

REPORT REPRINT

Druva extends AWS data-protection capabilities

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THE 451 TAKE

Enterprise data is distributed around hosted SaaS, branch offices, public clouds and end points - not at the datacenter - creating a significant data management challenge. Protecting and managing that data is becoming more complex and costlier, and business risk is rising. There are several functions that enterprises must now deploy to address this challenge, including DR, backup, compliance, analytics, e-discovery, archiving, information lifecycle management and data forensics. Druva's data management as a service (DMaaS) offering, the Druva Cloud Platform, is aimed at addressing all of this complexity in one platform, with data stored locally and on cloud.

TECHNOLOGY

Customers can replicate and clone a whole AWS account and associated environments across regions, create recovery plans and execute testing. Druva CloudRanger can search across all AWS accounts and snapshots, and understand where files exist within those backups, as well as the specific regions. Druva says this is especially useful in the case of compliance and enforcing retention and data policies. Druva CloudRanger automated disaster recovery is now available; Druva CloudRanger legal hold and file-level search will be available this quarter.

At the end of 2018, Druva made its Druva Cloud Platform available on AWS's 100TB Snowball Edge device to speed data migration to cloud. With AWS Snowball Edge, Druva provides a model for data protection tightly integrated with cloud migration capabilities. Druva on AWS Snowball Edge enables customers to apply backup policies, and to back up or restore directly to and from the device, and only a single copy of data is stored. Once data has been migrated to the cloud, and if an organization decides to move to the direct-to-cloud model, customers unplug the device and ship it back, with no interruption to their data-protection service. AWS Snowball Edge is offered within the Druva Cloud Platform through the Phoenix Data Protection Service, and is bundled in the Enterprise and Elite packages with no extra charge to customers.

In the data-protection market, vendors are moving toward more unified data management platforms that can span multiple storage siloes and provide orchestration that can automate workload and data management in the cloud. This is why Druva acquired CloudRanger in 2018 for its backup and disaster-recovery services for AWS workloads, integrating it with its Druva Cloud Platform.

BUSINESS MODEL

Sunnyvale, California-based Druva started with data protection for device endpoints, but has since moved on to offer a broader DMaaS platform that encapsulates data protection and governance along with features like information lifecycle management and data forensics. Its core products are inSync, Phoenix and the Druva Cloud Platform, which provide data protection for endpoint devices and SaaS apps, datacenter and remote-office/branch-office environments, and workloads based in AWS public cloud, respectively. The company was founded in 2008. Druva raised its most recent round of funding in the third quarter of 2017 - it was valued at \$80m, bringing its total funding to date to \$198m. The company claims to have 4,000 customers and to have more than 100PB under management.

COMPETITION

As is typical of the storage market, the data-protection space is populated with long-running incumbents that include Cohesity, Commvault, Dell EMC, Hitachi Vantara, HPE, IBM and Veritas. Commvault and Veritas have provided staunch competition in the data-protection arena, but both have recently faced some disruption from the likes of Cohesity, Rubrik and Veeam. Additionally, Veritas has added data-protection capabilities for SaaS apps, taking it further into contention with Druva. Companies such as Carbonite, CloudAlly, Cloudfinder, Metalogix, Spanning Cloud Apps and StorageCraft also offer the means to back up SaaS application data.

SWOT ANALYSIS

STRENGTHS

Druva CloudRanger is aimed at enabling business continuity, minimizing impact and meeting increasing compliance regulations across AWS workloads through a single offering.

WEAKNESSES

Data protection is giving way to data management, and data management companies must provide ways to extract additional value from it, in addition to ensuring that data is properly archived, is searchable, can be leveraged for analytics and is compliant.

OPPORTUNITIES

Data identification based on accurate and relevant metadata will likely become a growing focus across the IT landscape. The challenge and opportunity for data management companies will be to raise their IQ around the ability to determine the relative value of information.

THREATS

The most impactful area of storage innovation continues to be backup software, which is evolving into content-aware data management, with the aim of allowing more value to be extracted from data, as well as improving data protection.