



## I D C T E C H N O L O G Y S P O T L I G H T

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# Redrawing Information Boundaries with Consolidated Governance Platforms

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*Corporate expectation for accessibility and flexibility in technology implementations contravenes necessary corporate governance and compliance initiatives. Not only do corporations and solution providers have cloud-first business strategies, but the desire for analytics and mobility has changed the way that information is curated and accessed. As a result, technology and compliance professionals are struggling to keep pace with data growth and effectively manage enterprise information. These struggles, in turn, have cultivated new consolidated approaches that ease employee burden, safeguard data, and deliver accessibility. This Technology Spotlight examines the role of consolidated information governance platforms as enterprises attempt to redefine the boundaries of their information universe. The paper also explores the role of Commvault's software platform within the context of holistic information governance.*

### Information Governance Challenges

Over the past several years, a number of trends have created complexity for information management and compliance professionals. The trend that has seen perhaps the most rapid growth is the adoption of cloud services. Technology vendors and enterprise customers alike have embraced the convenience inherent in cloud-first development strategies. In fact, IDC recently noted that public IT cloud services spending will experience a 22.8% compound annual growth rate (CAGR) from 2013 to 2018.

Cloud convenience, however, can come at a price. Enterprises may be left feeling disconnected from their data without the ability to exercise full control over the storage and platform architecture. The same could be said for strategic technology decisions that proliferate data. Bring-your-own-cloud (BYOC) and bring-your-own-device (BYOD) models, for instance, encourage employees to leverage consumer mobile and computing devices or consumer platforms and data sharing services. These devices and services allow greater employee flexibility but can disassociate corporate data from enterprise architecture and cause duplication.

The occurrence of data sprawl inherent in distributed technology architectures is not a new challenge. Corporations have been dealing with bring-your-own and as-a-service technology models for years. However, the addition of content analytics and the increase in legal and compliance pressures have cemented the need for information governance.

Just two years ago, less than 5% of the world's data was being analyzed. Today, data analysis is becoming commonplace as corporations actively use data insights to create new revenue streams, prevent and detect fraud, and monitor employee behaviors. This level of success has only served to create a snowball effect, and the promise of analytics has driven organizations to keep and store even more data. Without a measured or consolidated architecture, enterprises run the risk of unnecessary data duplication as business units copy and move data for analysis by niche toolsets.

New architecture and mobility solutions mean that growing data repositories could be accessed or stored anywhere, and in this case, the cost of adoption is exponentially increased risk.

Data sprawl increases corporate risk in a number of ways. High-profile data breaches, for instance, have sent ripples across private industry, and the reverberations have reached the heights of government interest. Recent breaches that were caused by everything from sophisticated targeted attacks to simple employee mistakes resulted in hundreds of millions of dollars in damage and remediation costs.

What does this mean for organizations that wish to take advantage of cloud-based architectures, enable mobility, and participate in analytics? Simply put, expansive architecture and large data repositories create additional attack vectors and data-rich targets. These realities have not gone unnoticed by lawmakers. EU member states, the United States, and others are busy rewriting policy and raising corporate exposure for poorly executed or neglectful data management strategies, especially in terms of consumer privacy.

In addition to security and privacy reform, corporations must be conscientious about the legal and compliance challenges associated with retaining large amounts of data in disparate locations. The eDiscovery use case continues to be top of mind for corporations. Repositories growing in both size and physical separation are presenting challenges to IT and/or eDiscovery professionals to perform comprehensive discovery.

These challenges are magnified for serial litigators and in light of pending Federal Rules of Civil Procedure (FRCP) changes. FRCP changes would place an emphasis on proportionality for electronic discovery, and corporations will likely need to develop a deep understanding of the data, the location of the data, and the level of effort required for discovery prior to successfully arguing that data is far too removed from specific legal issues and thus too costly to recover. An argument that the location of potentially relevant data is unknown and, therefore, difficult to recover is not likely to prevail.

Finally, data governance challenges create risk in terms of employee time and turnover. If data locations are not properly managed, employees and IT staff could spend too much time searching repositories or navigating duplicate data copies instead of improving and innovating.

