Voice of the Customer for Enterprise Backup and Recovery Software Solutions

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By Analyst(s): Peer Contributors

Initiatives: Compose Platforms that Adapt to Business Needs; I&O Platforms

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> Enterprise backup and recovery software solutions enable organizations to back up their data by copying and archiving it to make it accessible in case of data loss or corruption. Infrastructure and operations leaders can learn from ratings and reviews by their peers shared on Gartner Peer Insights.

To view the Interactive Voice of Customer for this market, click the Launch button at the top of this page.

What Are Enterprise Backup and Recovery Software Solutions?

Gartner defines enterprise backup and recovery software solutions as vendor-developed solutions that capture a point-in-time copy (backup) of enterprise workloads in on-premises, hybrid, multicloud and SaaS environments. These solutions write the data to a secondary storage target for the purpose of recovering this data in case of loss. They can be offered as software-only, hardware or virtualized appliance, or as a SaaS-based, backup as a service (BaaS).

What Is Gartner Peer Insights “Voice of the Customer”?

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The "Voice of the Customer" is a document that synthesizes Gartner Peer Insights' reviews into insights for IT decision makers. This aggregated peer perspective, along with the individual detailed reviews, is complementary to Gartner expert research and can play a key role in your buying process, as it focuses on direct peer experiences of implementing and operating a solution. In this document, only vendors with 20 or more eligible published reviews (and 15 or more ratings for "Capabilities" and "Support/Delivery") during the specified 18-month submission period are included. Reviews from vendor partners or end users of companies with less than $50M in revenue are excluded from this methodology. See the full "Voice of the Customer" methodology here.

Along with the historical peer-based perspective represented in this document, Gartner has a related expert-led Magic Quadrant for the enterprise backup and recovery software solutions market. For related research in this market, please visit the Magic Quadrant for Enterprise Backup and Recovery Software Solutions.

In the enterprise backup and recovery software solutions market, Gartner Peer Insights has published 1,545 reviews and ratings in the 18-month period ending 30 November 2023. Figure 1 shows all eligible vendors categorized into four quadrants based on User Interest and Adoption (x-axis) and Overall Experience (y-axis). Within each quadrant, vendors are listed in alphabetical order. Market averages for the axes referenced in the Voice of the Customer are calculated only from vendors included in the document.

Vendors' User Interest and Adoption scores incorporate three factors, each given one-third weight: review volume, user willingness to recommend, and review market coverage across industry, company size, and region. A vendor must meet or exceed the market average User Interest and Adoption Score to qualify for the right-hand quadrants.

Vendors' Overall Experience is a composite score that incorporates the Overall Rating average and two sub-rating averages: "Capabilities" and "Support/Delivery." The rating averages are the arithmetic means of the stated survey questions that are on a scale of 1 (poor) to 5 (truly exceptional). Each component is weighted in the score calculation based on the relative importance to the end user. A vendor must meet or exceed the market average Overall Experience Score to be positioned in an upper quadrant.

For ease of understanding, each quadrant is labeled as described below. **For information on how to evaluate vendors in each quadrant of the "Voice of the Customer" graphic, see the full methodology here.**

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Vendors placed in the upper-right quadrant of the “Voice of the Customer” quadrants are recognized with the Gartner Peer Insights **Customers’ Choice** distinction, denoted with a Customers’ Choice badge. The recognized vendors meet or exceed both the market average Overall Experience and the market average User Interest and Adoption.

Vendors placed in the lower-right “**Established**” quadrant of the “Voice of the Customer” meet or exceed the market average User Interest and Adoption but do not meet the market average Overall Experience.

Vendors placed in the upper-left “**Strong Performer**” quadrant of the “Voice of the Customer” meet or exceed the market average Overall Experience but do not meet the market average User Interest and Adoption.

Vendors placed in the lower-left “**Aspiring**” quadrant of the “Voice of the Customer” meet neither the market average User Interest and Adoption nor the market average Overall Experience. Like all vendors in this report, their products align to this market and they have met the minimum criteria to be included.

