



WHITE PAPER

Quantifying the Business Value of Commvault Software: Worldwide Customer Survey Analysis

Sponsored by: Commvault

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IDC OPINION

IT vendors and consumers of all stripes are facing an increasingly chaotic technology landscape. Corporate data repositories are more fragmented than ever before, with continued annual data growth of 40-50%¹ and rapid proliferation of cloud storage, mobile devices, software-as-a-service applications, and open source innovations. At the same time, organizations are facing more choice in data management solutions and more "noise" in the market with mergers, acquisitions, and competing marketing claims.

In this context, Commvault asked IDC to help break through the noise in order to quantify and document the concrete value that its solutions have produced for its customers.

EXECUTIVE SUMMARY

IDC conducted a random survey across Commvault's entire worldwide customer base in August 2015 to provide independent third-party confirmation of the benefits that Commvault can deliver to customers. The survey captured a representative sample of 722 Commvault customers and, as such, is large enough to ensure that organizations evaluating Commvault have a high level of confidence that they can achieve results similar to those summarized in this white paper. The IDC survey found that Commvault customers consistently reported high levels of satisfaction with Commvault solutions. The high levels of satisfaction were the result of Commvault customers being able to drive value back to their organization through the use of Commvault solutions.

The value Commvault customers reported falls into three broad categories:

- **Simplification**, including reducing both opex and capex
- **Risk reduction** in terms of downtime, data loss, recovery speed, and litigation support
- **Productivity gains**, both tactically and strategically

Commvault customers achieved value by augmenting or replacing competitive data management solutions, running the gamut from targeted virtual machine (VM) backup products to market-leading enterprise solutions.

¹ IDC research indicates that data continues to grow 40-50% year over year, meaning that organizational data repositories double in size roughly every 20 months.

Some high-level findings of Commvault customer value achievements are:

- 42-52% reduction in annual spending on data infrastructure, software, services, and compliance
- 47-62% reduction in weekly administrative hours across cloud, disaster recovery (DR), backup, snapshots, discovery, reporting, and scripts
- 15-30% reduction in data management point solutions
- 55% reduction in annual unplanned downtime
- 67-87% improvement in average recovery time for messages, files, and VMs as well as Exchange, Oracle, SharePoint, and SQL
- 66-217% improvement in data coverage for protection, analytics, encryption, and reporting
- 63-73% reduction in annual exposure to compliance failures, audit failures, and/or data theft or breach

The data certainly suggests that Commvault customers simplified operations and reduced costs; lowered risk by driving down downtime, reducing operational exposure, and improving recovery capabilities and data coverage; and drove value back to their organizations by improving both IT staff and organizational productivity.

Now, no two operating environments are identical, benefits at all levels will vary depending upon a wide number of factors, and no specific outcome can be predicted with certainty. However, given the large sample size of this study and the broad diversity of respondent organizations, we feel confident that the results of this study fairly represent the range of benefits that other organizations can expect to gain from using Commvault products.

METHODOLOGY

Commvault is an independent global public company focused exclusively on data protection and data management solutions and services. Commvault asked IDC to provide independent third-party confirmation of the benefits and business value that Commvault can deliver to customers.

IDC conducted a random survey across Commvault's worldwide customer base in August 2015. Commvault provided IDC with its entire customer list, and every customer had a chance to respond candidly to the survey. The survey was entirely administered and tabulated by IDC, with no involvement from Commvault personnel. The 722 responses generated by the survey provide a statistically representative sample of Commvault customers, with a margin of error of $\pm 3.6\%$ at the 95% confidence factor.

IN THIS WHITE PAPER

In this white paper, IDC summarizes the results of our survey of the Commvault customer base. We describe the business value that was quantified in our research regarding Commvault products. The emphasis is on data that is representative of the user community's results – and that therefore can be expected to accrue to a typical organization using Commvault. Although "your mileage may vary" always applies, the data as presented is statistically significant over a broad base of respondents.

Demographics

The survey respondents represent a cross-section of company sizes, data management needs, and usage of Commvault solutions. For this analysis, respondent companies were classified as small, medium sized, or large based on the amount of data currently under management (see Table 1).

TABLE 1

Customer Type

Customer Type	% of Respondents	Amount of Data (TB)	Number of Employees
Small	28	<10	375
Medium sized	37	11–49	750
Large	36	50–5,000	3,750

Source: IDC, 2015

Table 2 shows the percentage of the Commvault customer base using various Commvault software capabilities beyond backup. Large company users were nearly twice as likely as users at small companies to use advanced features.