## **Enterprise Reaction**

The pressures outlined previously only serve to stretch already sparse IT budgets and resources. In response, IT managers, line-of-business (LOB) leaders, and compliance professionals seek intelligent data solutions capable of consolidating information, eliminating data duplication, and easing user burden through intelligent search and file sync and share technologies. In other words, stakeholders wish to leverage consolidated governance platforms to redraw enterprise information boundaries. Two key indicators highlight consumer demand:

- Following recent explosive growth, the archive and eDiscovery markets continue a steady climb. Organizations have looked to archive and discovery platforms to consolidate data repositories and data intelligence mechanisms. Consumers hope that these systems can work centrally to better understand, classify, recover, and defensibly delete data throughout the enterprise.
- More vendors are beginning to incorporate active control mechanisms into archive and information governance or search and discovery platforms. These mechanisms may include data classification, data loss prevention, deduplication, and file sync and share or collaboration tools. Each mechanism serves to ease reliance on user compliance with corporate policy and extend enterprise data control.

## Terms Used in This Paper

- **Information governance:** The process of maximizing information value while minimizing associated risks and costs
- **Bring your own cloud (BYOC):** A trend allowing employees to leverage third-party cloud services, particularly those related to data storage and transfer, to perform certain job functions
- **Bring your own device (BYOD):** A trend allowing employees to leverage personally owned communication and computing devices to perform certain job functions

## Benefits of Consolidated Information Governance

Over the past several years, technology buyers latched on to holistic information governance and data analytics messages, creating explosive growth for discovery and archive platforms. Those messages, however, have lost some steam, in part because consumers have developed a better understanding of the time and resources necessary to implement holistic governance regimes.

In other cases, technology buyers simply don't have the organizational reach or desire to effect enterprisewide change. Those organizations still have the same data management challenges and goals, but they've opted either to tackle individual problems using niche software or to take a more measured approach to governance solution implementation. Choosing the right consolidated platform can allow organizations to migrate information at a comfortable pace and adopt specific functionality as needed. In this way, organizations can benefit by tackling immediate challenges while keeping an eye toward future data management goals.

For many organizations, the most immediate challenge is visibility. Whether the data resides on a single system or is distributed across heterogeneous applications, or file servers, comprehensive governance platforms provide rich data insights and search mechanisms that increase administrative efficiency within a wide range of use cases. eDiscovery use cases, for instance, may require expeditious retrieval. Single-platform solutions can enable administrators to search data more efficiently and deliver more streamlined results. That level of efficiency may reduce discovery costs and provide attorneys with greater opportunity to develop case strategies and assess anticipated expenditure.

Beyond eDiscovery, enterprise users deserve governance solutions that reduce unnecessary, duplicative information and provide easy-to-use search mechanisms that are at least as navigable as traditional desktop folder structures. Centralized, scalable governance repositories contain automated data deduplication tools that reduce convenience copies alleviating confusion and minimizing unnecessary data proliferation. Combined with easy-to-use and accurate search mechanisms, data reduction increases user efficiency and frees time for innovation. That innovation could come in the form of delivering timely information for LOB monetization efforts or migrating another legacy system.

Finally, consolidated governance platforms are focusing heavily on introducing mechanisms that reduce the risk and complexity of compliance by extending the reach of enterprise data control. These mechanisms include data loss prevention tools that prevent sensitive data from being copied or moved, commercial-grade file sync-n-share technologies that eliminate the need for employees to rely on consumer services, data collection tools that lower litigation costs, and integration with commercial-grade encryption products.

For product buyers, this area presents tremendous opportunity. Enterprises have already accepted consolidated governance platforms as technology components that are integral to the success of data management initiatives. As product manufacturers compete for market share in a crowded space, additional and improved data control mechanisms can be had for less than their standalone software counterparts.

## Considering Commvault

Commvault is a data and information management software company offering solutions designed to meet challenges related to backup and recovery, data archiving, endpoint data protection, and data search and compliance.

