



Modern NAS backup and recovery

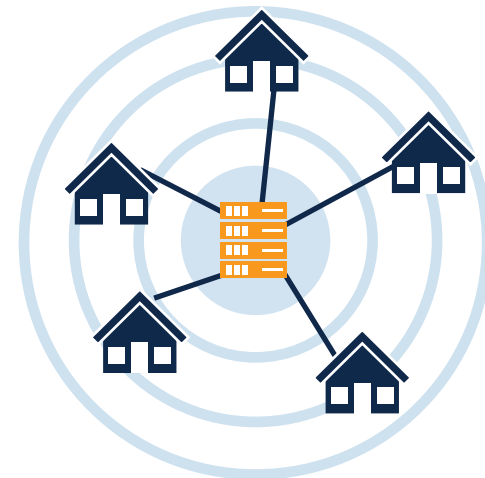
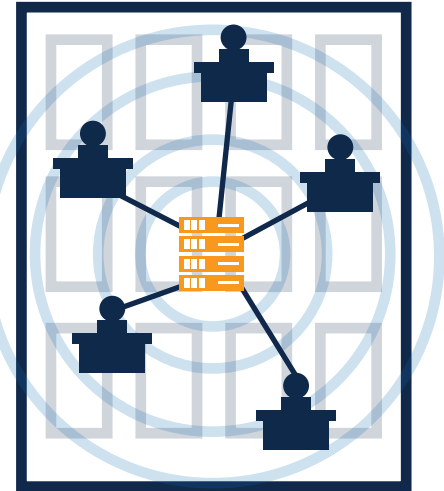
Identifying the key drivers for secure
enterprise cloud backup

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Executive summary

In the enterprise world of work as we always knew it – i.e., prior to abrupt and widespread changes in where and how the work gets done, in the pandemic of 2020 – the focus for backup and recovery solutions for Network-Attached Storage (NAS) was naturally focused on files. Specifically, leading solution providers sharply focused on helping organizations to deal with a host of needs for capacity, continuity, constituencies, complexity, and cost.

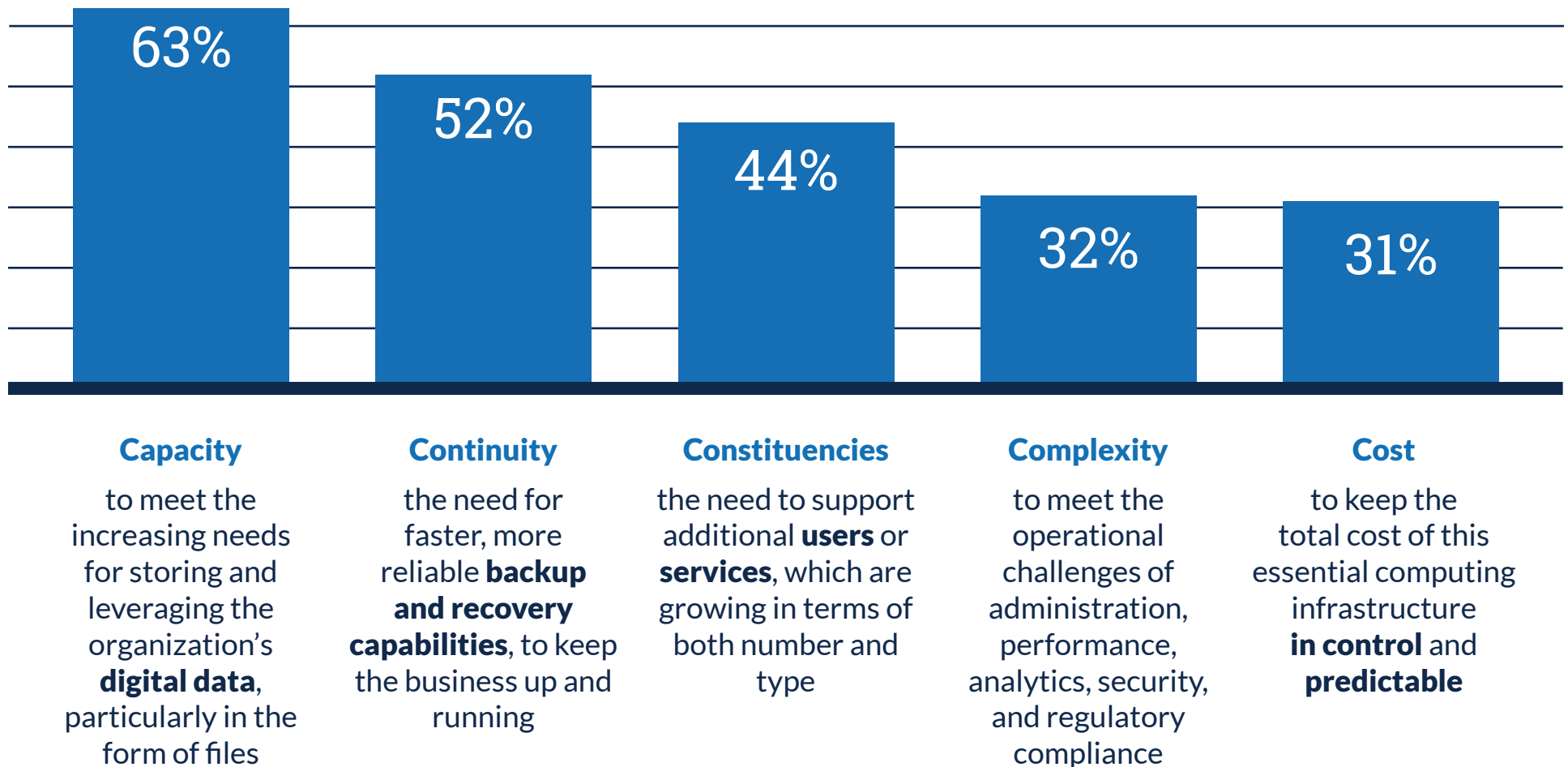
In the new *Work from Home (WFH)* era, Aberdeen's unique visibility into online search activities shows that enterprises are giving top priority to the things that are most important: Get their users up, running, and productive in a dramatically expanded WFH environment – and keep them up, running, and productive. In a renewed focus on files, fast and reliable backup and recovery for the organization's servers is high on the list.



