SQL, Exchange, AD, SharePoint
Cross-Platform	V2V, P2V, V2P migration; Restore as Cloud VM (Azure)	V2V, P2V capabilities
Bare Metal Recovery	Yes (same or different hardware)	Yes
VM Replication	VMware & Hyper-V with failover/failback	Replication for major hypervisors

Verdict: Both platforms offer comprehensive backup and recovery capabilities. BDRShield's Instant Boot VM works across hypervisors (VMware, Hyper-V, KVM) regardless of source, providing greater flexibility.

Storage & Cloud Integration

Feature	BDRShield	Veeam
Storage Targets	• **On-Premise Storage** - Local disk, NAS, SAN, dedupe appliances • **BDRShield Cloud** - our secure, cost-effective storage • **Your Public Cloud** - Amazon S3, Azure Blob, Google Cloud, Wasabi, any S3-compatible storage	Local, NAS, SAN, deduplication appliances, Veeam Cloud Connect, object storage (S3, Azure Blob)
Hybrid Storage	Yes (simultaneous local + cloud)	Yes (via Scale-out Backup Repository)
Cloud Storage	Optional BDRShield Cloud (cost-effective) + BYOC options	Veeam Vault (immutable cloud storage), Cloud Connect partners
Offsite/DR Copy	Built-in offsite replication to remote datacenter or cloud, secondary backup copy, tape archival	Backup Copy Jobs, Cloud Connect Replication

Verdict: Both platforms support hybrid and cloud storage. BDRShield's pricing on cloud storage is more cost-effective.

Security & Ransomware Protection

Feature	BDRShield	Veeam
Immutable Backups	Yes (Linux hardened repo + Object Lock for cloud storage)	Yes (Hardened Repository, object storage immutability)
Malware Scanning	Pre-backup and pre-restore scanning	Pre-backup and pre-restore scanning
Anomaly Detection	Yes (suspicious activity detection)	Yes
Encryption	AES-256 encryption (in transit & at rest)	AES-256 encryption (in transit & at rest)
MFA	Yes (enforced at every login)	Yes
RBAC	Yes - Role-based access with granular permissions	Role-based access with granular permissions
Air-gapped Copies	Yes (3-2-1 implementation)	Yes (3-2-1-1-0 rule support)
Ransomware Recovery	Automated backup verification, instant recovery from immutable copies	Secure Restore, verified backups

Verdict: BDRShield provides comprehensive protection and assured recovery at significantly lower cost.

MSP-Specific Features

Feature	BDRShield	Veeam
Multi-Tenancy	Built-in true multi-tenancy via unified console	Requires Service Provider Console; new Data Cloud for MSPs offers true multi-tenancy for select workloads
Monthly Billing	Yes (MSP-exclusive)	Via VCSP rental program (points-based)
White-Labeling	Yes	Via Service Provider Console
Centralized Management	Single dashboard for all clients	Service Provider Console for client management
PSA/RMM Integration	Yes	Via Service Provider Console APIs
Partner Margins	3X higher margin potential	Standard channel margins
Minimum Commitments	No minimums or targets	Varies by program
Client Onboarding	Simplified rapid onboarding	Requires configuration per client; Data Cloud for MSPs simplifies onboarding

Verdict: BDRShield is purpose-built for MSPs with native multi-tenancy, monthly billing, and industry-leading margins. Veeam's MSP capabilities require additional products and complexity.

Licensing & Pricing Models

Feature	BDRShield	Veeam
License Types	Subscription (annual, 2-year, 3-year, 5-year) + Perpetual	Subscription (1-5 year VUL), rental (VCSP)
Pricing Metrics	Per endpoint, per server, per VM, per 500GB (NAS), per user (SaaS), per application, per GB (cloud storage)	Per workload (VUL), per instance, per user (M365 separate), per socket (legacy)
Monthly Billing	Yes (MSP-exclusive)	Via VCSP rental program
Minimum Purchase	None	VUL sold in packs of 5 or 10
Cost Position	Industry-lowest pricing	Premium pricing with reported 25-50% increases in recent renewals
Support Included	24/7 support with all licenses	Included; priority support for certified professionals
AMC (Perpetual)	Optional 1-5 year AMC after Year 1	N/A (phasing out perpetual)

Verdict: BDRShield offers significantly more cost-effective licensing with greater flexibility (monthly, perpetual, no minimums). Veeam customers report substantial price increases and migration from perpetual to subscription-only models.

