

# veeam



FATMA MIDIK

VEEAM ENTERPRISE SALES SENIOR MANAGER

KENAN ÇİFTÇİ

BURGAN BANK SİSTEM YÖNETİMİ BİRİM YÖNETİCİSİ

#

Veri Dayanıklılığı

1

**\$1.75B+**

Total ARR

**550K+**

Total Customers

**30%**

Subscription & SaaS  
ARR YoY Growth

**67%**

Global 2000  
Customers

**150**

Countries Served

**34k**

Partners  
Worldwide

Market share

**#1**

in global market share in  
Data Protection Software  
per IDC

Industry recognition

**#1**

for strategy and a Leader  
in the  
2024 Forrester Wave

Market leadership

**#1**

in ability to execute and  
Leader per the 2024  
Gartner Magic Quadrant

**#1**

in market share for  
Microsoft 365  
Data Protection

**#1**

In Enterprise Backup and  
Recovery Software,  
Worldwide per Gartner

**#1**

in market share for  
Kubernetes  
Data Protection

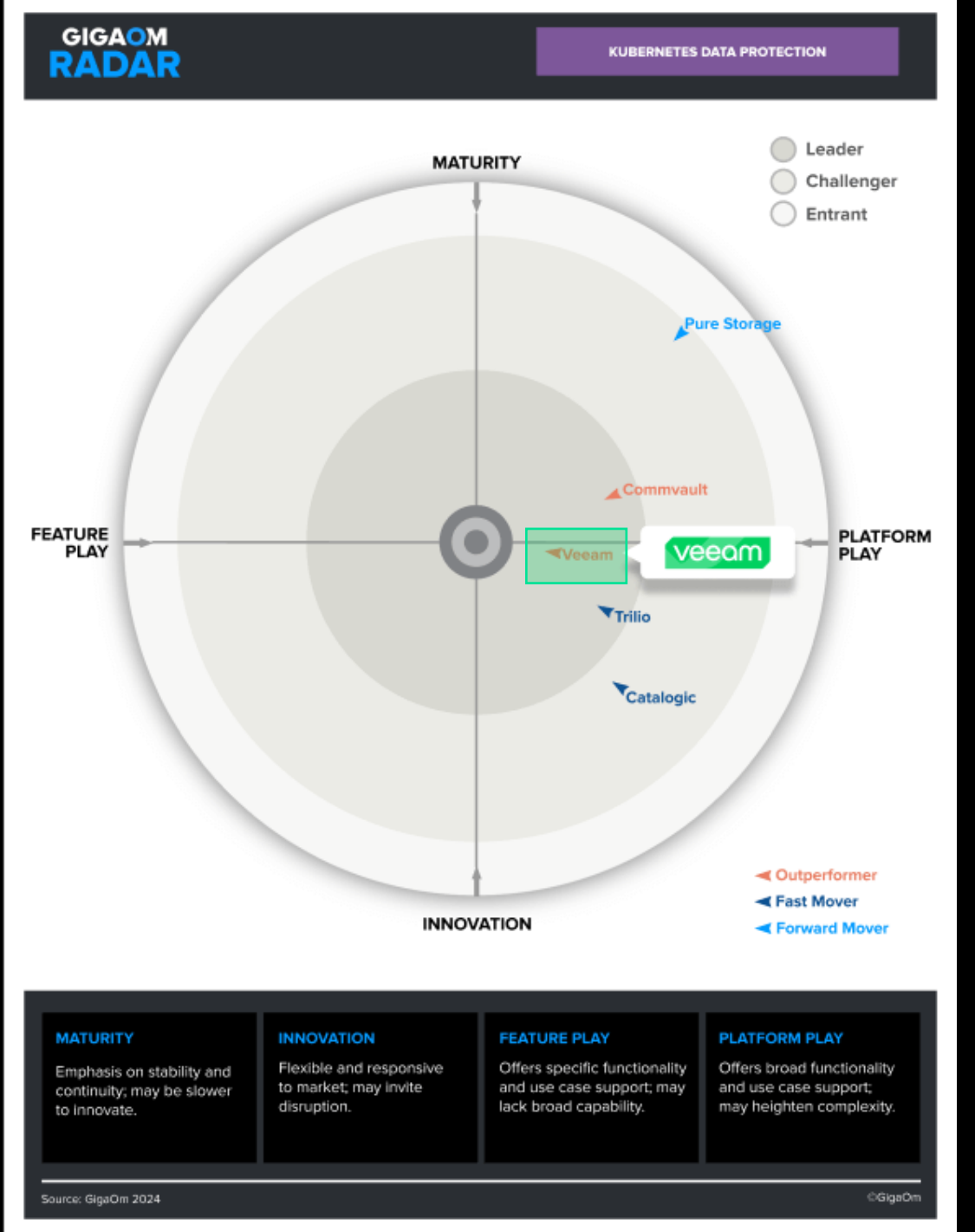


# #1 Kubernetes Veri Koruması

GigaOm tarafından  
5. Kez Lider ve Üstün Performans  
Gösteren Kubernetes Veri Koruması

GigaOm Radar for Kubernetes Data Protection 2024,  
[<https://www.veeam.com/blog/k8s-data-protection-gigaom.html>]

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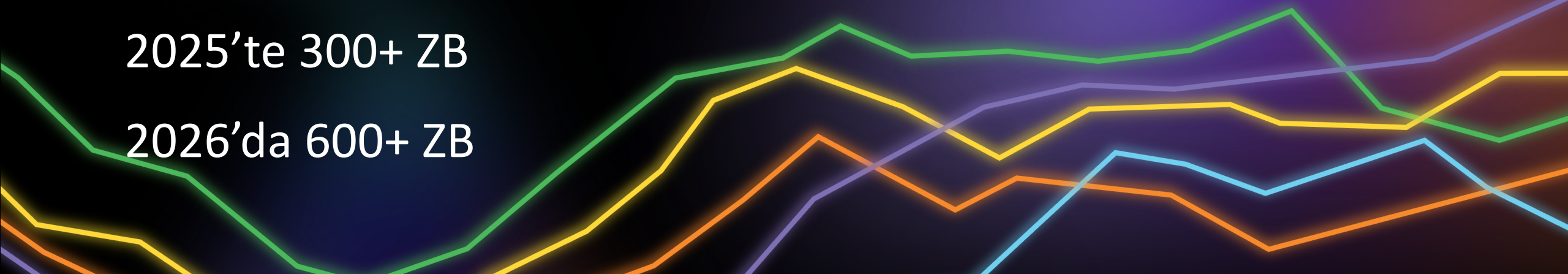


# 150+ ZB

2024'te yaratılan veri miktarı

2025'te 300+ ZB

2026'da 600+ ZB



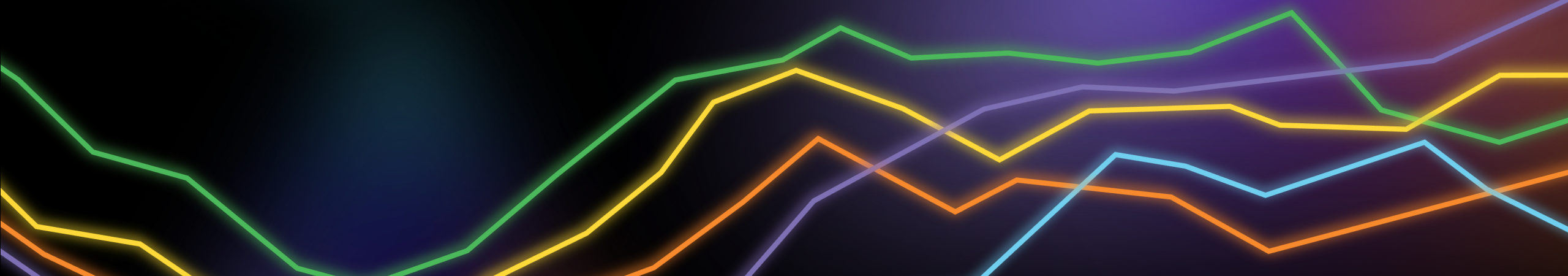


# Fidye Saldırı Trendleri



# 69%

Geçtiğimiz yıl siber saldırıya maruz  
kalan şirketlerin oranı (en az 1 kere)