Network-attached storage (NAS) is dedicated file storage that enables multiple users and heterogeneous client devices to retrieve data from a centralized, network-accessible location. NAS is specialized for serving files.

NAS backup and recovery: A traditional focus on files

The leading drivers for enterprise investments in storage, backup, and recovery solutions have traditionally been straightforward to describe in terms of “Five C’s,” as shown in the following figure:



NAS backup and recovery: A traditional focus on files (cont.)

Even more specifically, Aberdeen's research has shown that **digital documents** (i.e., files) continue to dominate the way enterprise work gets done. Although a growing number of organizations have implemented at least one initiative which is 100% digital (i.e., paperless), files are an integral part of the core business processes and workflows for virtually every organization.

	Digital Documents (i.e., files)	No Documents (i.e., 100% paperless)
Currently use	91%	28%
Plan to stop using	2%	7%
Plan to start using	6%	24%

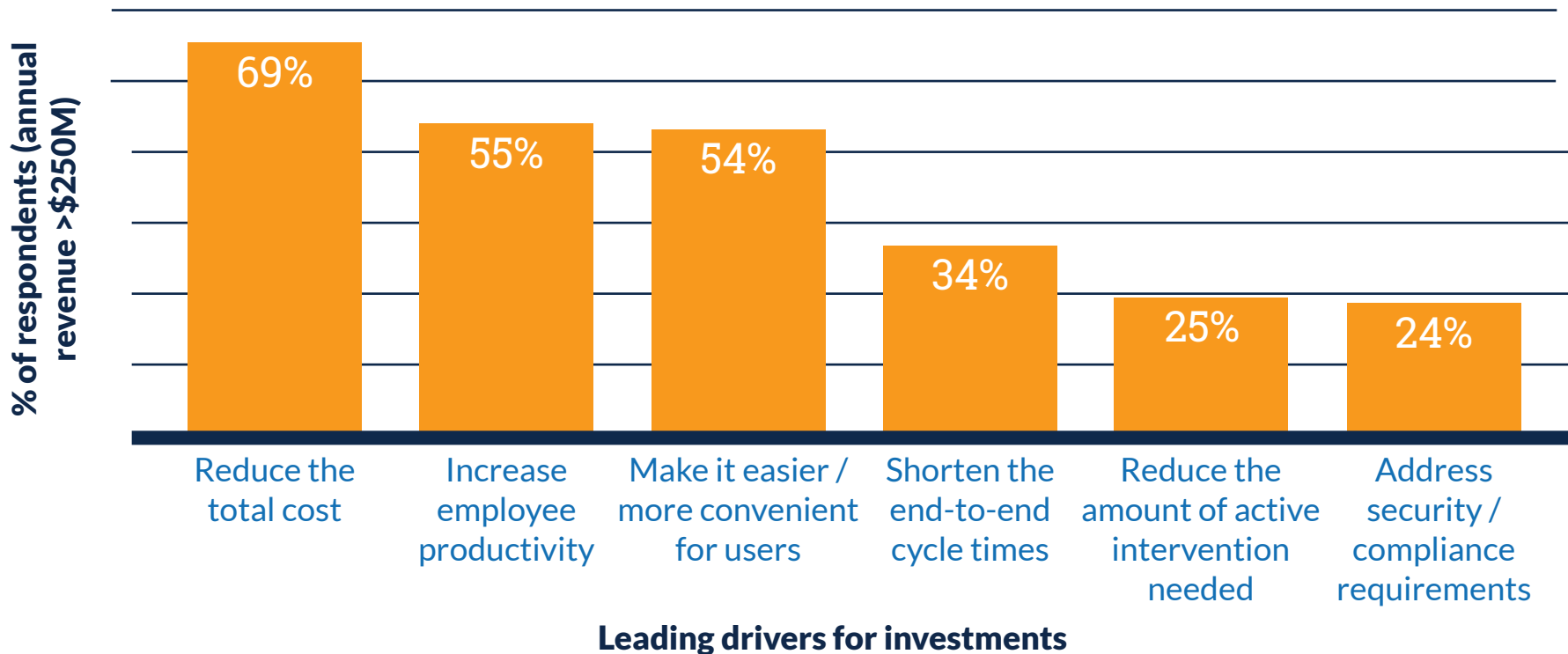
Given this business context, it's not surprising that most respondents in Aberdeen's study planned to spend more on **Network Attached Storage (NAS)** devices in the coming budget cycle, with plans for increases outnumbering plans for decreases by a factor of 11 to 1.



NAS backup and recovery: What enterprises are looking for

For investments in technology-based capabilities to improve business processes / workflows that involve documents, Aberdeen's research shows that organizations are pretty clear about what they are looking for: **cost savings, productivity, convenience, speed, and efficiency** – while still addressing issues of **security-related risks and regulatory compliance** – are the leading *drivers*.

Time and Money dominate the top drivers for investments in technology-based capabilities to improve business processes / workflows that involve documents.



Source: Benchmark research on Digital Transformation (N = 267); Aberdeen, April 2020

