



Solutions Review

2021
DATA PROTECTION
VENDOR MAP

Choosing the Right Data Protection Solution for Your Needs

Introduction

It is paramount, now more than ever, that enterprises remain up-to-date and prepared with regard to their backup software and disaster recovery plans. However, with an ever-changing market and consumers' needs continually shifting, it is no longer enough for solution providers to provide straightforward data protection. To stay on top of these changes, vendors cannot merely maintain traditional standards. Though data protection is still a critical feature, buyers seek additional features, including backup and recovery, Disaster Recovery as a Service (DRaaS), and IT resilience.

The use of Disaster Recovery as a Service (DRaaS) has grown due to a number of factors. Organizations can take advantage of DRaaS to simplify the backup and recovery process by providing organizations with a secondary recovery site and reducing spending on infrastructure. Fewer staff members are needed because many administrative tasks are handled by the service provider as well.

Data protection protocol has been updated over the years, simplifying the process of backup, disaster recovery, and business continuity. In the past, only businesses with larger budgets were able to afford these kinds of solutions, meaning that there was not a feasible way for mid-sized companies to recover from disruptions quickly. As a result of the evolution of data protection, a new emphasis on resilience and assurance has come to the forefront as a supplement to traditional backup and recovery frameworks.

Each architecture, whether on-premise, hybrid, or cloud-based, is unique. Therefore, your backup and disaster recovery solution must work for your organization at an individual level. Which components of backup and recovery, DRaaS, and IT Resilience do you need?

In this Data Protection Vendor Map, we dive into the critical backup and disaster recovery capabilities and the specialists in each.

Backup and Recovery

Backup and recovery solutions are vital for organizations who want to maximize uptime and protect themselves from threats, including cyber-criminals and natural disasters. At a basic level, data backup is a replication of data placed on a separate device or in a different location. Data recovery allows for the recovery of data in the event that it is lost. Experiencing data loss could potentially affect individuals if the data was personal in nature, or the overall perception of a business. Organizations have posited that backup capabilities must improve, as past data protection methods are not enough to meet current-day recovery requirements.

Disaster Recovery as a Service (DRaaS)

Disaster Recovery as a Service (DRaaS) is a solution category that features data replication and recovery of server workloads to a cloud environment. Solutions can be fully managed, or self-service and replication and recovery can be automated through software as well. The target location and cloud infrastructure that workloads are replicated and recovered with can be owned by the provider or a third-party. While there are variables in play with these components, all of them must be included in the solution for it to be an authentic as-a-service product. Some solution providers view DRaaS as a potential up-sell to fully managed services or a supplementary feature added after software, or an appliance is sold. With many capabilities, DRaaS offers versatility and appeals to a variety of user needs.

IT Resilience

IT resilience combines the best practices from IT security, business continuity, disaster recovery, and other disciplines. This combination enables organizations to create a business strategy in line with the needs and goals of today's digital transformation efforts. As users have begun to pursue digital transformation with things like cloud, AI, IoT, blockchain, and data analytics, IT resilience has become more critical. A proper IT resilience strategy uses continuous availability, workload mobility, and multi-cloud agility in conjunction with one another. This ensures that your organization can handle disruptions and leverage new technology at will.

Conclusion

The major capabilities of backup and disaster recovery work together via comprehensive enterprise-level solutions. None of these features can truly be seen as superior or more vital than any other because each of the key capabilities facilitates and strengthens the effectiveness of the others. Though each is valuable on its own, consider the benefits of each capability working together cohesively.

What businesses should prioritize depends mainly on the solution providers' technology and their distinct needs. For enterprises, the main focus when choosing data protection technology should be to maintain resiliency to serve their customers best. For smaller businesses, DRaaS may be more important as a means to reduce costs. Selecting a backup and disaster recovery solution should be a process of contemplation and self-evaluation.

What efficiency and security features are included in your solution? How much scalability do you need? How much can you afford to lose in the event of a disaster? How important is it that you maintain business continuity and avoid downtime? Do you have the personnel to operate the solution, or do you need to outsource that duty to a third-party provider? Questions like these will help you to best determine your organization's needs.

