

# Exploring the Rationale for Moving from Capex-Reliant Data Backup and Management to Druva Phoenix

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By Kelly Teal, Editor-in-Chief

## What You Need to Know

Organizations are creating and storing more data than ever, often across multiple locations. Neither reality will reverse trend, especially as more worldwide regulations require longer storage times. The challenge, then, lies not only in keeping track of all the information an enterprise produces but also in backing it up efficiently, archiving it and having it readily recoverable in case of a disaster.

Along with that conundrum comes the question of whether to store more than one copy of the same data – an expensive and time-consuming proposition. Many organizations still think they have little choice, and they continue to duplicate data, often in whole-file form. This hogs bandwidth, consumes pricey tape and valuable employee time, and exacerbates warehousing costs.

Some legacy data storage providers have responded to these issues by offering platforms “in the cloud.” However, these solutions lack scalability and simplicity because legacy, hardware-centric data protection solutions now are hosting that same software in the cloud – an approach often called “cloud washing.” Customers still must pay for, patch and maintain these solutions, and they tend to work with more than one vendor, which adds expense. Next, organizations must deal with tapes and off-site archival and disaster recovery. Finally, these legacy-to-cloud setups create siloes, due in large part to the use of various vendors; therefore, enterprise administrators do not have single-pane visibility into all of the organization’s data. This leads to confusion and inadvertent oversight.

Legacy solutions from vendors including Veritas and Commvault were not built in the cloud, even though they have been rejiggered and rebranded somewhat to accommodate “cloud.” Nonetheless, they were designed around traditional approaches – namely, tape backup – that the cloud has, to some degree, rendered obsolete. As more organizations operate remote and distributed offices and campuses, and generate record amounts of data, the need for simple, scalable, cost-effective data backup, archival and recovery grows more pressing.

## AT A GLANCE

### Business Challenges

Disparate locations and on-site hardware and software created silos for data backup and management. Backups and restores also consumed bandwidth, hindered end users and cost too much money in hardware, software, maintenance, licensing and personnel time and salaries.

### Legacy Solutions in Place

- HP Autonomy LiveVault
- Veritas Backup Exec
- Veritas NetBackup
- Veeam
- CloudBerry

### Solution Selected

Druva Phoenix

### Benefits

- Single-pane-of-glass insight and management
- Significantly reduced costs

One company, California-based Druva, provides born-in-the-cloud data protection and management that AOTMP Research and its Blue Hill Research division view as sitting on the forefront of the industry. AOTMP Research and Blue Hill Research therefore conducted deep qualitative interviews with three organizations that struggled with legacy, distributed data backup, archival and recovery, and that embarked on the process of finding new capabilities. Each participant ultimately chose Druva. This Anatomy of a Decision report extracts and expounds upon the common challenges, investment drivers and business results shared by these organizations to provide guidance to decision makers in similar situations.

## About the Subjects

Subjects in this research report represent mid- to large-sized enterprises in three key verticals: oil and gas; legal; engineering and construction. The first organization, Gulfmark Offshore, has eight locations worldwide, just more than 500 employees and operates 72 offshore vessels. The second firm, Integreon, supports 2,400 associates around the world performing research, document, business and legal services. The third, TRC, has more than 4,000 employees in 120 offices throughout the United States, the UK and China providing engineering and construction management consulting.

## Drivers for Investment

Prior to implementing Druva Phoenix, each of the interviewed participants relied on a mix of legacy backup solutions that included, among others, HP Autonomy LiveVault, Veritas Backup Exec and Veritas NetBackup.

Three key factors prompted the research participants to look for a new approach to data backup, archival and recovery:

- Continuous growth
- Fears about old technology
- Expense

“Druva was really patient and understood that we didn’t know who they were. And even through our naysaying, they were patient in explaining dedupes and incrementals forever. It felt like they were in it with us to solve the problems. It felt like the others just wanted to sell us a license.”

*Jason Credit, Senior Director of Technology, TRC*

“ Our biggest challenge was people. A guy had to sit in the office to manage the environment. In the U.S. alone I had one person managing all my backups for \$60,000-\$70,000 a year. Our objective was not to reduce people but to use them for better projects. Now we’re leveraging our people. It’s strategic, not tactical and basic. ”

*Sanjeev Jain, CIO,  
Integreon*

For two of the organizations, growth through acquisitions meant taking on, and trying to assimilate, a range of data backup solutions. Before long, the need to standardize platforms became apparent. The organizations further realized they needed to eliminate the high licensing costs and excessive engineer-level hours spent on mundane tasks such as changing and labeling tapes.