TABLE 2

Usage Levels of Commvault Advanced Capabilities

Commvault Advanced Capability	% of Respondents Using Commvault Advanced Capabilities
Deduplication	87
Archive — file	59
Disaster recovery	57
Archive — email	49
Replication (DASH Copy, CDR, DDR)	47
Reporting and analytics	43
Snapshot management (IntelliSnap/SnapProtect)	34

Source: IDC, 2015

The length of time that Commvault customers have used the software also varied among respondents. While half of the respondents have used Commvault for four or more years, 32% have used Commvault for two to three years and 18% deployed Commvault within the past year. The length of experience using Commvault is consistent across the data management size groups used in this analysis.

THE BUSINESS VALUE OF COMMVault SOFTWARE

IDC's survey asked Commvault customers to compare various aspects of their IT operations "before and after" Commvault.² Respondents to the survey answered an extensive list of questions regarding the performance and benefits of their Commvault solutions. IDC's Business Value team analyzed and monetized these results across the three categories where Commvault customers can expect to achieve benefits: simplification, risk reduction, and productivity gains.

Simplification

Users of Commvault software are able to achieve cost savings by simplifying, automating, consolidating, and more efficiently operating the data management process. Tables 3-6 summarize Commvault customer results across the following categories:

- Annual data infrastructure and data management spending
- Vendor simplification
- Annual IT overhead
- Annual full-time employee (FTE) hiring

Commvault customers reduced annual spending on data management hardware, software, and services by an average of 45% relative to their spending levels prior to Commvault deployment. They also reduced annual spending on compliance, eDiscovery, and insurance by an average of 51%.³

TABLE 3

Simplification: Annual Data Infrastructure and Data Management Costs (\$)

	Before	After	Savings	Savings (%)
Data storage and data management hardware	304,900	176,232	128,668	42
Data protection and data management software	123,718	59,261	64,457	52
Data protection and data management services	88,566	51,811	36,755	42
Annual compliance, eDiscovery, and insurance spending	38,538	19,038	19,500	51

Source: IDC, 2015

Many IT infrastructures have evolved into a combination of scattered data and multiple data protection and data management solutions. Commvault customers reported that they've been able to reduce the

² Before and after Commvault means before customers deployed Commvault solutions and after they deployed Commvault solutions to augment or replace existing data protection and data management solutions.

³ Organizations that provided spending information averaged 46TB of data under management. Respondents who managed greater amounts of storage had higher dollar savings, but the percentage saved was similar to the results shown in Table 1.

number of data protection or backup tools and vendors by up to 29%. In addition, they reduced the number of scripts (or scripted environments) by an average of 62%. This reduction in complexity contributes to reduced infrastructure spending and to reduced management costs.

TABLE 4

Simplification: Solutions, Vendors, and Scripts

	Before	After	Savings	Savings (%)
Data protection or backup solutions/vendors	1.94	1.38	0.57	29
Data protection reporting solutions/vendors	1.68	1.29	0.39	23
Data management, archive, indexing, and/or discovery solutions	1.67	1.31	0.35	21
Snapshot management software	1.52	1.34	0.17	11
Primary storage vendors	1.84	1.56	0.28	15
Secondary storage vendors	1.98	1.58	0.4	20
Scripts	20.42	7.76	12.66	62

Source: IDC, 2015

Commvault customers estimated that they reduced annual overhead devoted to data protection and data management tasks (backup, recovery, reporting, archive, scripts, discovery, storage, infrastructure management, etc.) by an average of 42%. This reduction in average annual IT data management administrative time holds true from the smallest organizations to the largest environments.

TABLE 5

Simplification: Annual IT Overhead (Hours)

IT Staff Productivity (FTEs)	Before	After	Savings	Savings (%)
Average annual IT admin time spent on data protection and data management tasks	2,269	1,323	946	42

Source: IDC, 2015

Commvault users were able to avoid hiring an average of nearly two full-time employee positions since deploying Commvault software. This is relative to the hiring plans that were in place prior to their Commvault deployment. Again, it should be noted that the average amount of data under storage for respondents answering these questions is 46TB. Companies managing larger amounts of data were able to avoid hiring an average of seven FTEs, which is closer to the higher range.