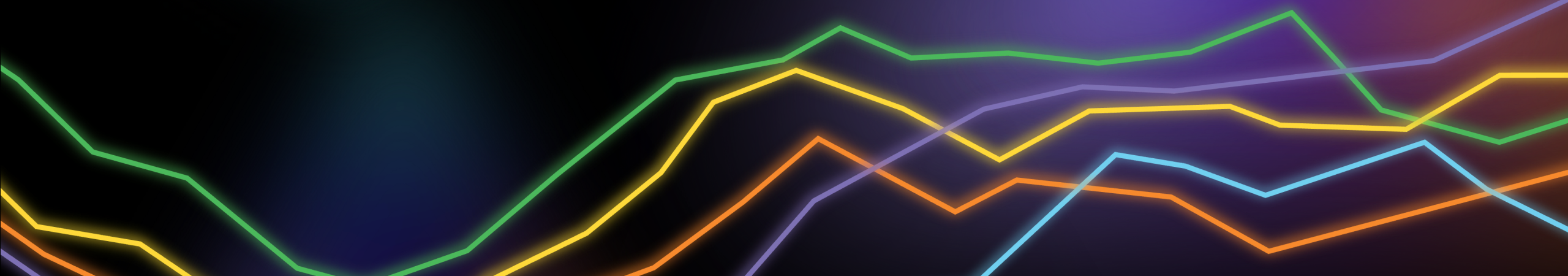


# 89%

Yedekleri hedef alınan  
şirketlerin oranı

# 34%

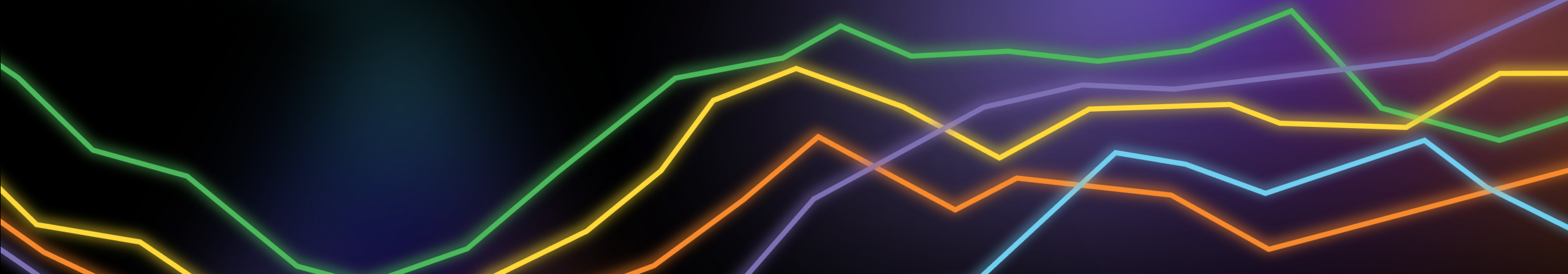
Yedek verileri kurtarılamaz şekilde  
zarar gören şirketlerin oranı





# 24saat

Saldırganın sızma, veri çalma ve fidye talebinde bulunması için gereken süre



**En Dayanıklı Şirketler  
Ne Yapıyorlar?**



## Our Goals

A large white circle with the number '01' in the center, surrounded by a dark blue ring and several smaller dark blue circles of varying sizes.