*Multiple responses accepted, does not add to 100%

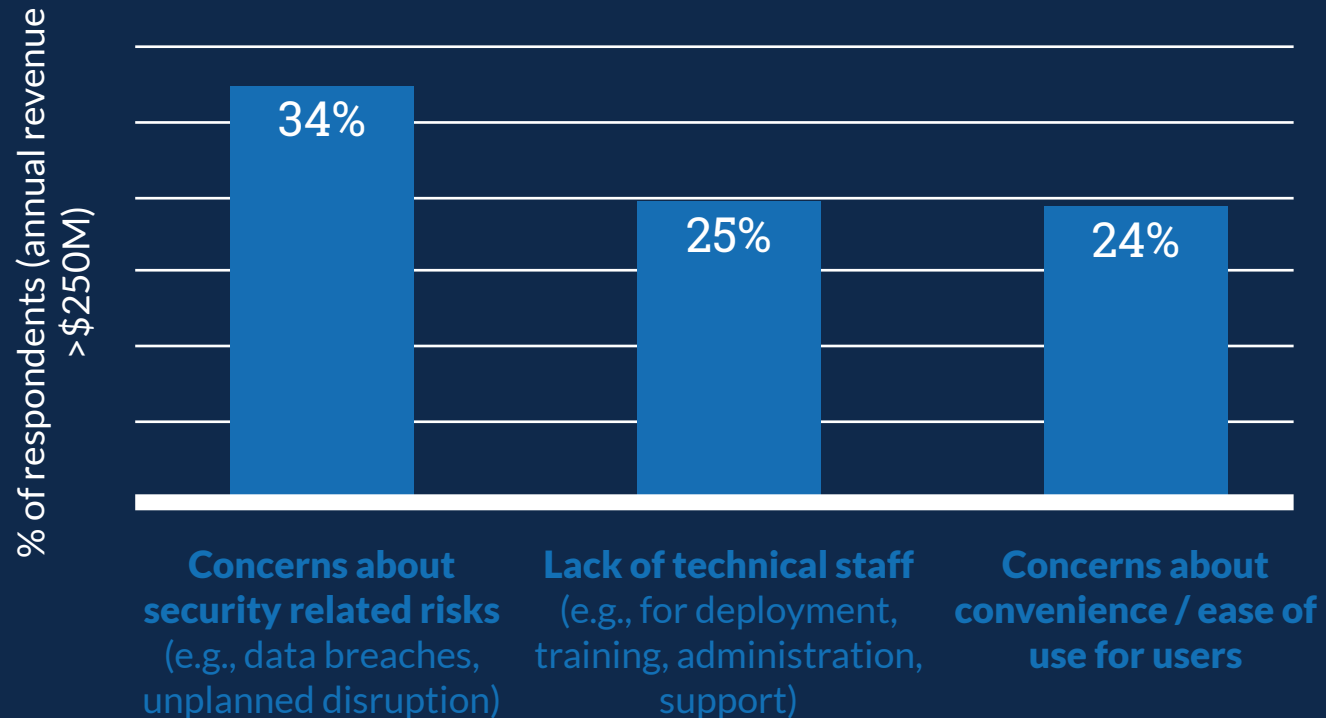
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NAS backup and recovery: What enterprises are looking for (cont.)

The leading inhibitors to investments in technology-based capabilities for business processes / workflows that involve documents are concerns about **security-related risks**, **convenience / ease of use**, and **lack of technical staff**.

