

SOLUTION SHOWCASE

Commvault Continues Its Evolution to Consistently Meet Its Customers' Needs

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Abstract: On October 20, Commvault [announced](#) its next wave of evolution, kicking off a series of incremental innovations that will collectively define its next-generation approach to data protection and data management.

What Was Announced and Why It Matters

Commvault recently announced the core solution scenarios that encompass its vision for the future of data protection, based on what it sees as its customers' top data protection and data management challenges:

- Open-standards-based infrastructures.
- New recovery mandates.
- Traditional backup that is increasingly unable to meet today's demands.
- Extensible analytics built-in.
- Access and collaboration.
- Governance from inception.

Although the wording may differ slightly, many of the customer challenges identified by Commvault, as well as its next-generation vision, align with what ESG sees as the direction data protection must evolve toward in the near future:

- **Combining traditional backups with more agile forms of data protection** to achieve the higher levels of agility and availability that restores from backups alone cannot address—including snapshots, replicas, and archives, and using disk, tape, and cloud repositories.
- **Combining data protection and data management methodologies** to better secure the data and unlock incremental value from the data protection and data management infrastructure—including information governance and enhanced data-usage scenarios (e.g., collaboration and analytics).

When the dust has settled and the complete set of incremental innovations has been released, Commvault will again find itself at the front of the pack for offering a truly comprehensive data protection and management infrastructure (DPMI) within a single framework. Collectively, most of the new functionality and scenario enablement can be distilled as a goal to *“deliver an extensible and open platform that enables a wide range of data protection and data management scenarios, while unlocking additional, non-traditional access to data within the heterogeneous infrastructure to help customers recognize broader usage capabilities and therefore incremental business value by partnering with Commvault.”* That phrase is a long, run-on sentence. But it's an intentional attempt to encapsulate and distill a 20-year, continually evolving, single-codebase platform.

Another Leap in Evolution—for the Solutions and the Company

That being said, Commvault's latest wave of evolution does not begin with these announcements, but rather with a product-vision shift that occurred more than a year ago. Prior to 2014, most customers acquired Commvault offerings under a per-terabyte pricing model, in which the customers gained access to every part of the broad Commvault capability set (backups, snapshot management, archiving, etc.). However, as IT organizations diversified their toolsets and operators, producing more influential DBAs, vAdmins, IT ops admins, and others, Commvault adapted. It moved from selling a single, all-inclusive offering to offering more modular pricing that aligns with the most common usage scenarios large IT organizations require from their data protection and data management solution(s).

This move does not imply that Commvault's unified codebase has somehow dissolved into a series of component products that might suffer from integration or interoperability issues (which has been a situation some competitors struggled with after acquisition). Instead, Commvault now delivers a unified UI, a unified storage capability (including a very wide array of disk, tape, and cloud offerings), and a refined operational experience based on which functionality has been acquired. One analogue for this approach might be a hamburger:

- The top bun = an all-encompassing management UI.
- The bottom bun = a unified approach to hybrid storage for secondary, tertiary, or other copies.
- The meat = a flexible and heterogeneous data protection engine.
- The condiments = where the flavor is tailored to the Commvault customers' scenarios and preferences.

Now consider what an open-platform approach might yield: Swap Commvault's data protection built-in burger for a chicken filet, a veggie patty, or a Portobello mushroom from one of its partners, and the customer experience (enablement) becomes radically enhanced, with the same management top bun, the same flexible and ubiquitous storage bottom bun, and the same diversity of condiment flavors for customization. Now consider serving the same burger/flavors in a different bun ... e.g., a customized UI offered by a cloud provider or vertical partner!

The Bigger Truth

Accompanying the continued innovations and evolutions within the Commvault offering (notice the lack of secondary names such as Simpana, Galaxy, or QiNetix) is a rebranding of the company itself. Even the new logo implies a component-led-with-a-greater-than-the-sum-of-its-parts perspective, smarter marketing execution, etc. Taken as a whole, the pedigree and codebase that earned Commvault its place in the industry seems very much intact. But many IT folks may be surprised to discover that this is not the legacy Commvault they recall from yesteryear.

Data protection and data management continue to evolve as IT organizations are asked to continually reinvent how they deliver services to their business units. And so, it is refreshing to see a company that is staying true to its core mission, while evolving on its own to continue to meet its customers' and partners' needs in new ways.

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