

REPORT REPRINT

Druva's end-user data protection meets CS DISCO's e-discovery in AWS public cloud

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Data protection provider Druva partners with e-discovery SaaS vendor CS DISCO to make easy transfers of files collected from enterprise endpoints and stored in Amazon Web Services to an e-discovery SaaS and workflow also in AWS.

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Druva is a converged data protection software and service provider offering accessibility and availability to enterprise files forensically collected from endpoints in its traditional role as a backup provider. The company has come a long way from its inception as an endpoint protector. Each step along its path has distanced itself from the competition; e.g., supplying file-sync-and-share functions to collected data and lending support for information governance.

In its information governance role, Druva supports granular privacy and access controls and API access to its collected data from e-discovery providers such as AccessData and Exterro. The company recently announced a partnership with CS DISCO, a SaaS e-discovery provider that, like Druva, operates in Amazon Web Services (AWS). The Druva-Disco connection transfers archived data relevant to litigation or investigation via the cloud without invoking its terrestrial original location.

THE 451 TAKE

Druva's accretion of information governance (IG) features to its endpoint data archiving platform and the company's support for e-discovery dovetails with our IG research agenda. E-discovery technology is a component of IG products and services. Data archiving and information management providers like Microsoft (Equivio), OpenText (Recommind) and now Druva, are producing or acquiring e-discovery software to manage enterprise information life cycles and include support for litigation and internal investigations. Druva forensically collects files from endpoints, maintaining data integrity with chain-of-custody reporting, decreasing overall preservation and processing costs by de-duplicating data and, in partnership with CS DISCO, minimizing transition costs of moving data from an archive to an e-discovery workload - all in AWS. Druva's direction with governance and its strength in laptop and smartphone protection matches the trends we're seeing in the workplace. Corporations must meet local, national and international legal and regulatory requirements to operate in a global marketplace; mobile, self-service and personalization represent a revolutionary shift in the brand-customer relationship.

CONTEXT

Founded in 2008, Druva makes data protection and loss prevention software for endpoint devices, such as laptops, desktops and mobile devices. It has recently expanded its offerings to server-based backup and disaster recovery with its Phoenix product. The company is headquartered in Sunnyvale, California, with offices in Australia, China, Germany, India, Japan and the UK. It has 370 employees.

Druva's series A funding from Sequoia Capital and Indian Angel Network Services in 2010 amounted to \$5m. The following years it gained \$37m in series B and C from EMC Ventures, Nexus Venture Partners and Sequoia Capital. Sequoia led the company's series D funding, with reinvestment from Nexus and new investment from Tenaya Capital totaling \$25m in 2013.

We estimate Druva generated between \$50m and \$52m in annual revenue in 2015 from software licenses and subscriptions. The company claims it has more than 3,000 customers including Dell, Deloitte, DHL, KPMG, MetLife, NASA, PricewaterhouseCoopers and Xerox, and that its software is protecting more than three million endpoint devices.

The bulk of Druva's revenue (90%) stems from large (more than 2,500 employees) and midsize (more than 500 employees) enterprises. The company claims 80-95% of its new customers prefer cloud services versus on-premises software. About 60% of Druva's revenue comes from North America, 35% from EMEA and 5% from APAC. It derives 80% of its revenue from direct sales vis-à-vis a channel. The average deal size for the company grew from \$7,500 in 2012 to \$100,000 today. The company continues to be led by its founders, CEO Jaspreet Singh and CTO Milind Borate.

PRODUCTS

Druva's primary product, inSync, is a platform that backs up, archives and manages all end-user files collected from device endpoints. InSync supports secure, audited access to files and file sharing with support for version control, guest access, file link creation and expiration, and password controls. A product dashboard provides administrators with visibility and control into the corpus of enterprise data from backups and file-sync-and-share operations. Administrators can easily see the number of users, storage use, backup and restore activity, snapshots of failed and inactive backups with errors, file-sharing statistics, and the total devices tracked and encrypted. Administrators can determine retention and access policies for backup, how users log in to Druva (inSync password, Active Directory, SSO), and deactivate inactive devices. End users can control privacy settings and restore data from a web browser. Data Loss Prevention (DLP) features are available for all mobile devices, including laptops and servers. Data can be remotely wiped on demand or automatically. Geolocation functions allow device tracking.