TABLE 6

Simplification: Pace of Hiring Reductions

FTE Hiring Avoidance	Average Annual Range		Average Reduction
	Low	High	
New hires avoided since initial Commvault deployment	0.5	7	1.92

Source: IDC, 2015

The data in this section, when taken together, suggests that the majority of Commvault customers were able to significantly reduce infrastructure spending, IT hiring, and IT overhead while simplifying their IT environments and streamlining data management operations. This has allowed customers to manage average annual data growth of 33%⁴ more efficiently and with fewer resources.

Risk Reduction

Users of Commvault software are able to reduce risk by reducing downtime, improving data protection reliability, accelerating recovery, and providing more data protection, reporting, and encryption coverage. Tables 7-13 summarize Commvault customer results across the following categories:

- Downtime
- Backup reliability
- Data coverage
- Operational exposure
- Recovery
- Restore times
- Subjective benefits

Increasing the reliability and availability of operations reduced annual unplanned downtime among Commvault customers by 55%. Minimizing downtime is a goal shared by most IT organizations because downtime has the potential for exponential impact across the organization. (We explore this notion further in the Productivity Gains section.) A 55% reduction in annual unplanned downtime is one of Commvault's more significant value contributions.

⁴ Survey respondents reported average annual data growth of 33%. This is lower than IDC's noted annual average data growth rate of 40-50% and may suggest that Commvault has some ancillary benefit on decelerating data growth.

TABLE 7**Risk Reduction: Downtime**

	Before	After	Savings	Change (%)
Annual unplanned downtime (hours)	24.51	11.03	13.48	55

Source: IDC, 2015

Commvault increased the percentage of backup jobs that were completed each week both within their window and without human intervention from 70% to 95%. IDC best practice guidelines set 95% backup job success as the threshold to meet.

TABLE 8**Risk Reduction: Backup Reliability (%)**

	Before	After	Change
Backup jobs finishing in window and without help	70	95	36

Source: IDC, 2015

Perhaps one of the more significant benefits realized by Commvault customers was the increase in coverage, meaning an increase in the percentage of data that *needed* to be protected, analyzed, encrypted, or reported on – and that *could be* protected, analyzed, encrypted, or reported on. For example, before Commvault, customers were able to protect an average of 55% of data that needed protecting, and after Commvault, they were able to protect an average of 91% of data that needed protecting. Commvault was able to nearly double or triple protection, analytics, encryption, and reporting coverage.

TABLE 9**Risk Reduction: Coverage (%)**

	Before	After	Savings	Change
Protection coverage	54.9	91.3	36.4	66
Analytics coverage	26.44	67.6	41.16	156
Encryption coverage	26.39	64.42	38.03	144
Reporting coverage	26.8	84.91	58.1	217

Source: IDC, 2015

It is intuitive that more reliable backup operations reduce risk to the organization. However, that risk reduction extends beyond just data loss. Other risks include failure to meet compliance regulations or audits (with commensurate regulatory fines and penalties) and the (much-publicized) risk of data theft or breach. Commvault customers were able to reduce the annual chance of failing compliance, failing audit, or experiencing a data theft or breach by 73%, 74%, and 63%, respectively.

TABLE 10

Risk Reduction: Operational Exposure (%)

	Before	After	Savings	Change
Chance to fail compliance	40.7	11.19	29.5	73
Chance to fail audit	37.1	9.68	27.4	74
Chance of theft or breach	33.93	12.49	21.4	63

Source: IDC, 2015

Commvault customers were able to reduce their average RPO by 63% and RTO by 62%, a key to mitigating risk and ensuring uninterrupted business operations.

TABLE 11

Risk Reduction: Recovery

	Before	After	Savings	Change (%)
Average RPO for mission-critical apps (minutes)	665.65	248.95	416.7	63
Average RTO for mission-critical apps (minutes)	740.99	280.09	460.9	62
Number of recovery points/day	2.24	8.17	5.9	265

Source: IDC, 2015

File, message, VM, and application restore times also contribute to risk mitigation. Commvault customers reported significant restore time reductions across the board, ranging from 83% and 87% reductions in email message and file restore times, respectively, to 64-86% reductions in Oracle, VM, Exchange, SQL, and SharePoint restore times.

