



FIVE INSIGHTS ON DATA PROTECTION IN THE HYBRID CLOUD

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INTRODUCTION

The importance of data within the digital enterprise has never been greater than it is today. Data, and the value it brings, has become core to almost every business model across all global industries. It delivers insights that allow an organization to better serve its customers, it enables closer integration with business partners, and it allows an organization to operate more efficiently, more effectively, and more proactively within the market.

As the importance of data has increased, data has become more than just an asset—it has become a part of the business itself, woven throughout the enterprise ecosystem.

With the advent of the cloud and hybrid public, private, and on/off premises implementations, new options for how and where data is collected, analyzed, stored and protected have emerged, including blended on/off-premises data storage as a service.

71 percent of enterprises utilize consumption-based (pay-per-use) services for data storage with 31 percent focused exclusively on this approach.

Procurement and pricing has evolved as well, with many forward-looking enterprises adopting consumption-based pricing for data backup, storage and protection services. But as options have increased, so too have the issues surrounding the securing, protecting and recovery of distributed data as well.

Futurum Research recently completed a study into how enterprises were architecting and implementing data storage

strategies, from within the physical enterprise to the public or private cloud.

54 percent of enterprises have adopted a hybrid cloud strategy blending public/private and on/off-premises solutions.

Here are five insights from this research that we believe are key to securing and protecting data within the enterprise today and in the future.

1 PRIORITIZE SECURITY & DATA PROTECTION

If you want to achieve data security and protection, it must be a priority that is reinforced by all actions, from corporate strategy to day-to-day operations. This means infusing a security-first approach in all aspects of data acquisition and storage, including backup, recovery, archiving, replication, reporting, deduplication, and cleansing. The value of this prioritization can be substantial.

Only 28 percent of enterprises that prioritize security as a top concern say they've run out of data storage capacity (or experienced high utilization rates that impacted performance), an experience cited by 52 percent of enterprises that do not prioritize security as a top concern.

Enterprises that cite data security as a top concern are less likely to run out of data storage capacity than those that do not, thus ensuring greater data availability for both ongoing operations and analytical insights. Why? We believe it is the result of a greater level of overall awareness, planning and attention to ongoing operations.

2 PROVISION FOR CHANGE, NOT TODAY

Predicting data storage and backup requirements can be a challenge as less than a quarter of enterprises consider their future storage needs to be very predictable. As a result, over half of enterprises say they over-provision data storage to at least 1.3x of current needs, with 22 percent saying they over-provision to at least 1.5x!

Almost a third of enterprises say they've run out of storage capacity in the past, with such events carrying an estimated average cost to the business of over \$100,000 (as a result of an individual disruption or shortage of capacity).

However, there is an alternative. Many enterprises are focusing on flexible services offering the ability to scale up on demand with consumption-based, pay-as-you-scale pricing models (a primary factor in moving to the cloud for 49 percent of enterprises today).

3 FOCUS ON THE (HYBRID) CLOUD

Enterprises are embracing the shift to the cloud as they seek to better manage costs and increase storage capacity, all while improving business agility and increasing the availability of applications and data. But not all applications, workloads, or use cases are ideally suited, or need, to be in the cloud (or the same type of cloud). Application performance, security and even regulatory constraints can often be better met with an on-premises solution and enterprises are increasingly finding that the needed levels of availability, data protection and recovery can in fact be optimally met through a hybrid approach.

Compared to enterprises that focus only on a single model, those that embrace a hybrid cloud and on/off-premises model are 2x as likely to gain increased flexibility and savings by blending up-front (CAPEX) with consumption-based, pay-per-use services.

In fact, a majority of enterprises are embracing a hybrid strategy that blends a mix of public, private, and on/off-premises solutions based on their unique requirements. This allows for the right type of data protection based on the type of data and where it resides. A hybrid approach can offer some demonstrable benefits, including the ability to incorporate new applications, technologies and business models while maintaining existing applications and systems that are still productive and may not require migration to (or operate effectively within) the cloud at this point.

