



Business Brief

DRUVA 2017 AWS CLOUD DATA PROTECTION SURVEY:

Key cost optimizations for cloud data storage

Executive Summary

Enterprise companies across several industries have embraced Amazon Web Services (AWS) for secondary storage. This trend represents a powerful shift in the way in which large organizations have historically viewed the cloud when it comes to business-critical information. Despite this massive shift, however, there remain some lingering perceptions about the capabilities of the cloud. While confidence in the durability and availability of data stored in AWS has risen significantly, there are still concerns about cost structures. With multiple lines of business across multiple sites generating duplicate sets of data, cost issues arise when IT departments look to the cloud for secondary storage and data protection. IT leaders are realizing that they need a platform that helps them leverage the cost benefits of the cloud by optimizing their datasets with capabilities like global deduplication. Simply plunking data in the cloud doesn't allow these organizations to align the real needs of the business with the storage capabilities of the cloud, which ultimately results in overpaying for cloud storage. Knowing how to stratify the data into the right SLA on storage protection levels is saving companies big money. These leaders are increasingly looking at a cloud approach that taps into the unrivaled speed and availability of the AWS public cloud, without having to sacrifice performance, flexibility, or security. And those who have made the move are seeing that this can be achieved at a dramatically lower total cost of ownership (TCO) when compared to on-premises solutions.

With this in mind, Druva performed an AWS cloud migration survey in November 2017 to get a clearer picture of how organizations are utilizing the AWS service for secondary storage, data protection, and archiving. This survey was conducted across more than 20 industries by IT professionals within multiple roles across the globe. We've highlighted our findings in this report.

“Gartner estimates through 2017, more than 80% of CIOs will be pressured by business management to evaluate migrating their data centers to cloud IaaS..”

Kasey Panetta, “3 Journeys for Migrating a Data Center to Cloud IaaS,” Gartner

Survey Highlights

Ultimately, companies are interested in simplifying costs and centralizing data management across workloads, regions, and heterogeneous environments. Organizations are seeking to gain much higher confidence in the way that they apply retention policies as well as deliver on their SLAs while gaining the scalability and mobility that the cloud can provide. We found a strong trend toward AWS cloud adoption for secondary storage and data protection, with costs as their primary concern, prompting organizations to look closely at optimizing the way in which they leverage the cloud.

63%

Plan to leverage the AWS cloud for secondary storage.

59%

Worry about rising costs from redundant data growth.

84%

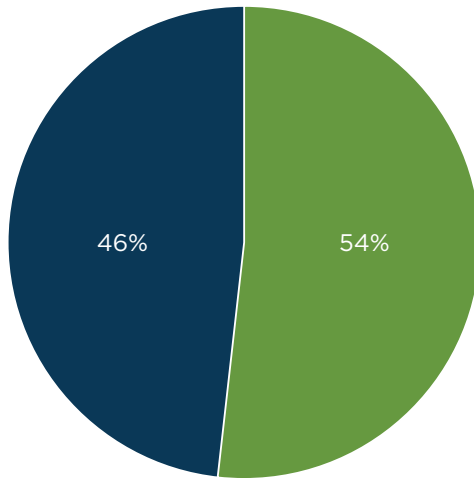
Want to eliminate egress charges.

Survey Results

Aggressive Adoption

A strong trend is emerging with the majority of respondents, indicating that their organizations are leveraging the cloud for data protection.

Currently Using the Cloud for Data Protection (percentage of respondents)



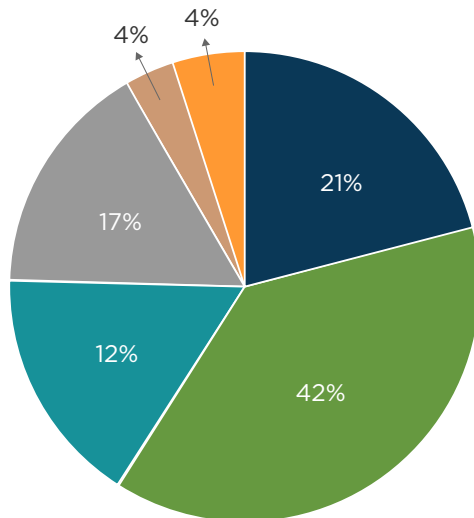
54%

Already use cloud for data protection

Secondary Storage in the Cloud

An overwhelming number of respondents indicated that they have moved or will be moving secondary storage to AWS.