These issues also form the foundation for high-level **solution selection criteria** for backup and recovery solutions for NAS – i.e., enterprises should favor a solution that explicitly addresses these concerns, in addition to the traditional Five C's of capacity, continuity, constituencies, complexity, and cost.



Leading inhibitors for investments

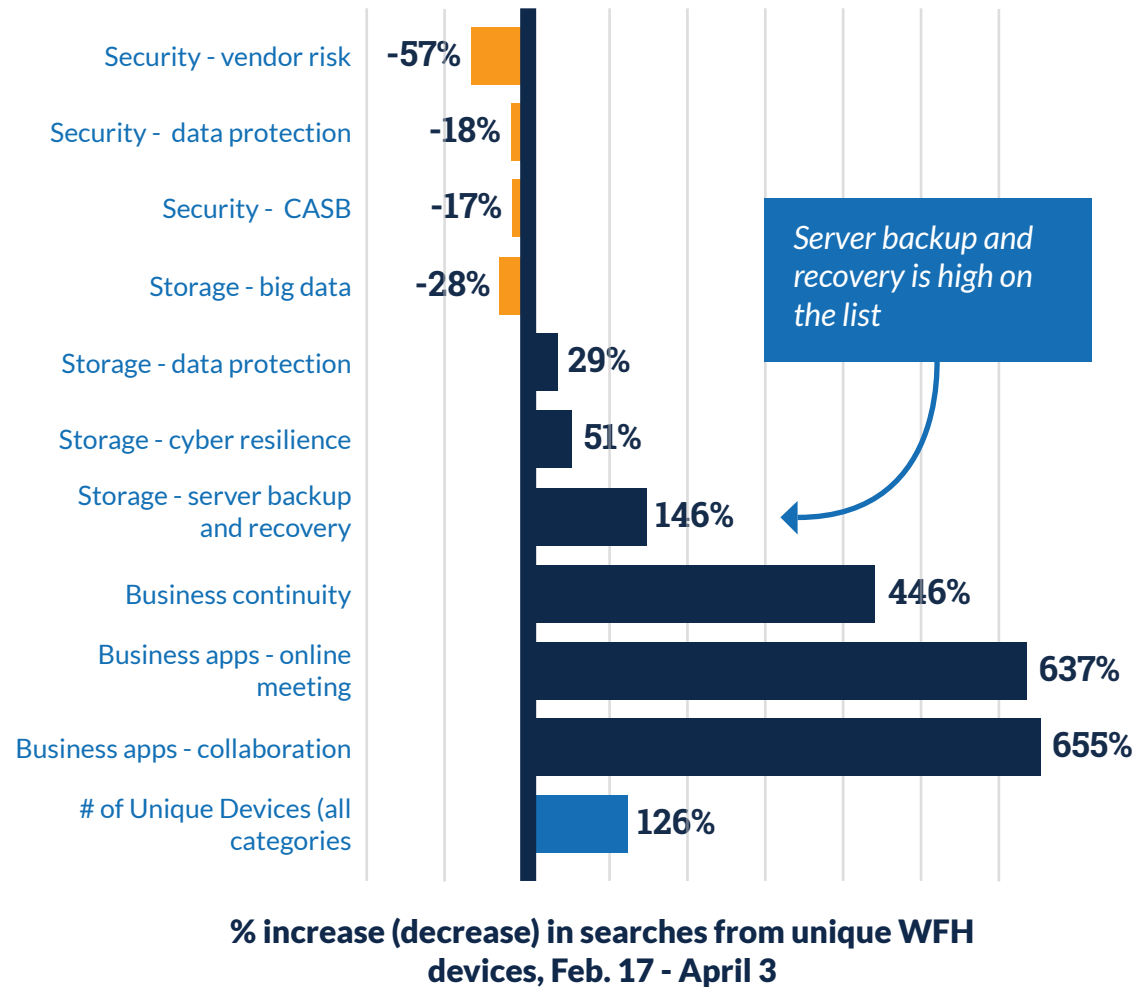
NAS backup and recovery, in the new WFH era: An emphasis on enablement

