WHITE PAPER

Greater Value from a Consolidated Data and Information Management Platform

Sponsored by: CommVault

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IDC OPINION

Today, IT departments are grappling with a storm of challenges. Explosive data growth outside of the datacenter, particularly on endpoint devices such as tablets and phones, is pushing IT managers to ensure greater anytime, anywhere access. In addition, IT staffs are now managing multiple hypervisors in their environment, adding to management complexity and costs. Finally, IT managers are increasingly managing information as well as infrastructure and having to adopt converged protection strategies – with more aggressive recovery point objectives and recovery time objectives (RPOs/RTOs) – across applications and the cloud to ensure scalability, agility, and cost-effectiveness.

Unfortunately, IT departments lack a holistic or singular set of tools to manage the diverse needs of their data and infrastructure. This can put both IT and the business at risk. In this rapidly growing, increasingly complex, virtualized, and geographically dispersed IT environment, a consolidated information management platform can help:

- Enable nonstop IT operations, allowing managers to meet aggressive RPOs/RTOs for application recovery while meeting budget objectives.
- Reduce complexity, mitigate risk, and allow end users greater access to their data anytime, anyplace, and on any device, with self-service recovery options.
- Increase storage efficiency and optimization with the use of data deduplication or compression to control infrastructure costs.
- Reduce IT staff time, including the time needed to customize scripts and manage and implement point-oriented products for data protection, recovery, replication, and archiving.

This IDC White Paper examines how CommVault's Simpana software provides IT departments a consolidated data and information management solution that addresses diverse customer needs and allows customers to extract greater value from their data, infrastructure, and staff resources. IDC also reviews findings from CommVault's 2013 customer survey wherein Simpana users reported significant performance improvements as well as administrative savings across backup administration (50%+), reporting (61%), time spent searching for data for recovery (60%), and snapshot administration (52%).
SITUATION OVERVIEW

IT departments are already benefiting from many new advances in data storage (e.g., storage efficiency and scale-out architecture), and IT infrastructure improvements are helping better manage highly virtualized environments. However, considerable complexity persists in managing, protecting, and accessing data and applications. Explosive data growth adds to the complexity and cost. Many IT departments are looking for alternative tools to solve their management challenges.

In recent years, customers have been increasingly adopting disk protection strategies such as array-based replication and snapshots. These new tools and strategies certainly help, but they also add new processes to manage. In many cases, IT staff time is taken up by deploying, managing, and maintaining a separate set of tools tied to a specific storage array or application. Critical and costly IT staff time is devoted to manual processes such as scripting or managing different consoles. IT departments need to ensure their infrastructure is efficient and optimized through the use of deduplication, compression, automated tiering, and policy-based retention. They need to ensure business continuity, in addition to delivering on the following initiatives:

- **Consolidation** of data protection and management solutions to reduce IT staff time and costs and allow for more rapid, granular, item-level recovery of files, folders, and/or applications
- **Application, array, and snapshot integration** for optimal data management and recovery
- **Modernization** to improve the indexing and cataloging of data captured in the backup process to enable or perform other processes such as archive or eDiscovery without interrupting or degrading performance or backup windows
- **Cloud** to facilitate the movement and recovery of data to and from offsite repositories to alter the data storage cost equation

CommVault Simpana 10 Delivers a More Holistic Approach to Data and Information Management

Simpana, CommVault's flagship data protection and management solution, provides end users the necessary tools to tightly integrate backup with other key processes such as snapshots, array-based replication, archive, eDiscovery, and endpoint protection, as well as with application- and cloud-based recovery. CommVault has made significant advancements in building in application awareness and intelligence about data types, enabling automation across content retention, discovery, and recovery. Simpana also allows for self-service access of data, enabling IT resources to be freed up and redeployed to focus on strategic initiatives and increase workforce productivity.