Likely to Move Secondary Storage to AWS (percentage of respondents)



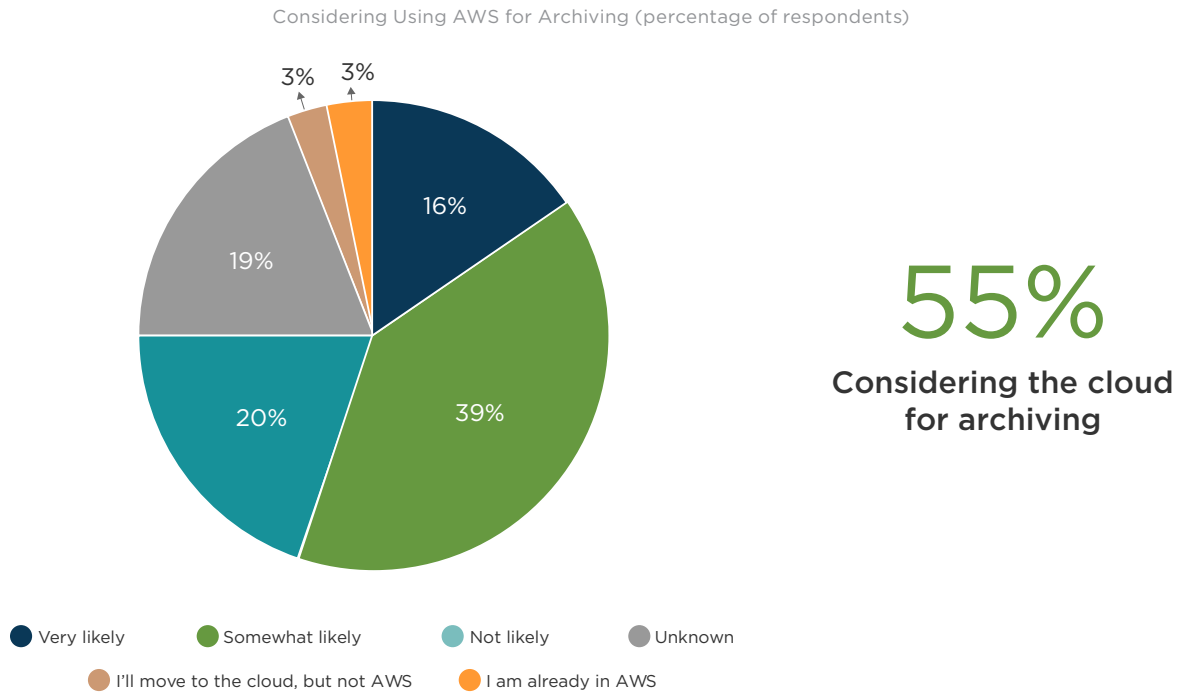
63%

Will use the cloud for secondary storage

- Very likely
- Somewhat likely
- Not likely
- Unknown
- I'll move to the cloud, but not AWS
- I am already in AWS

