

SOLUTION SHOWCASE

Veritas Velocity brings Copy Data Management to NetBackup environments

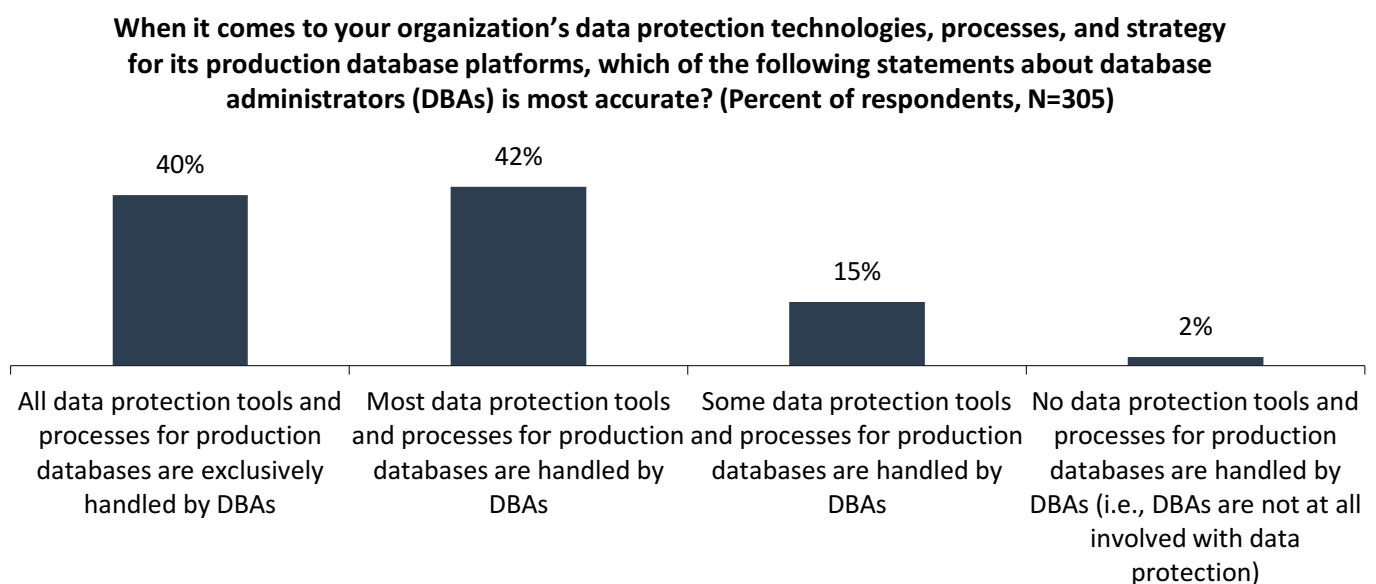
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Abstract: After a year of reinvention around Information Protection and Information Management, Veritas is entering the Copy Data Management (CDM) market by enabling organizations to get more out of their data in NetBackup implementations. Veritas Velocity is now generally available, with its first use cases targeted around Oracle use cases. Like most workload administrators, DBAs are becoming more involved in all sorts of data management tasks as they struggle with a myriad of physical copies being created—all for the right business reasons. To address this evolution in IT, Veritas is combining its sophisticated approaches to data management with its broader ability to deliver superior data protection and information availability in order to offer something revolutionary.

Introduction

As business units' requirements for IT agility continue to expand and diversify, workload administrators (i.e., database administrators, file administrators, and others) have become more involved in every aspect of data protection and data management (see Figure 1).¹ This trend toward more direct involvement is logical, considering the deep insights that DBAs and other workload admins have about the platforms and datasets that they are responsible for.