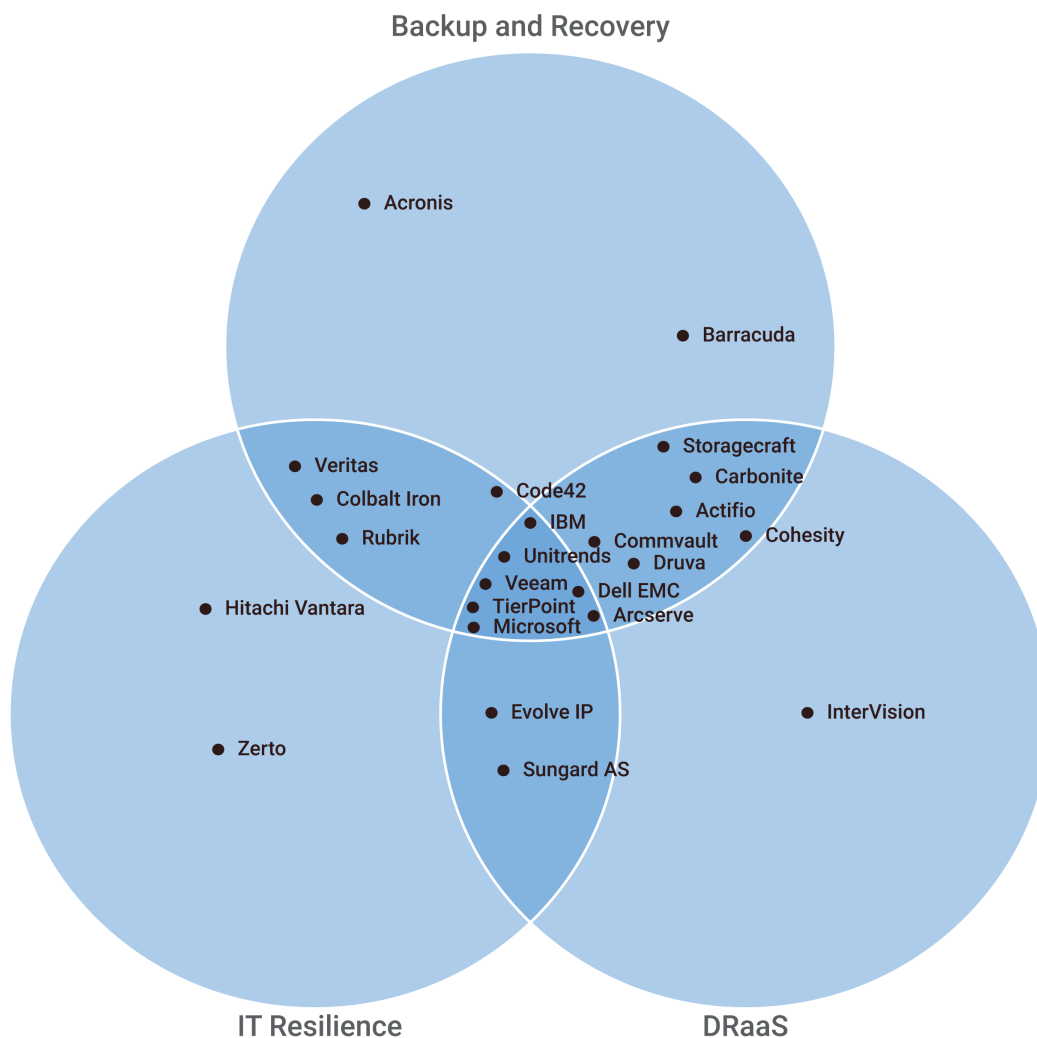
No enterprise is going to come to the exact same answer regarding the same product. The goal – and the difficulty – will be to minimize the downside of your chosen solutions while maximizing its data protection. It's a complicated process, but successes will provide reassurance and a shield against potential disasters and data loss.