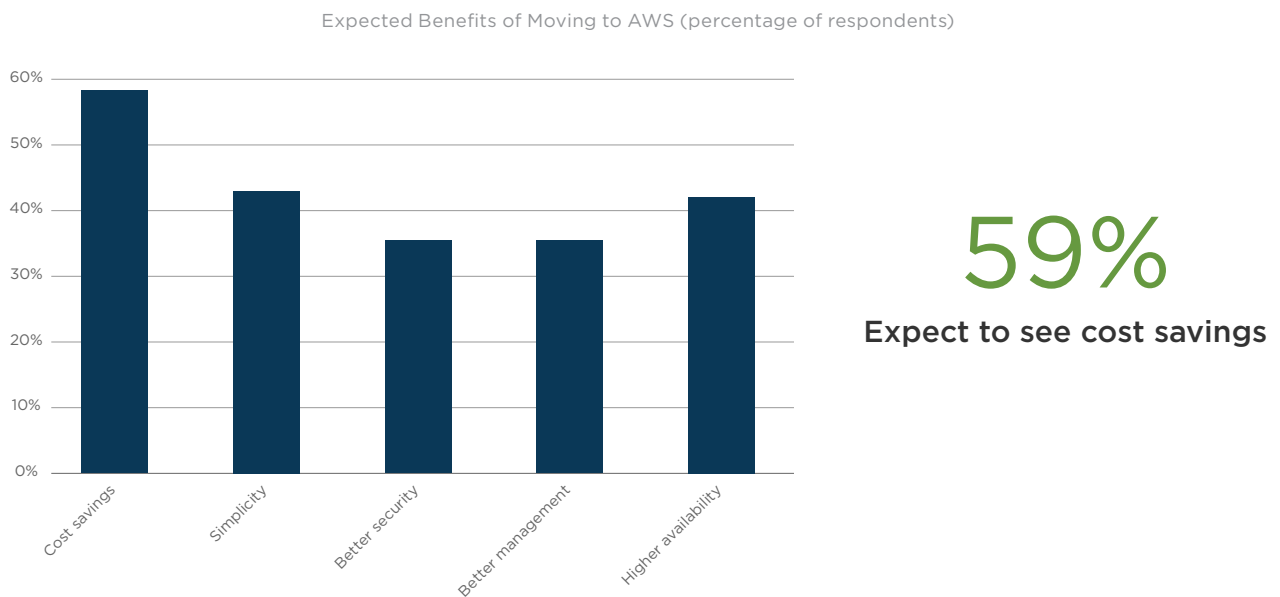
Archiving as a Major Use Case

The emergence of cloud archiving—and the corresponding demise of long-used legacy solutions—isn't random. It's driven by technology trends that have irrevocably changed how organizations retain data for legal and compliance purposes. We discovered that the use case for tertiary (e.g., archiving) has strong momentum.



Cloud Savings

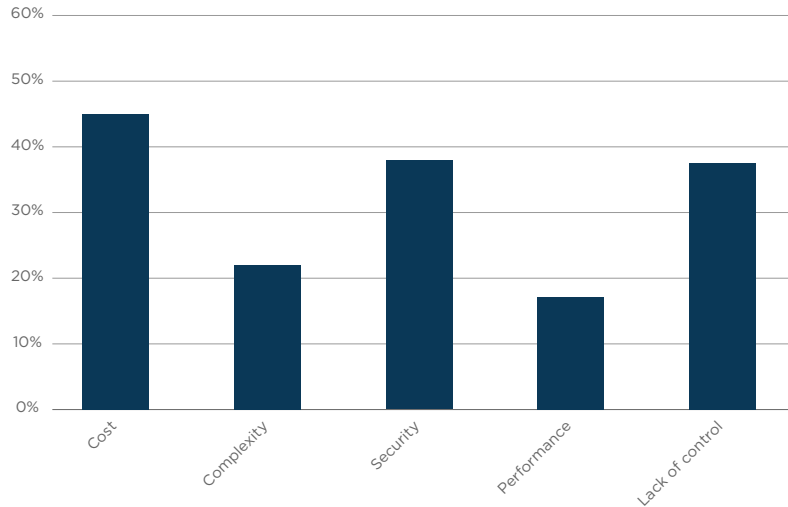
When an organization is deciding whether or not to migrate their data to the cloud, cost is always a factor. For a significant portion of the survey respondents, cost was the main driver behind their decision. We also found that those who have moved to the cloud for secondary storage and data protection have realized real cost savings.



Cloud Cost Concerns

While adoption and confidence are strong, there are still concerns about the costs of cloud data storage getting out of hand. Despite efforts to maintain lean data sets, organizations still struggle with the fact that large amounts of duplicate data exist. Companies want the data flexibility, scalability and mobility that the cloud provides but they only want to pay for what they need. Because of this, IT leaders are looking for solutions that provide true global deduplication across their entire data landscape so that they can actually reduce their overall TCO.