FIGURE 1. Database Administrators' Level of Involvement with Data Protection



Source: Enterprise Strategy Group, 2017

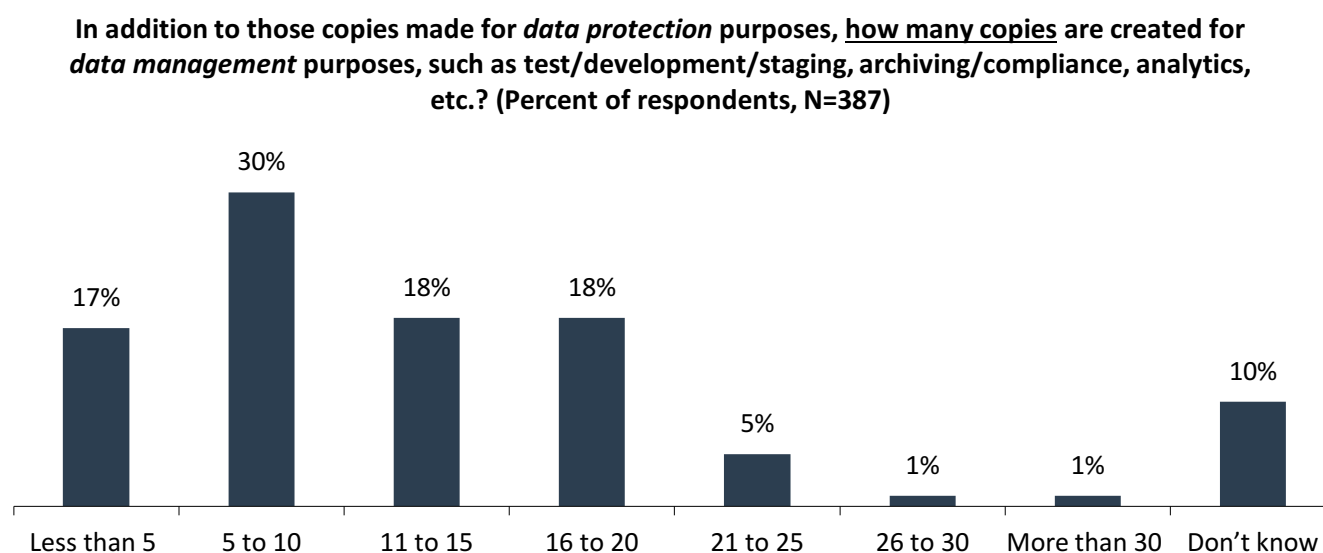
¹ Source: ESG Research Report, [Data Protection Personas and Methods](#), February 2015.

Indeed, ESG research reveals the same dynamic occurring with virtualization administrators and managers of unstructured file storage systems. Workload administrators are becoming more influential and involved in the data protection/data management lifecycle, which has driven an increase in their consumption of workload-specific tools for data management. ESG expects to see the influence of *role-specific administrators* and *workload-specific tools* continue to rise in relevance.²

But What About All Those Copies?

The broad-based activity of data management encompasses—even from a single-workload perspective—a myriad of physical copies created to support both data protection initiatives and non-data-protection initiatives (i.e., test/dev and analytics), not to mention the production copy used by the workforce. *With so many copies (see Figure 2),³ things can become unwieldy.*

FIGURE 2. Number of Copies of Production Data Created



Source: Enterprise Strategy Group, 2017

Unfortunately, while most of those copies provide business value to workload administrators, IT ops teams, and people across the organization, they often cause acute storage-consumption problems and are costly to the business in terms of both retention and management. **Copy data management (CDM)** is the industry term describing the double-edged challenge of (1) ensuring various operating units have access to the copy(ies) of data they need, and (2) reducing that rampant storage growth. *But the problem is bigger than CDM. It isn't about the copies and storage itself; it's about ensuring the agility and access of all of those who can create value for the business—and doing it in a non-intrusive and cost-sustainable way.*

In short, the key challenges for the IT organization all center on how to:

- Justify the storage infrastructure and investments they already have in place, as well as what they must scale up for the near-term future.
- Enable diverse business units to gain access to the data they need efficiently and without laborious efforts.
- Reduce the time needed to access data copies.
- Lower the risks, costs, and complexity associated with creating and managing a great deal of copy data.

² *ibid.*

³ Source: ESG Research Report, *Trends in Data Protection Modernization*, to be published.

