

# Replacing Legacy Enterprise Backup Solutions with Druva in Today's Cloud- and Mobile-First World

Published: April 2015

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Report Number: A1016

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## What You Need To Know

In the world of the globally distributed and mobile workforce, the needs of backing up enterprise data are constantly evolving and becoming more complex. Organizations must ensure that corporate information is not only recoverable in the event of system failure, but they must do so across a variety of endpoints such as laptops, tablets, or mobile handsets at any location around the globe.

As they work to ensure these capabilities, business decision makers must balance concerns around encryption, varying data privacy regulations in certain geographic regions, and delivering the service in a way that is minimally disruptive to end users. Further, IT must consider how to provide these services without overtaxing the limited administrative bandwidth at their disposal.

Existing legacy solutions such as HP Connected or Microsoft Data Protection Manager were not originally designed to deliver on the business needs of today's mobile-first and cloud-centric workforce. To this end, Blue Hill conducted deep qualitative interviews with four organizations that felt these pain points and navigated the solution selection process to invest in their enterprise endpoint backup capabilities.

Ultimately, each participant selected inSync from Druva, a California-based endpoint data protection and governance provider, to address their needs. By distilling common challenges, investment drivers, and resulting business impacts, Blue Hill expects that the experience of these four organizations will provide guidance to business decision makers in similar situations.

## AT A GLANCE

### Business Challenges

Inefficient endpoint backup requiring significant administrative oversight and causing disruption in end-user productivity

### Legacy Solutions in Place

- HP Connected
- Microsoft Data Protection Manager
- Dell's endpoint management suite

### Solution Selected

Druva inSync

### Benefits

- Enhanced IT efficiency
- Reduced costs
- Eliminated IT administration and oversight
- Increased uptime of line-of-business employees

## About the Subjects

Subjects in this initiative represent mid- to large-sized firms across a variety of industry verticals. This includes a Canadian food-services provider with over 900 restaurants and \$1 billion in annual revenue, one of the United States' largest medical equipment providers, a global electronics manufacturer, and a prominent global consultancy with over 6,500 employees.

## Drivers for Investment

Prior to selecting Druva, each of the subjects had in place an existing endpoint backup solution that included HP Connected, Microsoft Data Protection Manager, and Dell's endpoint backup suite. Blue Hill also observed Accellion, a managed file transfer vendor rather than a designed endpoint backup provider, which supported backups as well.

A number of factors precipitated the research participants' decision to seek an alternative solution provider. In the case of both the global electronics manufacturer and healthcare equipment provider, their existing solutions were unable to function properly at an enterprise scale. For the electronics manufacturer, an acquisition dictated their prior solution. In each instance, their attempts at backing up endpoints consistently failed, and required oversight that was far in excess of what was deemed reasonable.

More specifically, participants reported that their legacy solutions required a level of maintenance and oversight that was too taxing on their time and resources. Participants cited that it was not uncommon to spend multiple hours each week managing their endpoint backups. Additionally, the solutions were slow at accomplishing backups, which impeded employee device usage, or discouraged end users from running backups at all.

Another common investment driver was the need for global expansion. Several companies that Blue Hill analyzed, including the global consultancy and the electronics manufacturer, have a globally distributed workforce that is highly mobile. These companies needed a way to maintain endpoint backups regardless of where their employees were. Having an end user back up their device to a data center halfway across the globe can present a number of issues with performance and logistics, especially if an



We pay less than \$150 a year per-user and we charge our consultants out at at least \$150 an hour. Anything beyond saving them one hour is a bonus. It's easy to justify the cost, especially when employees are in a revenue-generating role. Keeping our employees able to bill is paramount. Restoring lost laptops and removing the need to reboot or reconstruct files is critical. The time we save is time we can bill.



*Director of IT  
Global Consultancy*

end user needs to log into a VPN connection just to perform a backup. Further, there are significant and growing challenges with varying data privacy laws, especially in countries in the EU. For organizations looking to back up data for their European-based employees, they often must use data centers based in specific countries and comply with a more nuanced set of regulations.

Ultimately, these challenges drove the studied organizations to evaluate new solutions that could meet their requirements associated with performance, ease of management, and global workforce needs.