Support, Training & Certification

Feature	BDRShield	Veeam
Support Availability	24/7 via email, chat, phone	24/7 support; priority for certified users
Documentation	Exclusive Knowledge base with KBs, FAQs, user guides, demo videos, best practices & community forum	Extensive help center, best practices, community forums
Training Requirements	Minimal (simple UI, low learning curve)	Formal certifications recommended: VMCE (4-day course + 6 months experience), VMCA (3-day course for architects)
Certification Programs	Not required. However, Free Training & Cetrification for all.	VMCE (Certified Engineer), VMCA (Certified Architect, retiring Nov 2025), VMCSE (coming 2025)
Support Experience	Highly responsive, knowledgeable staff, 100% satisfaction ratings across all account sizes.	Mixed reviews; smaller customers report deprioritization, longer response times

Verdict: BDRShield's simplicity eliminates certification requirements and training costs. Veeam's complexity necessitates multi-day training and formal certifications, adding to TCO. Further, BDRShield delivers responsive, consistent support across all account sizes.

3-Year Total Cost of Ownership (TCO) Comparison: BDRShield vs Veeam

Workloads: 150 VMs, 300 Endpoints, 200 M365 Users

Cost Component	BDRShield (3-yr List Price)	Veeam (3-yr Estimate)
Software Licensing	$39,600	$120,000 – $180,000
Training/Certification	$0 (Free Training & Certification)	$10,000 – $15,000 (multiple staff)
Implementation	Included	$15,000 – $25,000
Support	Included	Included
Cloud Storage (Assuming 15 TB Data)	$16,200 (Optional) Applicable only if BDRCloud storage is used	$15,000 – $25,000 (optional)
Total 3-Year TCO (No Cloud)	$39,600	$160,000 – $245,000
Total 3-Year TCO (With Cloud)	$55,800	$175,000 – $270,000
Savings	**68%–84% lower TCO with BDRShield**	–

Verdict: BDRShield Delivers Up to 70% lower TCO vs. Veeam

Assumptions:

- BDRShield pricing reflects 3-year subscription list rates, which already include long-term discounts. MSPs receive exclusive partner pricing, and businesses receive additional multi-year and volume-based discounts—further reducing TCO.
- Veeam Estimate based on average market pricing and customer testimonials. Veaam's pricing reflects VUL model and separate M365 licensing; recent community reports indicate 25-50% price increases during renewals. Training costs assume VMCE certification for Veeam staff ($3,000-$5,000 per person including course + exam).
- Implementation costs reflect complexity differences
- Cloud storage costs vary by region and usage patterns

Customer Testimonial Highlights

BDRShield Customers (Previously Used Veeam)

> “I previously used Veeam but it was more expensive, complicated, and less resourceful than BDRSuite.“ **- Klauber Walz Rocha, CTO**

> “After switching from VEEAM, I found BDRSuite much easier to use and set up. The support team have been extremely helpful with any questions I’ve had.“ - **Chris B**

> “For us, it was a thing between usability and pricing. We tried different vendors like Iperius Backup and Veeam, but they were not like Vembu.“ - **Ralph B, IT Administrator**

> “We have been migrating clients from VEEAM to Vembu at a steady rate. Vembu has a consistent and affordable price point versus the ridiculous scaling costs of other solutions on the market.“ - **Tom C**

> “We previously used Veeam, and we made the switch due to the change in their licensing. They don’t do perpetual licensing anymore. They’re going to a subscription-based model, which doesn’t fit with our business model.“ **- Isaac K, Network Engineer**

> “I tested Vembu against Veeam and for the price, Vembu was the better option. I also had a great support experience... While using Veeam the software was not as intuitive and support responses were not as swift and accurate.“ **- Jesse Brandt, System Administrator**

> “I don’t think any platform can beat BDRSuite’s pricing. The cost is much lower than paying thousands per month for Datto, Kaseya, or Veeam.“ **- Tony Ashvanian, Boom Logic**

Conclusion & Recommendations

For MSPs, Mid-Market Businesses & SMBs, BDRShield's industry-lowest pricing, intuitive management, and comprehensive feature set make it an economically compelling alternative to Veeam's enterprise-focused, premium-priced offering.

Mid-Market	SMBs	MSPs
• Hybrid environments (on-prem + cloud + SaaS) require unified management • Compliance needs (GDPR, HIPAA, SOC 2) are met without premium pricing • Scalability from current state to 2-3X growth without license renegotiation • Cost optimization initiatives target 60-70% backup/DR savings	• Budget constraints are significant (70% cost savings over Veeam) • You lack dedicated backup specialists • You need fast deployment without multi-day training • Diverse workload coverage (VMs, physical, SaaS, cloud) under one license • Perpetual licensing option provides CapEx benefits	• You need true multi-tenancy without additional products • Monthly billing and no minimum commitments fit your cash flow • Higher margins (3X) & Industry-lowest pricing for profitability • Rapid client onboarding and simplified management • Third-party integration, Branding, WebServices API

Disclaimer: Product features, specifications, and pricing subject to change. Verify current details with vendors before making purchasing decisions. This comparison is provided for informational purposes only