Vendor Comparison Map

Aimed at simplifying the time-consuming vendor selection and evaluation process, the following Venn diagram offers an at-a-glance reference guide for 24 data protection players, the solutions they provide, and the markets they specialize in.

Vendors on the outside of the circles tend to offer highly-specialized solutions in the backup and disaster recovery market, favoring certain capabilities or use cases. Vendors towards the center, on the other hand, offer more comprehensive platforms. They can address multiple needs but may not do so with the same depth and granularity as “point” solution providers.

Almost all of the vendors included in this resource offer various solutions addressing each of the capabilities concerned; backup and disaster recovery is a well-defined and mature marketplace. We have therefore tried to reflect this in their positioning, taking into account each vendor’s technological focuses to determine their positioning in the diagram.



Vendor List

Acronis

Acronis offers backup, disaster recovery, and secure file sync and share solutions. The company also provides data protection in virtual, physical, cloud, and mobile environments. Acronis True Image is a personal backup software that enables users to duplicate their system, capturing all of their data for system recovery or disk migration. Acronis Cyber Backup is aimed at organizations of all sizes and offers proactive ransomware protection. Recently, Acronis acquired 5nine Software, CyberLynx, and DeviceLock. The vendor also released Acronis Cyber Protect.

Actifio

Actifio enables Virtual Data Pipeline (VDP) technology for the enterprise, eliminating backup and restore windows and creating virtual, point-in-time copies of data on-demand for use by any business application. Instant data recovery means no delays in restoring data for any use. It's enabled through a simple consumer-grade interface that is SLA-driven and application-centric in applying data protection. Actifio's differentiated features in backup and recovery deliver functionality that can speed up backup modernization and apply granular protection at the application and VM levels.

Arcserve

Arcserve offers two backup products: Arcserve Unified Data Protection (UDP) and a legacy offering. UDP provides Assured Recovery for virtual and physical environments with a unified architecture and console. The product enables organizations to scale their IT environments while delivering against RPOs and RTOs, on-prem, or in the cloud. It also allows for the automated disaster recovery testing of business-critical systems without downtime or impact on production systems. Recovery testing can be automated or performed on a scheduled basis.

Barracuda Networks

Barracuda Backup offers a cloud-integrated solution to protect physical and virtual environments that includes software, appliance, and offsite replication. The solution gives users unlimited cloud storage. With an extensive range of supported environments and integration with copy file sync and share services, organizations can replace multi-vendor piecemeal backup solutions with an all-in-one appliance. The platform supports replication to another Barracuda appliance for private-cloud data protection or secure transfer to the Barracuda Cloud. In 2020, Barracuda acquired Fyde for an undisclosed amount.

Carbonite

Carbonite offers enterprise cloud-based backup, recovery, and storage solutions. The Carbonite Data Protection Platform allows organizations to deploy the right form of protection for each type of data in their systems—from long-term backup to rapid recovery, data migration, and endpoint protection. The vendor's Cloud Disaster Recovery centralizes data backup and recovery on all computers distributed throughout an organization's locations. Agents automatically back up the data over the internet to a secure data center. Additionally, in December 2019, OpenText acquired Carbonite.

Cobalt Iron

Cobalt Iron's flagship SaaS-based backup solution, Compass, reduces complexity and the amount of time spent on backup. Additionally, the software improves overall data protection performance. The enterprise data protection platform offers four main product components: Commander, Analytics Engine, Accelerators, and Accelerator Operating System. With this solution, users can access a range of analytics, driven data management capabilities through a unified web user experience. Additionally, the solution offers ransomware detection, alerting and notification, and remediation capabilities.

Code42

Code42 offers backup, disaster recovery, and data loss protection solutions. The provider's data loss protection solution, (Next-Gen DLP) detects insider threats, satisfies regulatory compliance requirements, automatically monitors file activity across computers and the cloud, and facilitates incident response. Additionally, Code42's security, IT, and compliance professionals can protect endpoint and cloud data from loss, leak, and theft while maintaining a collaborative culture for employees.