Primary Concerns about Moving to the Cloud (percentage of respondents)

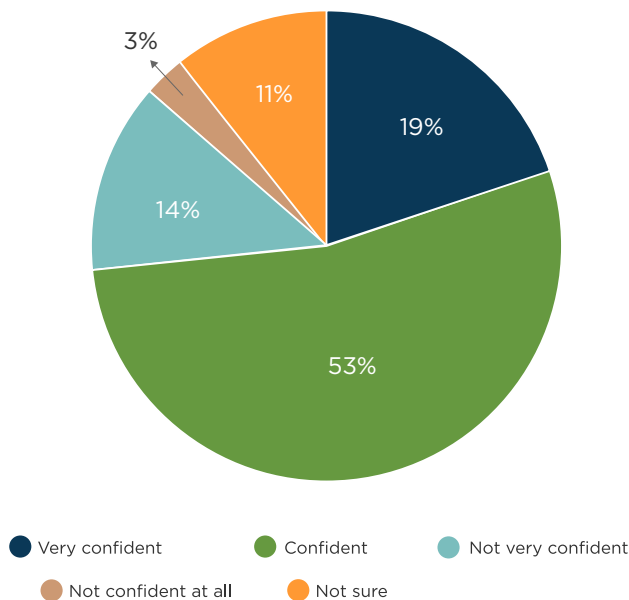


45%
Are concerned about controlling cloud costs

Confidence in the Cloud

Respondents indicated a very strong level of cloud adoption interest based on their higher confidence levels in the ability to recover data from the cloud.

Confident in Recovering Data from the Cloud (percentage of respondents)

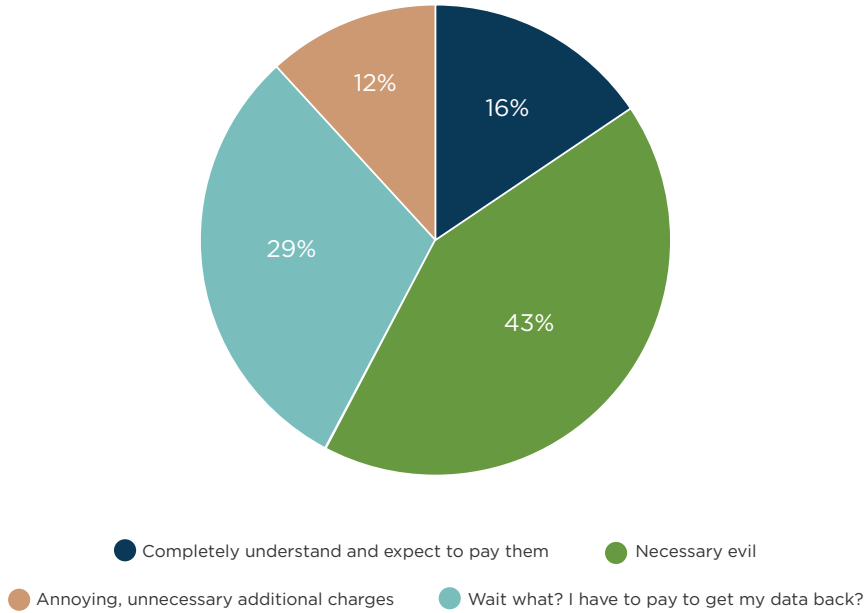


72%
Are confident in the cloud

Putting an End to Egress Costs

The vast majority of respondents expressed a desire to see egress costs go away. With the emergence of SaaS solutions for data protection, egress costs for data recovery are no longer a “necessary evil.”

Perspectives on Recovery or Egress Charges (percentage of respondents)

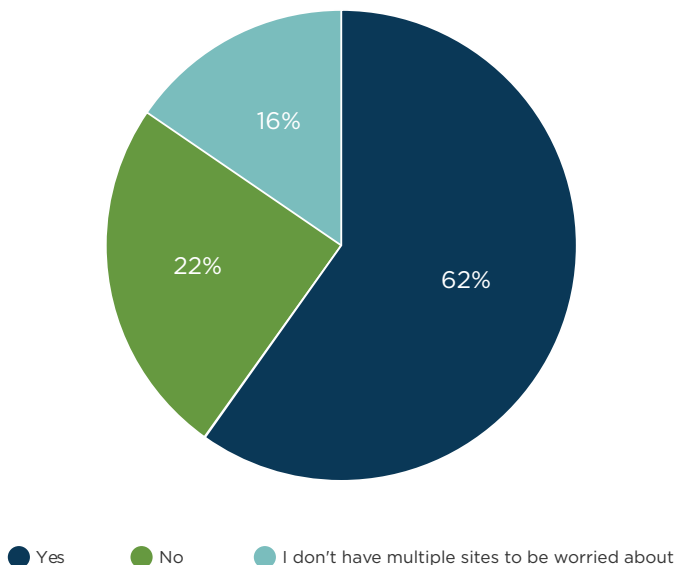


84%
Want to eliminate egress charges

Compounding Costs Across Multiple Sites

There was strong concern among those surveyed about the compounding data protection costs that they may incur as a result of having multiple sites. With true global deduplication, however, redundant data sprawl across multiple sites can be eliminated.