Veritas' Answer for Copy Data Management is Velocity

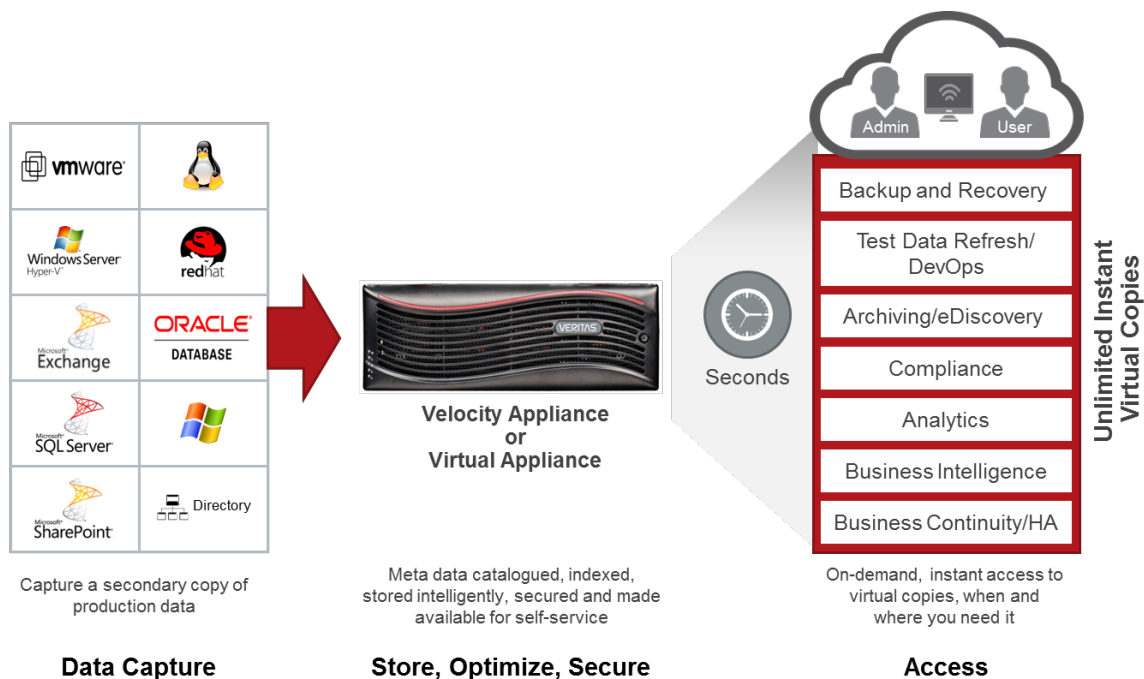
Of the few vendors in IT with a comprehensive understanding of both data management and data protection, [Veritas](#) repeatedly has led innovation toward “what next-generation data management and data protection are.” That effort includes more than two decades of offering enterprise-centric data protection (NetBackup), unstructured file management (Enterprise Vault), storage and systems availability (InfoScale, formerly known as Veritas Cluster Server and Veritas Storage Foundation), and recent releases that are more workload specific, such as Veritas NetBackup Copilot as a database-optimized approach for holistic protection and recovery.

Veritas Velocity is Now ‘Generally Available’ with an Initial Focus on Oracle

Similar to the manner in which Veritas Copilot is a workload-centric extension for *data protection*, Veritas Velocity is an equally exciting parallel offering representing several strides forward in workload-savvy *data management*. Velocity provides rapid, self-service access to the right data at the right time without the burden of creating, storing and maintaining physical copies. The initial release focuses on the essential test/dev scenarios that Oracle environments struggle with, but with its NetBackup integration and all of NBU’s competencies, Velocity foreshadows how data protection and data management ought to evolve and interoperate moving forward. Key elements of the anticipated Velocity solution include:

- A web-based, cloud-hosted management console that enables self-serve access to virtual copies on-demand by various solution administrators and DBAs who need rapid and better access to data.
- An appliance to facilitate the solution itself for standalone Oracle scenarios and/or integration into NetBackup repositories for broader implementations.

FIGURE 3. Veritas' Vision for Velocity (not all is covered by its first release)