## Choosing Druva

As the participants moved through their solution evaluation process, they weighted the comparative merits of a number of solutions alongside Druva, including HP Connected, Microsoft Data Protection Manager, Box, Mozy Pro, and Code 42. Ultimately, the participants selected Druva inSync. Blue Hill observed common differentiators that gave Druva the competitive edge over the other solutions considered. Most frequently, the factors that lead to Druva's selection were:

**Global Presence:** Druva's cloud includes data centers located in North America, Europe, and Asia, backed by Amazon Web Services. This was one of the strongest differentiators for Druva, as the other considered solutions, including HP Connected and Code 42, did not have such an option at the time of the organizations' decisions. This was important to the IT decision makers for two reasons. First, it presented a significant logistical advantage. Subjects with a global footprint were concerned with the inefficiencies of users backing up their end points to North America-based data centers, the burden that this would place on their network, and the time it would take to complete backups. Druva's cloud being in closer proximity to their workforce mitigated these concerns. Secondly, Druva's data centers in Europe allow organizations to be compliant with the more stringent data privacy laws of countries in the European Union such as Germany and Ireland. When faced with this decision, the unappealing alternative to selecting Druva was for organizations to build their own data centers in these countries, or find another way to comply with regulations.

**Ease of Scalability:** Research participants reported that Druva presented the solution that was most easily scalable throughout their organization. The cloud-based delivery model of Druva meant that organizations did not have to build new data centers if they wanted to increase the amount of endpoints they were backing up just because it surpassed their current storage capacity threshold. This benefit became quite valuable, especially in the case of the global consultancy. The consultancy had recently acquired a competitor that expanded their headcount by almost 1,500 employees overnight. As these

“ Within 20 minutes of them giving me credentials I was running backups on multiple devices... Druva has an automated provisioning process. For 90% of our user population, no one in IT even touches it. Automatic provisioning is an absolute must now. ”

*Senior Manager of IT Infrastructure  
Electronics Manufacturing*

employees were located around the world, provisioning them with an endpoint backup solution would have been an arduous task if the firm had stuck with its original on-premises solution. Doing so would have required building new data centers and expanding headcount to manage the servers internationally. In addition, participants identified Druva's ability to automatically provision new users as a significant productivity improvement. Overall, Druva was identified as the best solution to deal with growth, as provisioning new employees required no additional infrastructure and little additional administrative responsibility.

**Data Encryption:** Druva's data encryption capabilities, both in transit and at rest, were also a competitive differentiator for research participants to ensure that corporate data was being protected when employees were actually backing up their data, regardless of the path that the data took to go back into the public, hybrid, or private cloud backup destination. Druva's approach both for data encryption and data security led to perceived differentiation and added value. For encryption, Druva encrypts the data both in transit using 256-bit SSL (Secure Sockets Layer) and at rest through AES (Advanced Encryption Standard). Additionally, Druva uses both two-factor encryption key management and two-factor authentication to ensure no party has access to unencrypted data. When making a holistic assessment of overall security, an important point of differentiation arises in Druva's purposeful approach to preclude Druva employees from having any access to customer data stored in the cloud. Druva's access is limited only to administrative tasks of patching and upgrades, which minimizes customer's data risk profiles even to potential vendor influence.

**Licensing and Multi Device Support:** Druva licenses on a per-user basis rather than on a per-device basis. In contrast, Blue Hill found that HP Connected charges additional fees for each device that an employee uses. Research participants noted that this was an important factor in choosing Druva over the competition, as employees either have or are planning to have multiple endpoints that need to be backed up, including tablets, phones, and/or laptops. Participants perceived this as an indicator of a lower total cost of ownership.

In a similar vein, some of the evaluated solutions (such as Microsoft Data Protection Manager) were not optimized for other operating systems and devices. Research participants, even those that were traditionally a Microsoft shop, wanted a solution that could support whatever hardware and software decisions they needed to make in the future.

“ Their support is the best I've seen and I've worked with a lot of different support teams. They are very responsive. The phone barely rings and they pick up. ”

*Network Systems Manager  
Medical Equipment Provider*

**Customer Support:** Customer support was consistently mentioned by each of the four participants as meaningful in their choice of Druva. Overall, during the evaluation process, Druva’s response times to inquiries and willingness to work with the participants was notably superior to that of the competition, and factored into the final decision. It is worth noting that ongoing support after implementing Druva was rated exceptionally well by the research participants.