01

### Scale in Customers

Burgan Bank reached 1M+ Customers  
targeting 2M Customers in 2025  
Serve Customer 7x24 with minimal  
service disruptions

A large white circle with the number '02' in the center, surrounded by a bright green ring and several smaller green circles of varying sizes.

02

### Scale in Parallel Delivery of new Products & Services

Launch new products and service  
offerings through digital channels in  
parallel

A large white circle with the number '03' in the center, surrounded by a bright blue ring and several smaller blue circles of varying sizes.

03

### Scale by Automated Decisions

Use Data, Analytics, AI and Decision  
Management Systems to make  
automated excellent decisions.  
Serve Customers Fast  
Minimize Manual Work

# Angle of Attack

## Closing the Gap with Angle of Attack in Digital Transformation

### Angle of Attack Analogy

Increasing an aircraft's angle of attack allows it to climb faster.

Similarly, strategic projects can accelerate our digital transformation.

### Takeaways

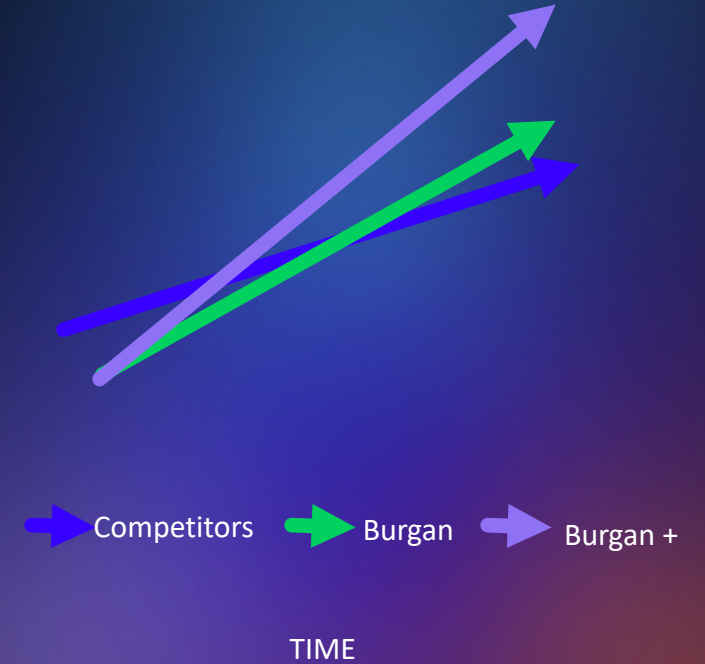


Implementing strategic "angle of attack" projects increases our growth rate.

We close the gap with competitors more quickly.

Sets a foundation for sustainable, long-term success.

DIGITAL CAPABILITY GROWTH AND  
MARKET PRESENCE





# Accelerating Growth Through Digital Innovation

Strategic technology investments driving revenue growth, operational efficiency, and market expansion



## Digital Organization

DevOps culture, agile product squads, continuous delivery model



## Omnichannel Full Featured Banking

Unified platform serving mobile, open banking, call center and partner channels with accounts, cards, payments, loans, investment management and in-app marketing



## Modern Architecture

Cloud-native architecture with microservices, DevOps automation, and resilient infrastructure



## Advanced Analytics

SAS Viya powered fraud detection, loan allocation, predictive collections and next best action