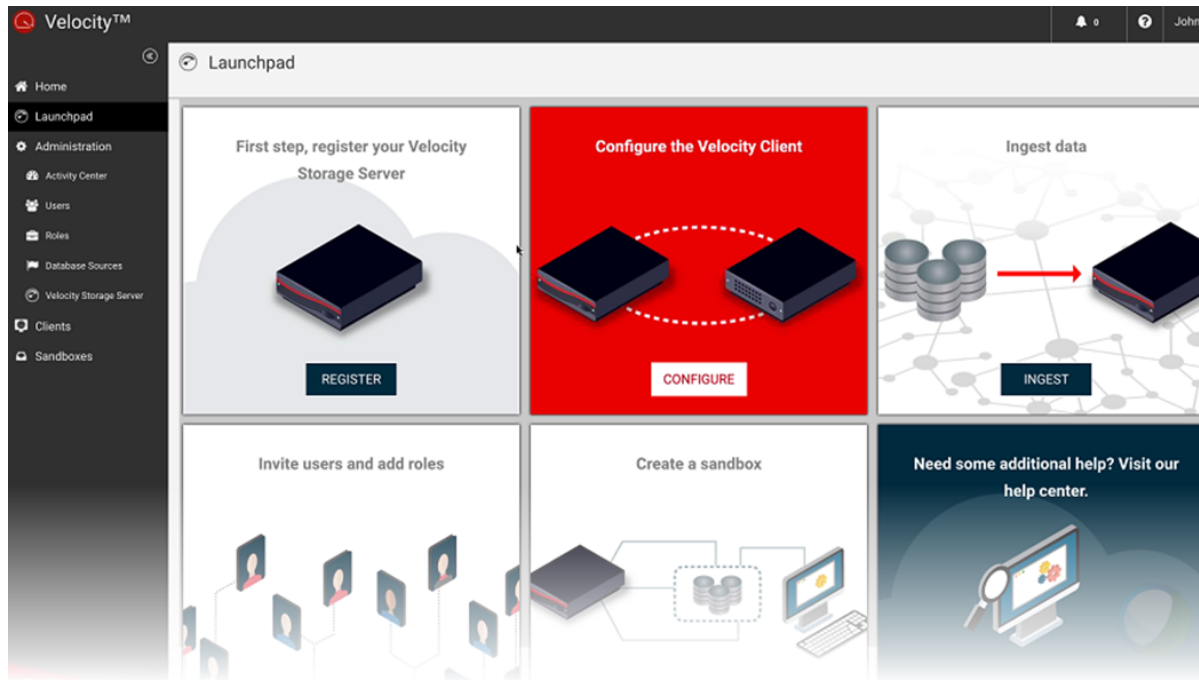
Source: Veritas, 2017

With its divestiture from Symantec, Veritas spent 2016 redefining itself and its portfolio around information management and information protection. Coincidentally, Velocity spent the same time period in various stages of Early Adopter Programs

and customer previews, such that between its extended development process and the pedigree of Veritas data management technologies before it, Velocity is 'ready' to be discovered on its own.

In its initial release, with Oracle protection well covered between NetBackup and CoPilot, Velocity is aimed at a lesser served audience—the testing and development teams. Test/dev teams traditionally had to request copies of databases that were being managed through IT operations or invoke them via a help desk request. With Velocity, they will be able to gain immediate, convenient access directly from the data store or via an NFS mount and RMAN (Figure 4).

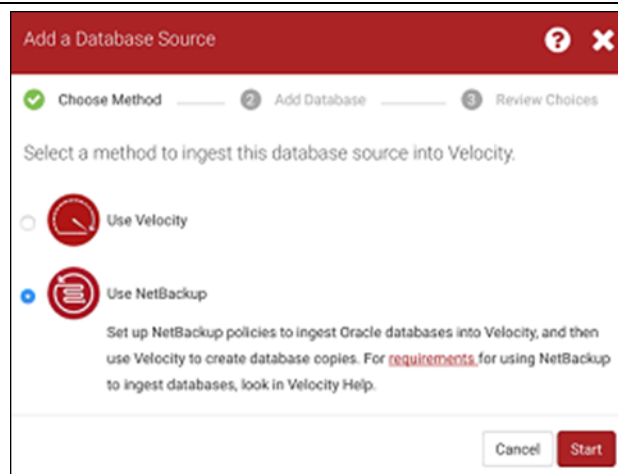
FIGURE 4. Veritas Velocity Web-based Console



Source: Veritas, 2017

And while some Oracle DBAs will probably choose Velocity as a standalone solution, one of the features most likely to have an impact will be its integration with NetBackup (Figure 5), thereby enabling backup administrators and database administrators to partner in the enablement and agility of their organization's data.

FIGURE 5. Configuring Veritas Velocity integration with NetBackup



Source: Veritas, 2017

As additional commentary, this furthers a core principal of CDM by better leveraging copy(ies) of data that already exist; and in so doing provides a sensible way to first discover Velocity.

The Bigger Truth

It is interesting and exciting to see one of the de facto enterprise data protection vendors innovating in newer parts of the data protection and management realm. Building on its pedigree of long-term data retention and recovery, combined with its recognition that the IT landscape is changing (including a growing emphasis on workload-centric data protection, availability, and management), Veritas seems well suited to combine its approach to copy data management and its broader ability to deliver data management, protection/preservation, and information availability.

ESG expects Velocity to start many unexpected conversations in 2017, as organizations of all sizes evolve from data protection alone to data availability and data management. By building from its information management foundations and integrating with one of its flagship offerings, Veritas Velocity will be something to watch as copy data management and DevOps enablement become increasingly commonplace.

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