TABLE 12**Risk Reduction: Restore Times (Minutes)**

	Before	After	Savings	Change (%)
Email message	345.23	58.34	286.9	83
File	155.79	21.03	134.8	87
VM	153.04	51.12	101.9	67
Exchange	467.97	129.16	338.8	72
Oracle database	275.34	100.5	174.8	64
SharePoint	388.62	56.35	332.3	86
SQL database	190.2	37.85	152.3	80

Source: IDC, 2015

We asked customers to subjectively rate their risk, defined as the level of exposure to data loss, compliance and legal issues, and downtime, on a 1-10 scale (with 10 being the highest). The response averaged 6.50 before Commvault and 3.98 after Commvault, representing a 63% drop in perceived risk exposure.

Although this rating is purely subjective, it does crystallize the risk reduction that Commvault can deliver based on the aggregate benefits of reduced downtime; increased backup reliability; faster recovery; reduced exposure to compliance failure, legal issues, and data theft; and increased protection, analytics, reporting, and encryption coverage.

TABLE 13**Risk Reduction: Subjective Benefits**

	Before	After	Change (%)
Exposure to downtime, data loss, compliance, and legal	6.5	3.98	63

Source: IDC, 2015

Productivity Gains

Users of Commvault software are able to improve IT, employee, and organizational productivity by accelerating recovery, reducing downtime, and streamlining data management. Tables 14-16 summarize Commvault customer results across the following categories:

- IT administrative productivity
- IT task productivity
- Organizational productivity (downtime costs)

Commvault software provides a single focal point for managing data across files, applications, databases, datacenters, and cloud. Commvault users reported significant reductions in the weekly hours required to manage data protection and management tasks. The most dramatic savings come in backup – reporting (a 62% reduction in hours), searching data for recovery (61%), and backup – troubleshooting (60%). Notably, Commvault halved the weekly admin time for just about every IT function across backup, snapshots, cloud provisioning and cloud data management, DR, and discovery.

TABLE 14

Productivity: IT Administrative Productivity (Hours per Week)

	Before	After	Savings	Change (%)
Backup — administration	17.33	8.36	8.98	52
Backup — reporting	5.65	2.16	3.49	62
Backup — troubleshooting	8.83	3.57	5.27	60
Cloud provisioning and cloud data management	11.34	5.19	6.14	54
Data management (outside of backup) administration	9.27	4.68	4.59	50
DR — setup, test, and maintenance	7.11	3.4	3.71	52
End-user help desk support	9.07	4.77	4.3	47
Finding/searching data for recovery	5.53	2.15	3.38	61
Legal discovery	5.12	2.79	2.33	46
Managing snapshots and associated scripts	6.62	2.79	3.83	58

Source: IDC, 2015

Commvault also reduced the hours required to complete discrete tasks – such as creating a database copy for test/dev, processing discovery requests, recovering key applications, and deploying new VMs – anywhere from 49% to 73%. Fundamentally, this makes the IT staff more productive and the organization more agile.

TABLE 15

Productivity: IT Task Productivity

	Before	After	Savings	Change (%)
Database test/dev copy creation (admin hours/creation)	10.6	3.97	6.64	63
Discovery time (admin hours/request)	5.58	2.31	3.28	59
DR test (admin hours/test)	13.23	5.31	7.93	60
Exchange recovery time (admin hours/recovery)	11.48	4.2	7.28	63
Oracle recovery time (admin hours/recovery)	10.4	4.26	6.14	59
SharePoint recovery time (admin hours/recovery)	7.21	2.43	4.78	66
SQL recovery time (admin hours/recovery)	7.6	3.38	4.22	56
VM deployment time (admin minutes/deployment)	14.84	7.51	7.33	49
VM recovery time (admin hour/recovery)	10.33	2.81	7.52	73

Source: IDC, 2015

IDC measures the cost of lost productivity by multiplying the person hours lost by an hourly rate based on an annual average salary of \$70,000. The number is then discounted by a 50% productivity factor as not every hour is fully lost or unproductive.

These findings are in line with IDC's research regarding the cost of downtime. Cost of downtime is one of the most visible forms of total cost of ownership (TCO) reduction. It is a simple matter to capture the number of downtime hours saved and multiply those hours by the cost of downtime. This savings is often higher than the cost of the solution alone, often resulting in a return on investment (ROI) of less than a year. Faster file, message, VM, application, and database restores, as detailed in the Risk Reduction section, can also contribute to increased employee and organizational productivity.