### **Product Profile**

Commvault's software is a single-platform product suite that is purpose built to incorporate individually licensable models capable of analyzing, replicating, protecting, archiving, and searching enterprise data. From a single console, administrators can manage information across locations, heterogeneous applications, hypervisors, operating systems, and infrastructure across public and private clouds — including hybrid environments.

The consolidated platform's three key feature sets address today's information governance challenges.

### **Intelligent Archive**

Commvault's OnePass feature is a converged process for backup, archive, and reporting from a single data collection and common infrastructure. It's designed to enable massive file and email growth with reportedly zero footprint archiving and no additional overhead while managing the retention and storage of content based on its value to the business. With Commvault OnePass technology, organizations can better manage their information to gain intelligence, cut costs, and reduce operational complexity. Further, the content-based retention feature of the Commvault software uses intelligence from the ContentStore, the back-end repository for all Commvault-managed information, to align policy-driven rules with deep retention. With support for disk, tape, or cloud storage, content-based retention enables a streamlined, more intelligent archive that retains data based on its value to the business. Built-in analytics and reporting improve visibility and deduplication as well as optimize storage capacity.

### **Endpoint Data Protection**

Commvault offers a complete solution for endpoint backup and recovery, access, security, data loss prevention, analytics, eDiscovery/compliance, and file sync and share. By protecting data stored on laptops, desktops, tablets, and mobile devices as well as providing visibility into data residing in file sync and share cloud services, Commvault's solution enables IT to regain control of corporate data. Security features such as file-level encryption, remote wipe, geolocation, single sign-on, and two-factor authentication help organizations reduce the risk of data loss or data breaches. Once information is collected in the ContentStore virtual repository, the data can be used for analytics and enterprisewide search to meet eDiscovery and compliance needs. In addition to reducing cost and risk, Commvault's solution enhances user productivity through secure file sync and share.

### **Case Manager**

Organizations can use Case Manager to control all electronically stored information (ESI) from a single point. Case Manager adds legal hold, collection, reporting, and culling functionality that helps IT and legal departments reduce the costs and complexities associated with enterprise legal matters. Among other functionality, Case Manager:

- Grants self-service functionality to legal departments, across all ESI, to respond to legal requests without IT involvement
- Incorporates a role-based workflow so that the appropriate resources execute assigned tasks throughout the litigation timeline

- Secures and preserves responsive data to avoid spoliation using one-click federated legal hold
- Enables legal hold and data collection from both archived data and data that resides on custodial laptops and mobile devices
- Culls and reviews data quickly and easily for responsiveness and/or privilege and marks items accordingly, reducing third-party review costs

## **Challenges**

The most prevalent challenge for any product manufacturer working in or expanding on the information governance product market is fragmentation. Traditional storage and archive manufacturers have been rapidly expanding their capabilities to introduce toolsets that compete with focused software solutions, particularly in file sync and share, search and discovery, and data classification. On the other hand, software solution providers have been working diligently to develop their own archive and storage solutions providing data intelligence and deduplication services. The result is a crowded market space begging for acquisition and consolidation.

Along the same lines, Commvault will need to overcome product commoditization by well-known, large enterprise solution providers. Convergence of information management and governance ideals has led a number of solution providers, previously known for developing highly customized analytics solutions, to develop consolidated product sets more akin to shrink-wrapped software. These offerings provide greater accessibility for smaller enterprise organizations and could create additional brand and price competition.

## **Conclusion**

Four market factors are creating the desire for information governance and shaping new product functionality. Two of the four, cloud adoption and employee mobility solutions, contribute directly to the loss of centralized data control. Data analytics causes organizations to collect, store, and duplicate ever-increasing volumes of data. Finally, legal and compliance obligations require organizations to manage data more completely than ever before. This volatile combination has created a tremendous opportunity for product manufacturers to develop and refine holistic scalable solutions capable of acting as an information backbone that delivers powerful user functionality and extends data control mechanisms.

If Commvault can meet the challenges presented in this paper, IDC believes the company has a significant opportunity for success in the evolving information governance market.

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