Cohesity

Cohesity is a data management company that manages, protects, and extracts value from enterprise data. The provider's flagship tool, Cohesity DataProtect, safeguards a wide range of data sources on a single web-scale platform. The solution can be deployed on-premises on qualified platforms in the data center, in the public cloud, and on the edge. Additionally, the platform utilizes a scale-out architecture that starts with a minimum of three nodes and scales without disruption by adding nodes to the cluster. Recently, Cohesity raised \$250 million in Series E funding.

Commvault

Commvault provides data protection and information management software to help organizations protect, access, and use all of their data economically. The vendor has a long list of supported public cloud providers, hypervisors, big data support, and database protection. The platform is primarily offered as a software-only solution, but Commvault also has an appliance option. The vendor's software, solutions, and services are available directly through the company, as well as through a global ecosystem of partners. Recently, Commvault acquired the data storage solution provider, Hedvig, and launched a SaaS division called Metallic.

Dell EMC

Dell EMC's backup and recovery solution is a prepackaged backup suite made up of different components that are available for individual sale. These include Avamar, Networker, and Data Protection Adviser, with options for cloud backup and archiving. Dell EMC's solutions offer protection, from archive to continuous availability for any environment. The provider enables digital transformation through hybrid cloud solutions built on a modern data infrastructure. The recently launched Integrate Data Protection Appliance combines Data Domain with Avamar and DD Boost for Enterprise Applications.

Druva

Druva Phoenix provides cloud-centric data availability and governance for virtual machines. These capabilities simplify data protection, improve visibility, and significantly reduce the risk, cost, and effort of managing complex data. Druva can be deployed to different geographic sites quickly while meeting regional data storage regulations. It operates seamlessly and can be managed from one location, giving IT administrators full visibility and control over server backups and data composition. Additionally, Druva recently acquired SFApex for an undisclosed amount.

Evolve IP

Evolve IP is a Cloud Services provider. The vendor offers organizations a unified option for cloud services such as virtual servers, virtual desktops, disaster recovery, IP telephony, unified communications, and contact centers. Evolve IP's Disaster Recovery as a Service (DRaaS) suite supports fully managed disaster recovery, self-service recovery, and cloud backups. Additionally, members of the Evolve IP team are on the advisory boards of Veeam and Zerto, showing a connection to leading disaster recovery providers.

Hitachi Vantara

Hitachi Vantara is a wholly-owned subsidiary of Hitachi, Ltd., and offers an expansive portfolio of products for integrating, managing, and analyzing data. Hitachi's portfolio of data management solutions is best suited for modern environments. It can help organizations quickly improve their key performance metrics, including business continuity, backup windows, operational recovery, and disaster recovery. The tool also provides data protection and recovery for complex enterprise architectures.

IBM

IBM offers a range of technology and consulting services. The vendor's backup and disaster recovery solution, Spectrum Protect, is a data protection platform that gives enterprises a single point of control and administration for backup and recovery. It enables backups and recovery for virtual, physical, and cloud environments. The tool also offers VM protection with a searchable catalog and role-based administration. IBM Spectrum Protect is a suite of software offerings that help organizations manage and protect their data by simplifying backup administration.

InterVision

InterVision's DRaaS services are branded as Bluelock Solutions. The vendor offers Infrastructure as a Service (IaaS) tools that specialize in cloud computing and disaster recovery. InterVision also provides Virtual Cloud Computing by way of IaaS, where users have the option to subscribe to their chosen amount of computing, storage, and bandwidth capacity. Bluelock Solutions also supports complex environments in addition to protecting sensitive data as a means to mitigate risk. InterVision's capabilities span on-prem, private, and public cloud environments. In 2020, MidOcean Partners acquired InterVision.

Microsoft

Microsoft is a multinational company that develops, manufactures, licenses, supports, and sells various software services and products. The vendor offers enterprise tools through Microsoft Azure, including virtual machines, cloud storage, application service, and cloud backup. Microsoft's Disaster Recovery as a Service (DRaaS) solution, Azure Site Recovery, provides coverage across Linux, Windows, VMware and Hyper-V virtual machines, and physical servers.