TABLE 16**Productivity: Cost of Downtime**

	Before	After	Savings	Change (%)
Annual hours of unplanned downtime	24.51	11.03	13.48	55
Hours/recovery	15.5	4.67	10.83	70
Total person hours lost	13,257	6,032	7,225	55
Cost of lost productivity	\$241,660	\$109,955	131,705	55

Source: IDC, 2015

CHALLENGES/OPPORTUNITIES

The survey results indicate that Commvault's customers have been able to achieve value through the simplification of data protection and management processes. This is a strong message for potential customers. Yet, for Commvault to grow its customer base, the company needs to continue to displace incumbent vendors and gain entry into frequently complex IT infrastructures. This will be a difficult task, especially when its competitors are large and well capitalized. That said, Commvault, with a single platform, offers a significant set of capabilities that extend well beyond core backup and recovery. In many cases, Commvault customers have consolidated their point protection products, allowing them to reduce costs and complexity as well as provide greater enterprise access to data. Commvault will need to continue its effort to grow market awareness of the benefits of its solution as a platform that can consolidate disparate or dissimilar products and drive increased value to the overall organization.

CONCLUSION

IDC's random survey of Commvault's worldwide customer base documented consistent, measurable direct and indirect cost savings and a wide range of benefits that we categorize as simplification, risk reduction, and productivity gains.

IDC attributes these benefits to a combination of Commvault capabilities. Consolidated management of cloud, DR, backup, archive, recovery, and snapshots enables infrastructure simplification, higher IT productivity, and reduced annual spending; faster, more reliable backup and restore operations reduce downtime and drive organizational productivity; enhanced reporting and greater protection, encryption, and analytics coverage reduce the risk of legal issues, compliance failures, and data loss. Taken together, these capabilities and benefits should drive enhanced business outcomes including greater IT innovation, improved employee productivity, and enhanced organizational agility.

The data summarized here is representative of Commvault's user community. Given the large sample size of this study and the broad diversity of respondent organizations, we feel confident that the results of this study fairly represent the range of benefits that other organizations can expect to gain from using Commvault solutions.

APPENDIX: COMMVAULT CUSTOMER QUOTES

Selected feedback provided verbatim by Commvault customers as part of their survey responses is reproduced in the sections that follow.

Backup Productivity

- Before Commvault, we had four engineers looking after the backup operations; after Commvault deployment, there was only one main engineer and one assistant engineer to run the whole operation.
- The productivity of backup admins has increased because previous backup software had bugs and errors and used tapes for daily backup. With Commvault, we use backup to disk, and it's much more resilient to small changes in the environment and much more adaptive and flexible.
- The ability to deploy Commvault Data Agents has significantly taken time out of the process for implementing new systems. The ease of use of the product and its ability to have a "set it and forget it" operation makes the day-to-day tasks of support a breeze!

Business Productivity

- As a software development company, we need a very agile development environment, and Commvault lets us easily store and recover entire environments at will. This helps our dev FTEs be more flexible with reusing and recovering old code or environments. It also allows us to spin up new environments quicker due to recovery of archived environment pieces.
- Our business is the market, and we have been very efficient in backing up and recovering/restoring data as per business demand in a fraction of the time that we used to do before Commvault.

Restore and Recovery

- I just mean that Commvault has enabled us to restore files for users much more quickly than before, which means the users are able to recover and deliver on whatever initiatives they're working on more quickly.
- One employee has lost all of his data due to an accident where he was unhurt but his laptop was damaged and his data was unrecoverable. With Commvault, within 30 minutes all his data was recovered [from a backup] that was taken in the morning.
- It has allowed us to restore mailboxes, single emails, and various types of files much faster, which allows the user very little downtime.
- Users no longer have to wait hours for restored data. Before, they could often have reentered the data as fast as waiting for recovery.
- Commvault had helped me store/retrieve my shop floor data, which is very critical in responding to customer complaints. It helped us retrieve the data and provide it back to [our] customer at a mission-critical time.
- We are a local government. Commvault has increased our productivity, allowing us to work on other projects sooner.
- Commvault's restoration of production servers at the right time in a smooth manner resulted in no loss of data, and hence there was no loss in revenue.

About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications and consumer technology markets. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. More than 1,100 IDC analysts provide global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries worldwide. For 50 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company.

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