## AI & Innovation

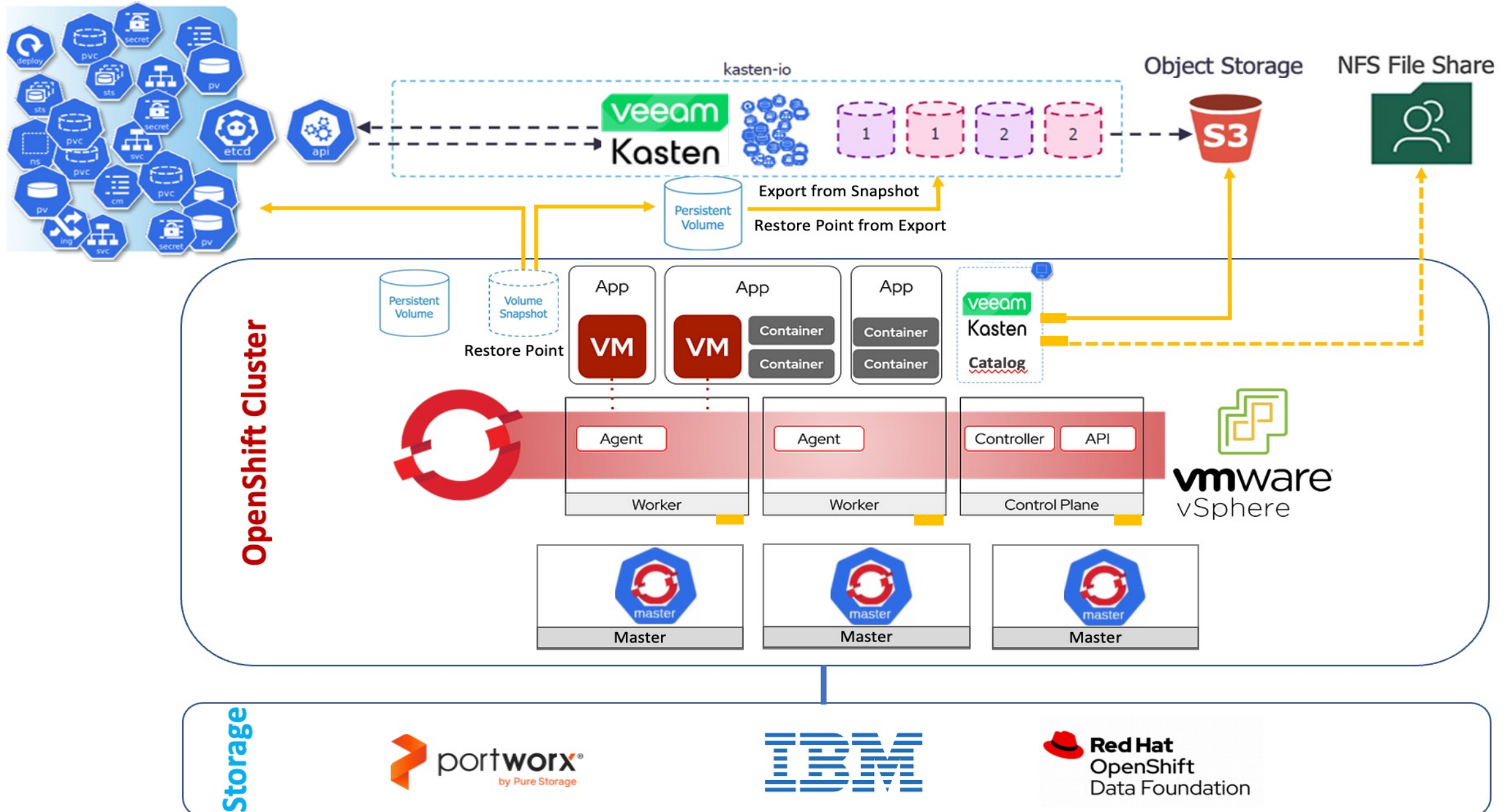
In-house generative AI enhancing employee productivity, customer service, and intelligent document processing