Rubrik

Rubrik primarily provides data protection and data management in hybrid IT environments with its flagship product, Rubrik Cloud Data Management (RCDM). The platform is a scale-out-architecture-based data protection tool with cloud integration, live mount for Oracle Databases, support for Office 365 backup, and support for SAP HANA backup. Additionally, in 2018 Rubrik acquired Datto I/O, a company specializing in data protection of NoSQL databases. The vendor also offers Polaris Radar, a solution that provides ransomware detection and remediation.

StorageCraft

StorageCraft offers backup, disaster recovery, and business continuity solutions for servers, desktops, and laptops. Their solutions reduce downtime, improve security and stability for systems and data, and lower the total cost of ownership. StorageCraft's business focuses on data protection and restoration tools that are offered via value-added and channel partners. However, it also provides scale-out storage, replication, recovery, integrated data protection, and more. The solution is supported by on-prem and cloud-based environments, as well as hybrid deployments.

Sungard Availability Services

Sungard Availability Services (Sungard AS) provides managed IT services, information availability consulting, business continuity management software, and disaster recovery. The vendor's Disaster Recovery as a Service (DRaaS) solution supports hybrid systems and provides scalability. The provider has recovery locations in the United States, Canada, the United Kingdom, and Western and Northern Europe. Sungard AS also offers its own recovery locations in addition to Recover2Cloud using AWS.

TierPoint

TierPoint helps clients deploy disaster recovery, connected data center, and cloud solutions for their overall business continuity plan. TierPoint's Disaster Recovery as a Service (DRaaS) combines features such as replication, cloud, and virtualization technologies, delivering a comprehensive solution that provides the capabilities needed to ensure critical data and applications are safe and secure. TierPoint's solution portfolio includes private, managed hyper-scale, and hybrid cloud environments, focusing on providing exemplary services and dependable customer care. In 2020, TierPoint raised \$320 million in Private Equity.

Unitrends

Unitrends Enterprise Backup provides a package of on-prem backup, backup to the cloud, cloud-to-cloud Infrastructure as a Service (IaaS) backup, and Disaster Recovery as a Service (DRaaS) via integrated appliances and software only offerings. The provider leverages high-availability hardware and software engineering with support services to provide all-in-one backup and continuity. Unitrends also offers hypervisor host-level security for VMWare, Hyper-V, and XenServer, as well as more traditional security for physical servers and databases. IT management solution provider Kaseya recently acquired Unitrends.

Veeam

Veeam Backup & Replication is a data protection and disaster recovery solution for virtual environments. It provides recovery of virtualized applications and data. The provider unifies backup and replication in a single solution, increases the value of backup, and reinvents data protection for VMware VSphere and Microsoft Hyper-V virtual environments. Veeam offers free promotions for physical server backup and O365 Exchange Online. The solution also features data center functions, including tape support and snapshot storage integration, along with crucial deduplication backup integration.

Veritas Technologies

Veritas Technologies provides backup and recovery, business continuity, information governance, and storage management tools. Its NetBackup product is a single and scalable solution that can protect physical, virtual, and cloud workloads. Multitenant support is optional, and the solution is available on a converged platform that requires minimal administration, even in large environments. It eliminates point products within a business using centralized, policy-based management. Veritas also incorporates technologies for data reduction and bandwidth efficiency while providing indexing and search capabilities.

Zerto

Zerto offers an IT Resilience Platform, which combines backup, disaster recovery, and cloud mobility into one converged solution. Through enterprise scale, the provider's software platform delivers continuous availability, which minimizes downtime. Additionally, IT Resilience simplifies workload mobility in order to protect, recover, and move applications across hybrid and multi-clouds freely. Users are able to replace their legacy solutions through Zerto's single platform. Zerto also powers resiliency offerings for Microsoft Azure, IBM Cloud, and AWS.

ABOUT SOLUTIONS REVIEW

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