4 THINK HOLISTICALLY

Close to three quarters of enterprises participating in our survey cited security as their top data concern, while over half further cited increased access to data as a key driver of cloud-based initiatives. But security and access are often considered at odds with each other and addressing both requires a holistic approach to data protection and a management solution that seamlessly spans the data center and the cloud, supports existing and emerging applications, and can grow as your needs grow, allowing frictionless migration between different systems when required.

43 percent of enterprises embracing a hybrid cloud strategy describe their cloud strategy as excellent.

Ensuring data storage, performance, availability, and scalability on demand across a hybrid cloud architecture goes beyond the ability of individual tools. It requires a uniform and consistently-implemented approach spanning backup and recovery, orchestration and automation, archiving and snapshots, data cleansing and deduplication, disaster recovery, and reporting.

5 THINK ECOSYSTEM

The goals of implementing and managing an enterprise-wide data management and protection strategy can be a complex task, particularly when spanning multiple business units, suppliers and partners. Variations in business models, operational needs, governance and compliance requirements, applications, or even available services can greatly impact the depth and breadth of talent and experience required.

The top areas enterprises reported their cloud practice lacks expertise include:

1. Big Data & Data Management
2. Security & Networking
3. DevOps Agility
4. Recruiting & Retention
5. Organizational Transformation

Delivering enterprise-wide data management and intelligent data protection is a complex task that becomes more complex the more point solutions you adopt and deploy. Simplifying this protection strategy with a single platform for protection and recovery in the hybrid cloud supports the modernization agenda without adding additional complexity along with the risks associated with doing that.

CONCLUSION

The increasing importance and value of data within the enterprise has been matched only by the increasing complexity of data storage and processing systems. Managing, storing, securing and accessing data across a variety of platforms, applications, and databases is an inherently complex task, and one that has traditionally been capital intensive and highly constrained.

Innovations in hybrid cloud architectures and flexible pay-as-you-go service offerings have helped reduce complexity, overcome risk, and simplify management for the enterprise. Fixed costs, owned assets, and capital expenditures (CAPEX) are rapidly giving way to services that offer flexible, on-demand capacity, consumption-based pricing, and a shift toward operational expenditures (OPEX).

Over 50 percent of enterprises say it takes them 3 months or more to procure additional storage when they need it (but don't have it), including 12 percent who say it takes them 6 months or more.

Enterprises today have an opportunity to trade infrastructure for flexibility and improved business agility, and prepare themselves for the rapidly changing and competitive landscape ahead.

But challenges still exist as data and applications slowly migrate from on-premises to hybrid cloud, and as the risk of data loss, data corruption or data availability (e.g., ransomware) increasingly impacts business operations.

We believe enterprises that lead in overcoming these challenges and creating value from data are those that:

- ▶ Put an emphasis on security and protection at the core of any data strategy;
- ▶ Focus on solutions that provide inherent flexibility in capacity and pricing;
- ▶ Leverage hybrid cloud architecture to address differing requirements and existing investments;
- ▶ Take a holistic approach to enterprise-wide tools and services; and
- ▶ Create an ecosystem of talent and technology that leverages internal teams, external partners, and services partners to implement solutions that offer flexible and predictable performance and scalability.

Tying this all together, enterprises can - and should - look to reduce complexity and risk by standardizing and simplifying their approach to data protection, ideally within a single modern platform.

What does the future hold for data storage? We anticipate the following:

- ▶ The increased adoption of data lakes, combining structured and unstructured data, spanning the enterprise and the cloud.
- ▶ The growth of container and application management that bridge the the on/off-premises gap.
- ▶ The increased adoption of hybrid cloud solutions (and data management tools) that focus on delivering the most appropriate right need, right cloud, right location value.

All of these trends have implications for data protection, highlighting the increased importance of carefully planning your data protection strategy.



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