Market Overview

IT is not getting easier and complexity is rampant, causing inefficiencies and incurring direct and indirect costs for many organizations. ESG asked organizations’ IT leaders how complex their IT environments are compared to two years ago and two-thirds said IT is more complex (see Figure 1). Among the reasons that organizations provided for the increased complexity were the increasing volumes of applications, data, and devices.1

This increased complexity directly affects data protection and data management. As organizations digitally transform their business to become more operationally efficient, provide a better and more differentiated customer experience, and develop new data-centric products and services, the need for comprehensive and simple solutions has never been stronger.

Our data protection landscape research shows that organizations are facing significant challenges in their data protection infrastructure, and similarly must deliver against business-driven mandates. RPO and RTO improvements topped the list of both mandates and challenges, while cloud-focused, to the cloud, or in the cloud data protection were also noted by large percentages of respondents in both lists. Interestingly, the ability to protect increasing volumes of data and VM capabilities, in particular, were popular responses.2 Two additional trends are also impacting IT leaders and their data protection endeavors: compliance and the confluence of data protection and cybersecurity. Many organizations reported having been audited...and failing such audits, placing a heavy burden on IT to deliver better compliance.3 This is happening against the backdrop of the proliferation of cyber-attacks and a seemingly unstoppable ransomware epidemic.

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1 Source: ESG Master Survey Results, 2019 Technology Spending Intentions Survey, March 2019.
2 Source: ESG Master Survey Results, 2018 Data Protection Landscape Survey, November 2018.
3 ibid.
From Backup to Data Intelligence

Traditional data protection is giving way to a new set of solutions driven by data-centric business requirements. To digitally transform, organizations must cross the data management chasm to foster intelligent data reuse for business outcomes such as compliance, test-dev, and analytics, for example (see Figure 2).

The stages on the left of the chasm are still evolving and offering many challenges to IT leaders to deliver coherent and predictable service levels. Hybrid data protection, even when fully and natively cloud-enabled, still requires a granular level of understanding of information such as what data is backed up, where it went, and how old it is.

The requirement for context and content about data is becoming more acute as new regulations and the use of data to support digital transformation are changing the role of data in the enterprise. Data has to be made more intelligent.

This means that beyond backup and recovery use cases, the solutions or systems performing these operations should also provide insight into the data, understand the context and the content of it, and deliver management capabilities. This is where Veritas can help.
The Veritas Unified Data Protection Platform

ESG recently reviewed the Veritas 2020 strategy and saw how its evolving portfolio of unified solutions is addressing data-centric challenges for enterprise customers. We noted the company’s strategy and its execution at the portfolio level to drive business value from data throughout its lifecycle.

The 2020 vision and portfolio credibly solves these challenges by delivering a unified solution designed for simplicity that addresses three key pillars, availability, protection, and insights, in order to protect and leverage data assets for business outcomes at the edge, on-premises, or in and to the cloud.
The portfolio is (rightly) positioned as an enterprise data services platform designed for large scale and reliability. It addresses the complex task of efficiently protecting petabytes of data and large virtual deployments across a variety of applications. It should also be noted that it is designed for the modern enterprise, one in which deployments are hybrid in nature and multi-cloud. In essence, the platform is critical in keeping businesses running and protected against the many risks they face operationally (availability, data loss, and compliance) and from outside forces such as ransomware.

The Bigger Truth

Veritas is a well-known name in the space of data protection, and this mission of protecting data is not changing any time soon.

The Veritas technology is based on many years of proven experience, thousands of patents, and a very large number of customers globally. Veritas is not just delivering a vision; it is delivering a data intelligence platform that customers can use today. The enterprise data services platform allows end-users to further align business and IT with Veritas in order to protect and leverage all their data assets.

With this platform, Veritas is very well positioned to take its leadership in backup and recovery and expand it further into the data intelligence space as it delivers new ways to consume and leverage data to its customers.