While research participants initially selected Druva inSync with a focus on cloud backup, the available data governance and e-discovery capabilities interested several of the companies. Druva provides an opportunity for organizations to audit their file archives, monitor activity, and manage data governance policies from a central platform. This represented a significant advantage over incumbent processes for accomplishing these goals, and Blue Hill found that existing Druva customers appreciated this value proposition to a greater extent after they purchased the inSync solution. After growing comfortable with Druva’s endpoint backup capabilities, the organizations that Blue Hill studied took the next step of exploring additional compliance and governance value that these additional features provided.

“ Backups used to be our worst nightmare. They failed all of the time. Now, I have only seen one failed backup in 2 years and it was our fault. If DLP [Data Loss Protection] is important to you, then Druva’s is really good. ”

*Desktop IT Lead  
Food Services*

## Selection Spotlight: Choosing Druva inSync over HP Connected

The global electronics manufacturer presented a particularly compelling case as they navigated their choices for an endpoint backup solution. After experiencing a number of challenges with their existing environment, they launched a thorough evaluation process of viable alternatives. In the process of doing so, the IT and business decision makers made direct head-to-head comparisons between Druva inSync and HP Connected.

In preparing for this analysis, the IT infrastructure manager and his team compiled a list of features that they considered necessary to a successful implementation. The team identified that their new endpoint backup solution must: present a low total cost of ownership, work seamlessly with employees that experience infrequent connectivity, have sufficient security and encryption capabilities, and support users in European locations.

As the firm went through their evaluation process, it became clear to them Druva presented the only viable option for their particular business needs. In the direct comparison with HP Connected, the

global electronics manufacturer highlighted several instances where Druva differentiated itself as the superior solution from a technical capabilities standpoint.

The three most prominent differentiating factors were:

- Superior deduplication capabilities
- Better network utilization
- More robust encryption and security

The IT infrastructure manager identified Druva as having far more advanced deduplication capabilities than HP Connected. Druva has the ability to deduplicate information on a more granular level than just the device level, meaning that Druva does not backup redundant information from multiple devices across the entire enterprise. For example, if the same file existed on 500 devices, HP Connected would back up this file 500 times whereas Druva would only back up this file once. The impact of this capability is that Druva is able to drastically enhance the efficiency of backups. In contrast, HP Connected was found to unnecessarily backup large quantities of redundant data. The team identified Druva's advantages in deduplication as leading to smaller, faster, and overall better backups than what HP Connected could provide.

In conjunction with more efficient backups, Druva not only placed less strain on bandwidth limitations, but also more intelligently balanced network utilization rates than HP Connected. This further provides an opportunity to reduce demands on IT infrastructure and allows for faster backups while minimizing potential bottlenecks and other instances that would require manual oversight.

In the evaluation, the electronics manufacturer also noted that Druva's ability to encrypt data at rest and in transit was an important differentiator. The IT infrastructure team evaluated Druva's overall security as superior to what HP Connected could provide. This had a two-fold impact on compliance needs and peace of mind.

It should be noted that the electronics manufacturer also placed great importance on the presence of European data centers and the advantageous licensing model that Druva provided. Consistent with the broader themes discussed in the prior section, Druva's advantages in these areas were material in the decision making process. This served to further solidify their position when holistically evaluating the value offering of Druva in comparison to HP Connected.

## Resulting Business Impact

Since choosing and implementing Druva, the studied organizations reported a number of impacts on their business of tangible magnitude. The benefits realized could primarily be attributed to IT efficiency gains and their resulting financial implications.

**IT Efficiency:** The efficiency savings that participants experienced after deploying Druva were both significant and measurable. This study demonstrates that Druva provided a reduction in administrative resources required to run successful endpoint backups. The global electronics manufacturer went from requiring nearly full-time attention of a dedicated employee to almost no administrative oversight. To this end, the global consultancy also experienced measured efficiency gains. Prior to Druva, they hosted the information on their own internal servers. Upkeep of the end-point backup process traditionally required 2-3 hours a week, but as their infrastructure aged, this time requirement ballooned to 2-3 hours each day. With Druva, the participant reported that their administrative oversight was almost non-existent. Similarly, the medical equipment provider reported that they were able to take an almost completely hands off approach to endpoint backup administration after deploying Druva.

In addition to reduced administrative time, participants reported that Druva made performing the backups themselves considerably more efficient. In the case of the Canadian food services company, their backups took sometimes in excess of a week to complete. Since Druva, this was reduced to approximately 2 hours a week. A crucial aspect driving these efficiency gains is Druva's ability to automatically provision new users, since this allows IT teams to broaden the scope of their end point backups without incurring additional time commitments.