Simply put, we believe CommVault's Simpana brings a high degree of utility, differentiation, and customer value. CommVault Simpana's strengths and differentiators include:

- A broad range of distributed backup, recovery, snapshot management, archiving, and eDiscovery capabilities managed through a single management console
- Software delivered on a common platform with data protection, archive, and replication as well as search capabilities leveraging a common index and supporting all open system platforms
Integration and embedding of block-level source deduplication throughout a firm's data management infrastructure

A "singular" architecture with focus on data and information management built on a single code base that is unencumbered by acquisitions, product integration, or the protection of a legacy installed base

Broad application integration, which reduces management complexity (Simpana supports application recovery for leading enterprise solutions such as Microsoft Exchange, Microsoft SharePoint, Microsoft SQL Server, Microsoft Hyper-V, VMware, IBM DB2, IBM Lotus Notes, SAP, and Oracle.)

Application-aware hardware snapshot management, with Simpana IntelliSnap technology supporting what IDC believes to be the largest number of storage arrays and vendors in the industry – and linking to Simpana's indexing, search, deduplication, archiving, reporting, and replication capabilities

Greater efficiency in managing data contained in large-scale file systems and emails with Simpana OnePass (Simpana OnePass is a single collection point of data that enables customers to capture, manage, and retain data based on the data's business value and without adding new processes or degrading backup performance.)

Centralized cataloging and indexing of backup and archive data with ContentStore (ContentStore is a hardware-independent virtual repository that allows customers to alleviate separate silos of data created during the backup or archive processes. A common repository of data allows for greater control and access of data across workflows. A common index enables a much higher degree of control over data retention via content-based retention policies.)

Software that can essentially limit long-term retention to a single "reference" copy of data (This enables efficient data protection, efficient private clouds, and efficient content indexing for eDiscovery – at petabyte scale. Simpana enables performance at the same scale with indexed, array-based snapshots and replication.)

Support for many types of clustering technologies, both inside and outside of hypervisors, which can drastically simplify SLA attainment

Securitization of data at the object level to enable secure multitenancy and secure end-user mobile access

Management across the entire data life cycle, preserving data context and application awareness from snapshots to backup, archive, and private or public cloud-based disaster recovery (DR) data sets, enabling automated recovery from any tier back to the original source or application context

Customers Unlock Greater Value from Simpana’s Consolidated Data and Information Management Platform

Customers adopting and deploying Simpana as a data and information platform have enjoyed a good measure of simplification and the ability to consolidate and streamline their IT operations by eliminating a plethora of point-oriented products and processes. Furthermore, Simpana has allowed customers to mitigate the risk of and exposure to data loss and unplanned downtime by improving backup performance and providing greater assurance that applications and data can be recovered in a timely manner. Finally, Simpana customers can leverage the array-based snapshots managed by
IntelliSnap to vastly increase the daily number of recovery points to meet more aggressive recovery objectives without degrading backup performance. As a result, customers can recover and encrypt data to meet discovery and compliance requirements across their entire data life cycle while reducing exposure to data loss, lowering costs, and freeing up valuable IT resources.

Our views are validated by a CommVault survey (conducted in the summer of 2013) of over 330 of its North American customers. The core findings of the survey highlighted that a majority of Simpana customers reported significant reductions in administrative overhead and costs across multiple IT categories and experienced an improved time to value over previous data protection and management strategies. Many findings from CommVault's customer survey align with IDC's own research and insights, including:

- Many customers use additional capabilities beyond backup, such as content indexing, archiving, replication, snapshot management, and deduplication.
- The use of a single platform allowed many customers to see significant reductions in weekly administration time, despite high rates of annual data growth. Based on the survey, Simpana customers reported a 50%+ reduction for backup administration, 61% reduction for reporting, 60% reduction in weekly time spent searching for data for recovery, and 52% reduction in administration time for snapshots.
- Further, 39% of customers avoided adding another full-time employee, a significant cost savings for customers dealing with exponential data growth costs.
- Consolidating onto a single platform reduced risk. Based on the survey, 29% of Simpana customers were experiencing "high or significant" risk (exposure to data loss, revenue loss, or litigation or compliance issues) before deploying Simpana and an additional 49% were experiencing "moderate risk." After Simpana was deployed, those customers experiencing higher risk dropped to 3%, and fully 76% of customers described their exposure to risk as "low or very low."