There also was discomfort with tape’s susceptibility to disaster. Even by storing tapes with a third party, the question lingered: If there’s a fire or other incident at the office that destroys hardware, how does the organization restore data from tape? All three participants knew for sure they needed to move to the cloud.

Lastly, annual financial outlays for hardware and software upgrades were getting out of hand. This, again, pointed to the need for a cloud-based solution.

## Choosing Druva Phoenix

Each participant undertook the process to vet and choose a new data backup provider. In doing so, each company evaluated several vendors, not just Druva. In fact, Druva was at first unknown to two of the three organizations. The other companies considered included HP Autonomy LiveVault, Veritas NetBackup, Veeam, CloudBerry, Parablu, CTERA Networks, Commvault and Ahsay Backup. Yet there were specific differentiators that set Druva apart from its competitors. The leading reasons the participants chose Druva were:

**Cloud-Native Platform.** Being in the cloud and being born in the cloud may not sound very different but the distinction is significant. The former retrofits legacy equipment and software to work in the cloud; the latter was built in and extends from the cloud. To that point, Phoenix uses Amazon Web Services micro-services in an “as a service” model, delivering the efficiencies and economies of scale of the cloud. This eliminates hardware, such as backup servers and dedupe appliances, and software – and additional licensing – at the customer premise, as well as offsite archival, maintenance requirements and service agreements. It further allows for easy scalability as the enterprise’s storage needs grow and facilitates simple file backup and restoration. And because Druva is a “born in the cloud” as-a-service vendor, its customers do not have to fret egress charges, connections to AWS and so on.

All this proved a crucial differentiator for Druva as each of the three research participants searched for a new approach to their data backup and recovery strategies.

**Security.** As more governments enforce stringent laws governing individual privacy, and as threats such as hackers and ransomware grow more prolific, organizations must protect their data. Phoenix relies on methodology called “sharding” that separates data from its metadata. This ensures an extra layer of encryption, in flight (TLS 1.2) and at rest (AES 256 bits). On top of that, Phoenix encrypts each customer’s key or token so that not even its own employees may access it. Only the client’s administrators have the credentials to unencrypt their data.

**High Performance.** One of Phoenix’s standout features is its proprietary global source-side deduplication technology. This means that once a piece of information has been stored to the cloud, and has not changed, backups do not reload that same data. Only one copy of the data exists in the cloud, no matter where it is stored. This saves up to 80 percent bandwidth, optimizes storage and makes any recovery efforts move faster. Phoenix’s deduplication capabilities, and the performance increases they provide, contributed to each research participant’s final purchase decision.

High performance was a crucial factor overall. Each organization needed flexible, anytime, anywhere access, guaranteed uptime and automatic functionality that did not interrupt end users. The legal firm also pointed out that it also was unwilling to have to upgrade its internet access to accommodate its new storage vendor, whichever company that was going to be. As it turned out, every vendor the legal firm vetted except for Druva would require more bandwidth, failing the organization’s performance expectations.

Druva operates smoothly even over low bandwidth because of its deduplication and optional CloudCache technologies. CloudCache installs on any physical or virtual server to provide LAN-like backups and restores – it does not back up straight to the cloud. Rather, data lives in the local CloudCache for up to 30 days, before it is moved to the cloud, and is replicated according to the schedule set by the IT administrator. Thus, if the organization needs to restore data right away, it can do so from CloudCache. Data less than 30 days old stays on site; older and less-referenced data lives in the cloud. Either way, organizations can store data on-site if needed and sync it during off-peak hours. This works well for firms with fast RTO and RPO requirements.

“Because we were using different technologies across the globe, I was afraid IT personnel wouldn’t adopt Phoenix rapidly. But even before I did the full training, they were already using logins and self-starting.”

*Kevin Adams, Global IT  
Infrastructure Manager,  
Gulfmark Offshore*

**Ease of Operation.** Druva built Phoenix in such a way that even non-IT personnel can oversee storage-related operations. Users do not need to possess esoteric knowledge. Rather, because of the simple, single-pane-of-glass interface, any authorized employee may view and manage all storage needs across all of the organization's locations. This eliminates the need to remote into individual servers to check on storage and backup operations.