Druva supports standard policies for compliance, which include PII (personally identifiable information), HIPAA (Health Insurance Portability and Affordability Act), GLBA (Gramm-Leach-Bliley Act) and PCI DSS (Payment Card Industry's Data Security Standard). Administrators can use the standard policies or create custom policies. Per selected policies, Druva monitors file access and use and alerts and reports violations and anomalies.

Like Druva, CS DISCO's SaaS is built on AWS. The software supports online document review, search, and production capabilities that focus on ease of use, elastic performance and predictable pricing. The Houston, Texas-based company claims more than 400 law firms have used DISCO, including 50 of the Am Law 100 firms.

InSync pricing starts at \$6 per user per month, which includes 50GB storage per user. The company charges consumption-based storage pricing for Phoenix, with starting as low as \$0.003 per GB per month. Druva support is included with the company's inSync Elite package. Druva's integration with DISCO is included in company's standard pricing model.

TECHNOLOGY

Druva's software archives, manages and restores files and metadata on enterprise endpoints, including laptop and desktop computers; server-based systems, including support for VMware; SaaS repositories, including Box, Google for Work and Office 365 – and soon, Salesforce. The company's patented technology (US Patent No. 8700634 B2) de-duplicates data at the block level across all devices – only a unique data block is sent and stored in Druva.

The archiving process has extensive support for smartphones, with the ability to collect device identifying information, SMS, browser history, call logs and third-party application logs. Once collected, Druva manages the files and adds workloads beyond archiving and backup for data loss prevention, file-sync-and-share and information governance.

Information governance from Druva includes file access controls, policy monitoring, alerting, auditing and integration with third-party e-discovery software. Druva supports file signatures and auditing of users and administrators to maintain a chain of custody for every file. The company's federated search tool can search across all enterprise data to speed investigations, facilitate e-discovery pre-culling and enable defensible disposition or deletion.

Once Druva proactively collects data from endpoints it becomes easy to manage and place legal holds on content to ensure its preservation and possible future admissibility in litigation or inclusion in an investigation. Druva captures an extended set of metadata per the best practices of the Electronic Discovery Reference Model, including file name, extension, last modified, permissions, logical size, creation date, last saved, file path, file size last accessed, and file owner. From a litigation support dashboard, administrators can create and select custodians to place and remove litigation holds.

From an AWS archive, Druva can select files by custodian or from a search result and transfer them into Disco's e-discovery SaaS, also in AWS. Once in Disco, the data is further processed, analyzed and reviewed for potential evidence in court or relevancy to an internal investigation. Besides Disco, other e-discovery providers, such as AccessData, Exterro, Guidance Software and Recommind, access Druva data via the company's API. Druva is developing a legal hold API for third-party use.

STRATEGY

Most data protection vendors offer laptop backup and recovery, but Druva distinguishes itself with information governance features, such as forensic file recovery, patented de-duplication, and enhanced support for laptops used by a mobile workforce. Druva sells directly to businesses and through a channel of distributors and resellers, which includes CDW, Exclusive Networks, MobileIron and Recommind, which was recently acquired by OpenText. We doubt Recommind will continue as a partner.

With the increasing anxiety over the EU's General Data Protection Regulation, which will allow for penalties of 4% of revenue to a maximum of \$2m, the company hopes to grow its business in Europe. Likewise for the Japanese market, where Druva markets a Japanese version of inSync with a policy implementation for J-SOX.

COMPETITION

Druva's competitors include traditional archiving, backup and recovery providers, such as CA Technologies, CommVault, EMC, Hewlett Packard Enterprise, IBM and Veritas. With its cloud backup option, Druva also competes with Code42 and Mozy. For file-sync-and-share operations, Druva competes with Box, Dropbox, IntraLinks and a plethora of collaboration platforms that are also releasing support for information governance and compliance.

SWOT ANALYSIS

STRENGTHS

Druva continues to add workloads to the content it stores as an archiving and backup provider to its advantage, further distinguishing it from the plethora of other providers.

WEAKNESSES

The company's channel distribution lags behind its direct sales, in disproportionate numbers to the value an endpoint security provider with information governance can add to an enterprise storage product or service.

OPPORTUNITIES

Druva's support for information governance and compliance can be used to increase its international sales in Japan with J-SOX and the EU with the prospective General Data Protection Regulation.

THREATS

Although Druva is a first mover in adding information governance to its endpoint security offerings, the competition is legion and can copycat its offerings.