Concern about Compounding Costs with Multiple Sites (percentage of respondents)

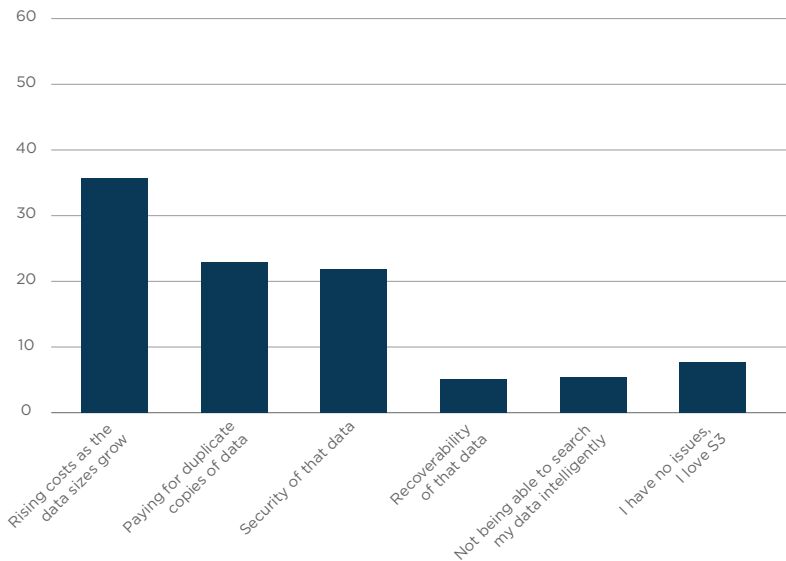


62%
Are concerned that having multiple sites will compound costs

Running S3 Workloads in AWS

While our survey showed that a growing number of organizations are storing data in AWS, the rapid cloud adoption has created a new set of challenges that will require deeper analytics into data usage, lifecycle management, and the development of a more holistic data protection model that spans on-premises and cloud environments. Respondents clearly identified that they worry about the growing cost of cloud storage as data grows. The focus of this concern is duplicate data driving up these costs, prompting them to look into solutions that ensure that only one set of the data is stored and managed in the cloud. Leveraging a data management solution that allows organizations to automate the management of hot, warm and cold storage has become a key requirement.

Concerns about Storing Data in AWS S3 (percentage of respondents)



59%

Worry about rising costs from redundant data growth

Druva + AWS — Better Together

The survey results showed a powerful trend toward moving workloads to the cloud, with AWS being the preferred destination. Druva helps remove the burden on your on-premises network and storage infrastructure by leveraging the AWS cloud as your central data protection platform and providing a single control plane for servers, endpoints, and cloud applications. Allowing you to employ multiple information management services on a single golden copy of data; backup, archiving, governance, and analytics without replicating data or infrastructure, Druva provides an integrated platform for workload mobility, data protection, and resilience for your data across the enterprise.

To learn more about AWS data protection, visit our solutions page: <https://www.druva.com/aws>.

About Druva

Druva is the global leader in Cloud Data Protection and Management, delivering the industry's first data management-as-a-service solution that aggregates data from endpoints, servers and cloud applications and leverages the public cloud to offer a single pane of glass to enable data protection, governance and intelligence--dramatically increasing the availability and visibility of business critical information, while reducing the risk, cost and complexity of managing and protecting it.

Druva's award-winning solutions intelligently collect data, and unify backup, disaster recovery, archival and governance capabilities onto a single, optimized data set. As the industry's fastest growing data protection provider, Druva is trusted by over 4,000 global organizations, and protects over 40 petabytes of data. Learn more at www.druva.com and join the conversation at twitter.com/druvainc.



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