We'd thought our data was special and not dedupable because of the CAD and engineering files, satellite imagery and so on. There were internal struggles around believing that what we were seeing from Druva was real. There was a lot of skepticism around this little startup and whether they could really do this when the giants had failed. Then we started projecting the costs and realized, this is a much more effective way to manage our work and we don't have to have any infrastructure. ”

*Jason Cradit, Senior Director of Technology, TRC*

From a Phoenix perspective, scaling up and down is VMC- and storage-based. VMC allows organizations to expand or contract their infrastructure and the consumption-based ability allows users to scale storage as needed and pay for only what is used. This removes the burden of buying more hardware and software to handle temporary load fluctuations.

The ability for any authorized user to view current status and make adjustments with the click of the mouse was important to the research participants.

**Global Footprint.** Because each research participant's firm has offices throughout the world, they needed a storage solution that worked regardless of location. Phoenix backs up to the closest regional AWS data center. This proximity speeds up data backup and restoration, and complies with privacy and data-protection regulations (such as local data residency laws when data cannot leave the country). Phoenix's born-in-the-cloud profile also meant the organizations did not

have to keep buying hardware and software for each individual office.

**Long-Term Affordability.** Ultimately, every research participant cited cost as the overarching factor in choosing Druva Phoenix. Each of the IT groups had to justify a new purchase to executives; being able to show lower expenses over time because servers, tapes, extra manpower and more would be eliminated, clinched buy-in. Druva says its customers, on average, see a 60 percent drop in total cost of ownership. One of the organizations included in this paper cut its storage and opex expenses in half; another by 70 percent; and the other by 25 percent.

One reason for those reductions is that Phoenix only requires organizations to pay for the storage they use, instead of what they might use. The company calls this "on-demand pricing." These credits, as Druva calls them, do not expire as long as the client maintains its contract with the vendor.

With a legacy setup, a company may predict it will need 5TB of storage capacity in three years, while it only consumes 1TB now. Accordingly, in such an arrangement, the organization might buy the hardware to accommodate anticipated need but that hardware will go unused for a long time, essentially wasting capex. With Druva, the need for hardware and software goes away, and all management is handled from one console.

Another cost differentiator is that, after 90 days, Druva moves a customer's data into long-term AWS storage. This storage is inexpensive and Druva passes savings along to the client.

## Resulting Business Impact

The proof for a solution's efficacy lies, of course, in the outcomes. Here, each of the research participants have experienced similar results that have increased the productivity and efficiency of their departments and, therefore, organizations overall.

**Faster-Than-Expected Implementation.** In the case of legacy platforms, moving from one to another takes large chunks of time. Therefore, when the research participants planned the transition to Phoenix, they built months into the deployment calendar. They did not expect to make the switch in weeks. For example, one of the organizations set a timeline of one quarter. However, almost all the company's information moved to Phoenix within 30 days. Another participant moved its 6TB of data to Phoenix within about a month. Any time the internet connection faltered – due to no fault of Druva's – the organization restarted the backup and picked up where it left off.

**Faster-Than-Expected Restores.** Phoenix's deduplication technology puts the solution far ahead of the competition, in AOTMP Research and Blue Hill Research's opinion. To that point, post-implementation, a research participant discovered a large file restore it would need to perform. The company calculated that the task would take seven days. However, Druva Phoenix completed the job in 48 hours due to the deduplication technology. Overall, the organization has experienced a 50 percent reduction in the time needed to back up and restore data. Another of the research participants is able to perform a 50-server backup in an hour.

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Once backup happens on tape, it has to go outside for business continuity/disaster recovery. If something goes wrong, if there's an incident at our office, say, and none of us is able to reach the office, we have to recover all the data. Even if I bring my tape back, how are you going to restore the tapes unless you have the hardware? Let's say there's a fire in the building and you have the tapes with you but you cannot use them. It's an old system and, I realized, not a foolproof solution. ”

*Sanjeev Jain, CIO,  
Integreon*

**Global Management Ease.** The time specialized, high-dollar personnel were spending managing simple tasks created frustration for all the organizations interviewed for this report. Now, though, with Druva's clean, simple interface and usability, even non-IT staff can oversee backups and restoration. This removes burden from the IT team and frees those employees to focus on strategic tasks that help the organization as a whole achieve important goals. In addition, Druva's single-pane-of-glass functionality makes it easy for any authorized user to change settings and requirements from anywhere in the world. Remote locations no longer need individual on-site managers for data backup and restoration, unless the enterprise in question wants to take that approach.