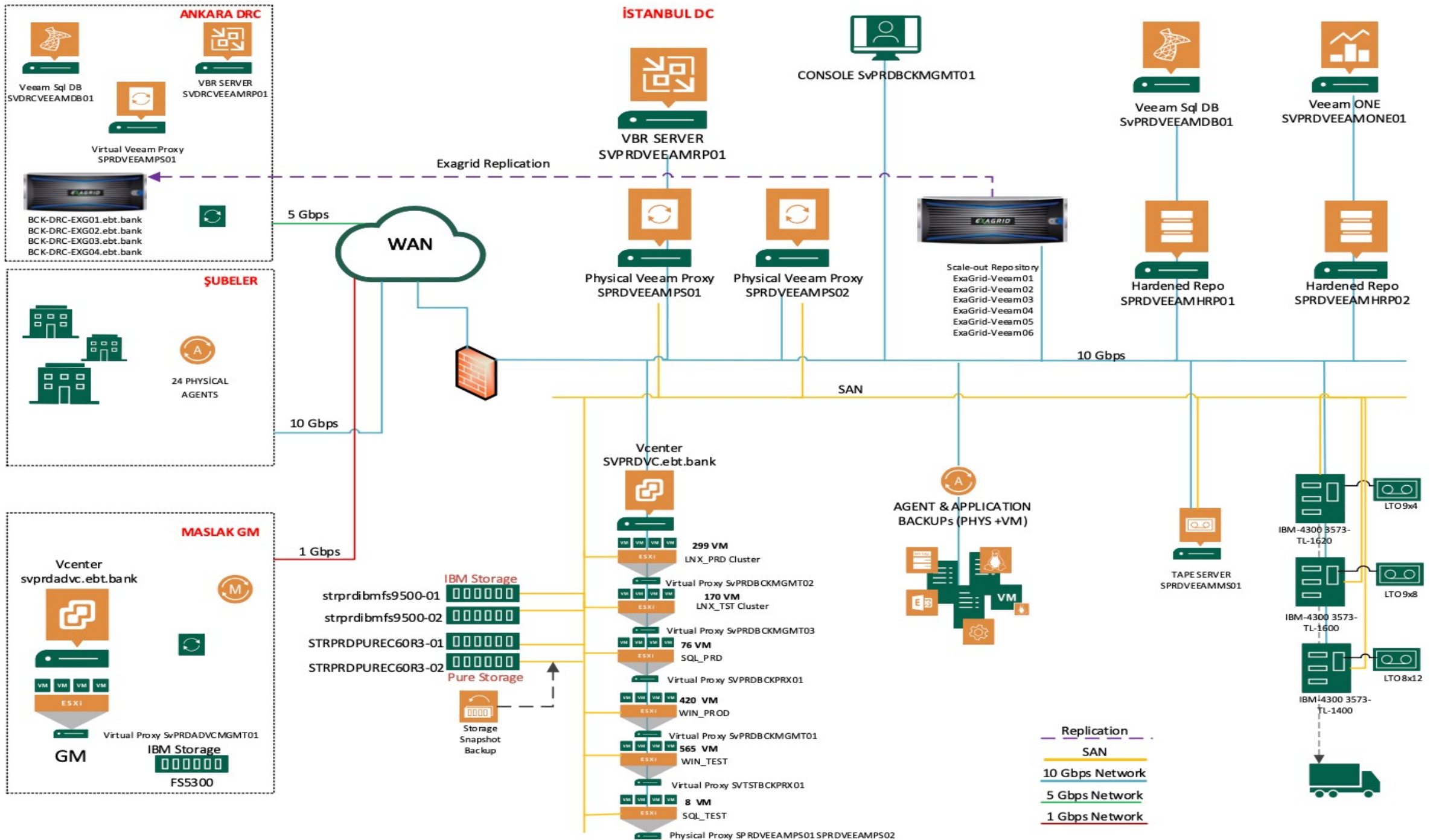
## Service Excellence

Platform observability, anomaly detection, and automated incident response

# VEEAM KASTEN TOPOLOJİ











# Veeam

AI Veri  
Dayanıklılığı için  
geliştirilmiş özel  
çözümler



The background is a dark blue and purple gradient. It features a faint, stylized globe in the center. Overlaid on the globe and background are numerous binary digits (0s and 1s) in various sizes and colors (white, yellow, orange). There are also some curved, glowing lines in orange and yellow, suggesting data flow or connectivity.

**Verilerinizi güvenli, dayanıklı ve  
7/24/365 erişilebilir kılıyoruz.**



Teşekkürler