“For Druva we spend zero time. There is no administration. When we hire someone it is all automated. We update the directory and it automatically provisions the accounts on Druva and emails the user. Sometimes we get a request, but it is negligible.”

*Director of IT  
Global Consultancy*

Participants in IT organizations also noted another benefit in peace of mind. While this may not be an explicit efficiency gain, its impact on IT's relationship to the endpoint backup process was meaningful. Prior to Druva, participants were constantly monitoring their backup process as it frequently broke, worked incorrectly, or otherwise required maintenance. Participants reported that Druva eliminated these concerns by effectively running in the background without the need for monitoring.

**Financial Impact:** From a financial perspective, Druva was found to have both an implicit and explicit impact. Explicitly, Druva was generally found to reduce the total cost of ownership of endpoint backup. This stemmed largely from Druva's licensing model, cloud delivery model, and increased personnel efficiency. Participants found that licensing on a per-user basis (as Druva allows) rather than on a

per-device basis proved advantageous to the participants. Additionally, Druva allows for organizations to reassign licenses from employees that leave the company rather than requiring the organization to purchase a new license. Further, the cloud delivery model allows organizations to disassociate themselves from the cost of maintaining and building physical infrastructure. As previously discussed, the reduction in backup and monitoring personnel costs also allowed companies to reallocated employees to higher-value tasks.

An interesting counterpoint from a financial perspective is that maintaining physical infrastructure can potentially have a cost advantage from an accounting and reporting view. Data centers can be depreciated as an asset, which has certain advantages over recurring expenses spent on recurring monthly cloud expenses. However, in practice, participants found that the overall gains in efficiency from Druva, costs of licensing, and the upfront and ongoing costs of building and maintaining infrastructure were enough to overcome this argument. As one example, the Canadian-based food services company analyzed by Blue Hill reported that switching to Druva resulted in a roughly two-thirds cost savings over their prior solution.

Implicitly, Druva made a financial impact through the efficiencies and time savings it enabled. Because Druva reduced administrative oversight, IT team members shifted from a reactive role to a proactive role and no longer had to worry about putting out recurring fires.

Another indirect financial impact comes into play when considering Druva's effect on line-of-business productivity. Backups can affect employee productivity in a number of ways. Business users know that backups that slow down or crash their devices have a net negative effect by adding downtime throughout the working day. More importantly, if a device is lost or stolen, the ease of restoring relevant information to the employee's device can have an impact on their productivity as well. In short, the faster the employee is able to get the information they need to begin working again, the sooner they can start being productive again. Especially in organizations that charge out their employees via billable hours, every hour of uptime that a superior backup solution provides can be directly traced to additional revenue. In the case of the global consultancy where employees typically bill clients hundreds of dollars an hour, even the first hour of additional uptime more than covers the licensing costs.

## Conclusions and Key Takeaways

Blue Hill offers the experiences of these four research participants so that business and IT decisions makers can identify pain points and business opportunities relevant to their own organization. Legacy endpoint backup solutions that were not created to reflect the reality of a changing mobility landscape and distributed workforce can provide real challenges in enterprise scalability and IT efficiency. It is



clear from the experience of the studied organizations that Druva presented an opportunity to not only provide the technical requirements necessary for modern endpoint backups, but also the opportunity to reduce oversight, infrastructure, data footprint, and headaches traditionally associated with the process.

IT staff should audit the amount of time they are currently spending on managing and provisioning their endpoint backup processes each week. In considering the cost of investment in Druva or competing endpoint backup solutions, potential buyers should also consider the implicit financial benefits of reallocated time to more value-added activities. In the case of line-of-business productivity, there may be an opportunity to draw a direct line between reduced downtime and firm revenue. IT decision makers able to quantify the hourly cost associated with line-of-business employees will be able to create a compelling argument when presenting the business case for their investment. By considering the holistic financial and technical experiences of these four studied organizations, Blue Hill expects that organizations investigating enterprise-wide endpoint backup solutions will be better prepared to make a decision that aligns both with the new needs of mobile and cloud-based IT, and to increase IT efficiencies to encourage greater technical innovation and improved technical support.

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James Haight is a research analyst at Blue Hill Research focusing on analytics and emerging enterprise technologies.

His primary research includes exploring the business case development and solution assessment for data warehousing, data integration, advanced analytics and business intelligence applications. He also hosts Blue Hill's Emerging

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