And then business as usual suddenly changed. In response to the pandemic of 2020, countless organizations worldwide made a sudden and widespread shift to Work-From-Home. How has this changed the traditional drivers and inhibitors for backup and recovery solutions for NAS?

Aberdeen's analysis of intent data, based on the online research and consumption habits of enterprise users, reveals that the top priorities in the WFH era are brought even more sharply into focus: **enable employee productivity and collaboration**, and **ensure the backup and rapid recovery** of the digital data they need to keep the business moving.

In simple terms, a time of crisis raises the priority of that which is most important: Get your users up, running, and productive in a WFH environment – and keep them up, running, and productive. The empirical data shows that fast and reliable backup and recovery for the organization's servers is high on the list.

Analysis of Aberdeen intent data reveals top priorities for sudden shift to work-from-home: enable employee productivity and collaboration, and ensure rapid recovery.



NAS backup and recovery: Quantifying the business value

The technical details of “what” and “how” are always important for selecting a backup and recovery solution provider, but inevitably so are the business details of “so what” and “why it matters.” However, many organizations struggle with translating the **technical benefits** of best-in-class backup and recovery solutions into a clear and compelling **business case** for incremental investments.

To address this question, Aberdeen has quantified how the faster, more scalable time-to-recover enterprise data provided by a **cloud-based backup** and restore capability significantly reduces the business impact of unplanned downtime compared to that of **traditional, on-premises approaches**¹.

For example, in a typical **remote office / back office (ROBO)** scenario — where larger sites need data backup and restore capabilities for their server rooms and data centers, as well as for their endpoints — Aberdeen’s analysis shows that use of a cloud-based backup and restore solution reduces the total cost of recovery by **more than 95%**².

¹In Aberdeen’s analysis, total time-to-recover for cloud-based backup and restore was based on empirical performance data made available by a specific solution provider (Druva Phoenix).

²The Value of Cloud Data Protection for Remote Office / Branch Office, Aberdeen, July 2019

Key takeaways

1. **Faster, more scalable time-to-recover** your enterprise data for Network-Attached Storage significantly reduces the risk of lost productivity for enterprise users, by keeping them up and running.
2. **Sources for enterprise data** increasingly include not only *on-premises servers*, but also *cloud-based services*, traditional enterprise *endpoints*, *mobile devices*, and *connected devices* (i.e., Internet of Things).
3. **All enterprise data** should be backed up, available, and recoverable, regardless of the source.
4. Aberdeen's analysis shows that **a cloud-based backup and restore capability significantly reduces the business impact of unplanned downtime** compared to that of traditional, on-premises approaches.

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