“ We needed to leverage AWS...as a back end but we didn't want to buy more hardware. We knew there was no way for a large capital outlay for hardware. Any investment I made in one site that wasn't fully used was a waste. ...Now I can buy a block of credits to use across the globe, no matter which region. ”

*Kevin Adams, Global IT  
Infrastructure Manager,  
Gulfmark Offshore*

**Compliance and Reporting Peace-of-Mind.** Enterprises do not want to rely on their resources alone to ensure compliance with government rules, particularly as the European Union enforces its stringent General Data Protection Regulation laws. One of the research participants must store data for up to 10 years. This calls for a vendor that can assure data protection and storage both for the long and short hauls. One of the research participants must store data for up to 10 years. Again, Phoenix encrypts data so that not even Druva's own employees can get into the files. From there, data is backed up only according to client requirements and stored as long as necessary. Knowing that they are not incurring any compliance violations gives the participant peace of mind.

Having the right reports to allocate chargebacks to appropriate departments provides similar security. Druva Phoenix offers a range of reports that can be assigned to various roles, and that track activity from backups and restores to alerts history and more. However, those reports may not provide all the insight a particular client needs. To that point, one research participant relied on some specific allocation reporting, which Druva did not have at the time. Yet the vendor created a new Phoenix report from scratch, giving the client the capabilities it needed to assign expenses internally.

**Cost.** Every research participant cited cost as a major factor in its decision to adopt Druva Phoenix. Each of the organizations needed to eliminate aforementioned expenses such as tape storage, hardware, software licenses and employee overhead without compromising data backup and restoration functionality. Once again, Druva Phoenix delivered, often beyond the participants' original expectations. For one organization, Phoenix's real price differentiator came in the total cost of ownership.

Once the IT team realized that other vendors were adding capabilities to their products to make them complete, and those costs were not accounted for in estimates, it knew Phoenix was the way to go. "Don't just look at licensing," the participant advised. "You have to look at TCO."

Another of the participants, the one that saved 70 percent on its backup costs, also saved around \$120,000 in the first year of using Druva Phoenix because it no longer had to replace tape libraries or buy new servers. Those capex savings will not continue because Phoenix does not have a capex component, but the client saved some money right away.

## Conclusion

The companies that took part in this research endeavor are profiting, directly and indirectly, from the move to Druva Phoenix. The discussed savings in time, capex, opex, overhead and worry speak for themselves. Indeed, this kind of advance in the world of data backup and restore has been a long time coming. Legacy companies have identified and tried to capitalize on the cloud by retrofitting their platforms to the next generation. This rarely, if ever, works as well as it should, though. Technological progress often requires new entrants to set new standards. Druva's fresh perspectives and approaches are, in AOTMP Research and Blue Hill Research's view, doing just that.

If decision-makers at other organizations see their own pain points in the research participants' stories, AOTMP Research and Blue Hill Research recommend vetting Druva Phoenix for themselves. Start by compiling all soft and hard costs related to the enterprise's data backup and management initiative. Break out capex and opex. Remember to include all the little add-ons that contribute to overall total cost of ownership. Then compare to Phoenix. Chances are, most organizations will want to further explore their options in Phoenix.

As workforces grow more mobile and distributed, enterprises must craft airtight strategies for data management, including ensuring adherence to ever more rigorous protection and storage laws. This will mean relying on vendors with proven solutions that pay continuous attention to shifting requirements. Working with providers that specialize in the cloud is key to supporting employees and clients around the world, and staying on the right side of data-protection regulations. There are other "born in the cloud" vendors. In AOTMP Research and Blue Hill Research's opinion, several of them have yet to mature to match Druva's capabilities. Organizations looking for solid data backup and management options now will do well to follow the lead of their peers highlighted in this report. Carefully vet the choices and make an informed next-step decision that not only meets current needs but makes way for the future.

“ Technological progress often requires new entrants to set new standards. Druva's fresh perspectives and approaches are doing just that. ”

*AOTMP Research and  
Blue Hill Research*