**Measurable Savings After Deploying Simpana**

Simpana's differentiated functionality and single-platform consolidation also enabled some CommVault customers to reduce spending on infrastructure, software, and services, with spending reductions increasing for larger enterprises.

Nearly half of CommVault customers experienced 50% annual data growth since deploying Simpana, and a quarter of the customers saw 100% data growth. Despite this challenge, however, customers that had more than 50TB of data saw no increase in annual primary and secondary disk storage spending. They also saw infrastructure reductions on tape libraries, tape media, and remote site infrastructure. Modernizing and standardizing on a single data management platform should reduce aggregate software spending while making a significant impact on tape and remote site infrastructure.
One customer's experience stood out in terms of highlighting the potential cost impact. IDC spoke with this customer on condition of anonymity but confirmed the following:

- 2PB of data, with annual growth rate of 76-100%
- Heterogeneous storage and compute environment (90% virtualized with VMware and Hyper-V)
- Significant staff hour savings due to Simpana's centralized reporting and management (Weekly time saved after deployment of Simpana was approximately 117 hours, or over 6,000 hours annually, including reductions in backup administration, backup troubleshooting, reporting, searching for data for recovery, and managing snapshots and associated scripts.)
- Annual cost savings after deployment of Simpana of approximately $2.45 million, including reductions in annual spending on data management software and maintenance, primary and secondary disk storage, data protection servers, remote site infrastructure, tape infrastructure, and purpose-built backup appliances
- Improved reliability, with weekly backups falling within their targeted time window without operator assistance going from 78% to 93% after deployment of Simpana
- Active, ongoing evaluation of Simpana software's expanded snapshot and cloud infrastructure management capabilities

This customer confirmed the potential for significant operational improvement and cost savings at petabyte scale.

**Challenges/Opportunities**

CommVault has enjoyed very robust growth over the past several years in the data protection and recovery market. For CommVault to grow its customer base, the company needs to continue to displace existing and prevailing data protection and recovery products. This is not an easy feat, especially when its competitors are large and well capitalized. That said, CommVault, with a single platform, brings a significant set of capabilities that extends well beyond core backup and recovery. In many cases, Simpana customers have consolidated their point protection products, allowing them to reduce costs and complexity as well as provide greater enterprise access to data from the consolidated ContentStore. We believe CommVault needs to invest in greater education and market awareness of Simpana as a platform to consolidate disparate or dissimilar products and processes versus platforms from competitors.

**CONCLUSION**

We believe customers and organizations using CommVault's Simpana software solution gain a wide range of advantages and capabilities beyond backup and recovery. These include simplified management, consolidation of point products and processes, and the ability to utilize the protection process for expanded use cases such as archiving and eDiscovery.

CommVault, with a single platform that can enable the reengineering of the IT infrastructure, is well positioned against entrenched vendors in the data protection software market. Understanding the data that is protected across complex, virtualized, and geographically dispersed IT environments helps
Simpana customers architect content-specific data management policies across backup, archive, compliance, cloud, and disaster recovery at petabyte scale.

Simpana customers have enjoyed improved recovery and storage optimization and a measurable decrease not only in downtime but also in IT staff resources needed in the data management process. Finally, customers deploying Simpana have enjoyed a faster time to value relative to previous data management solutions.

The Simpana platform continues to evolve with expanded functionality for virtualized environments, globally embedded source deduplication, integrated replication management, and the ability for customers to protect their data from core to cloud. In addition, CommVault is enjoying attractive growth rates as an independent software company, demonstrating that it is aggressively winning business in new enterprise accounts and displacing existing solutions. We believe that CommVault will continue to enhance Simpana to bring more utility and savings to its customers in the future.
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