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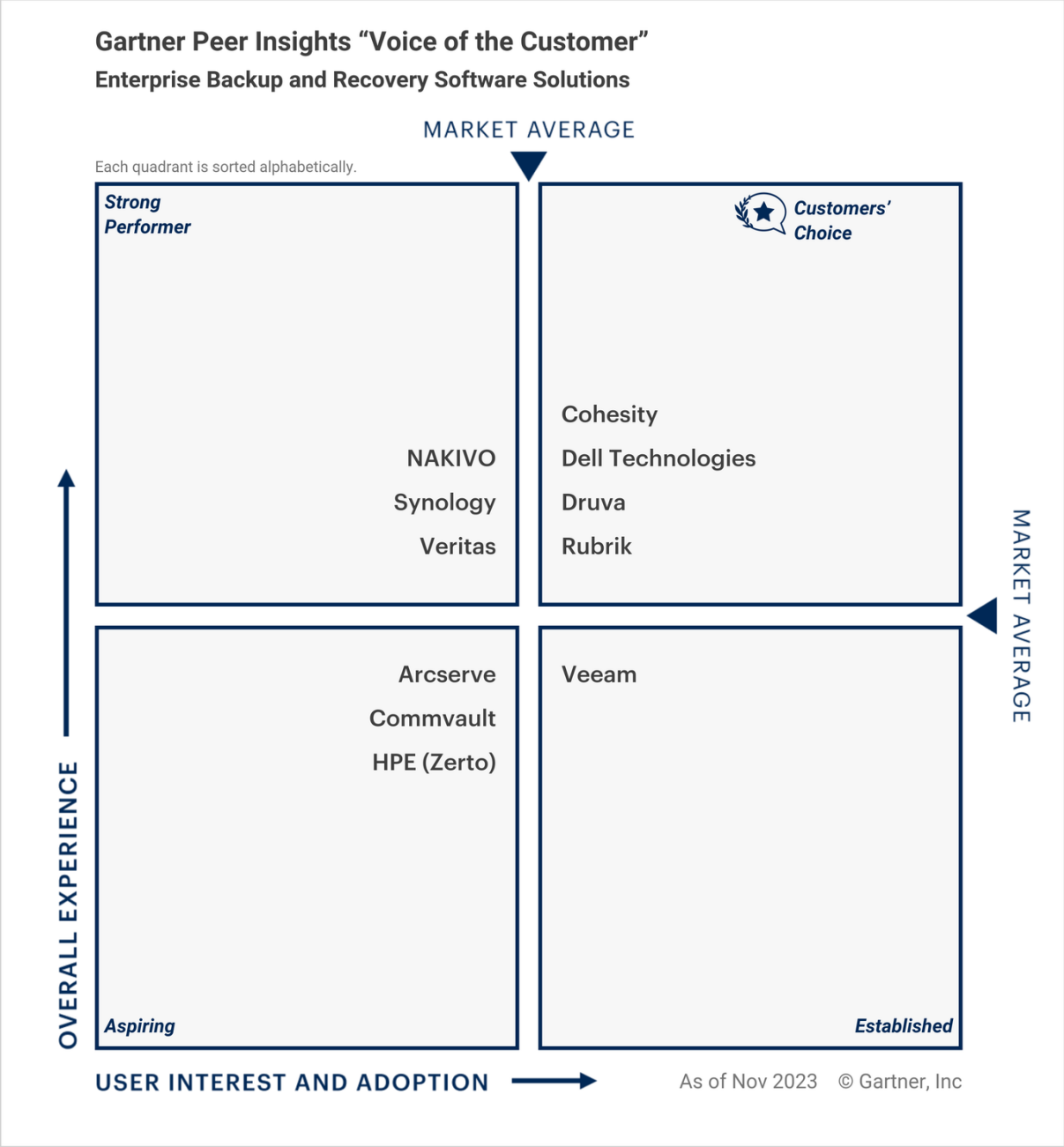
Figure 1. Voice of the Customer for Enterprise Backup and Recovery Software Solutions



Source: Gartner (February 2024)

Enterprise Backup and Recovery Software Solutions Peer Reviews and Ratings

In addition to the synthesis provided by the "Voice of the Customer," you can read individual reviews and ratings on Gartner Peer Insights by clicking here.

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The rest of this document will highlight some key insights for the enterprise backup and recovery software solutions market based on 18 months of reviews, and will also point you to particular ways to use the site in your buying process.

Gartner Peer Insights' reviews give insight into end users' willingness to recommend each vendor. Willingness to recommend is a component of the "Voice of the Customer" x-axis. See Voice of the Customer Methodology for details. Figure 2 compares vendors by the percent of reviewers who were willing to recommend them (see "Methodology" section for details). To create a more detailed comparison between several vendors on your shortlist, please click here to go to the Peer Insights market page and press the "Compare Alternatives" button under the vendor/product you are interested in.

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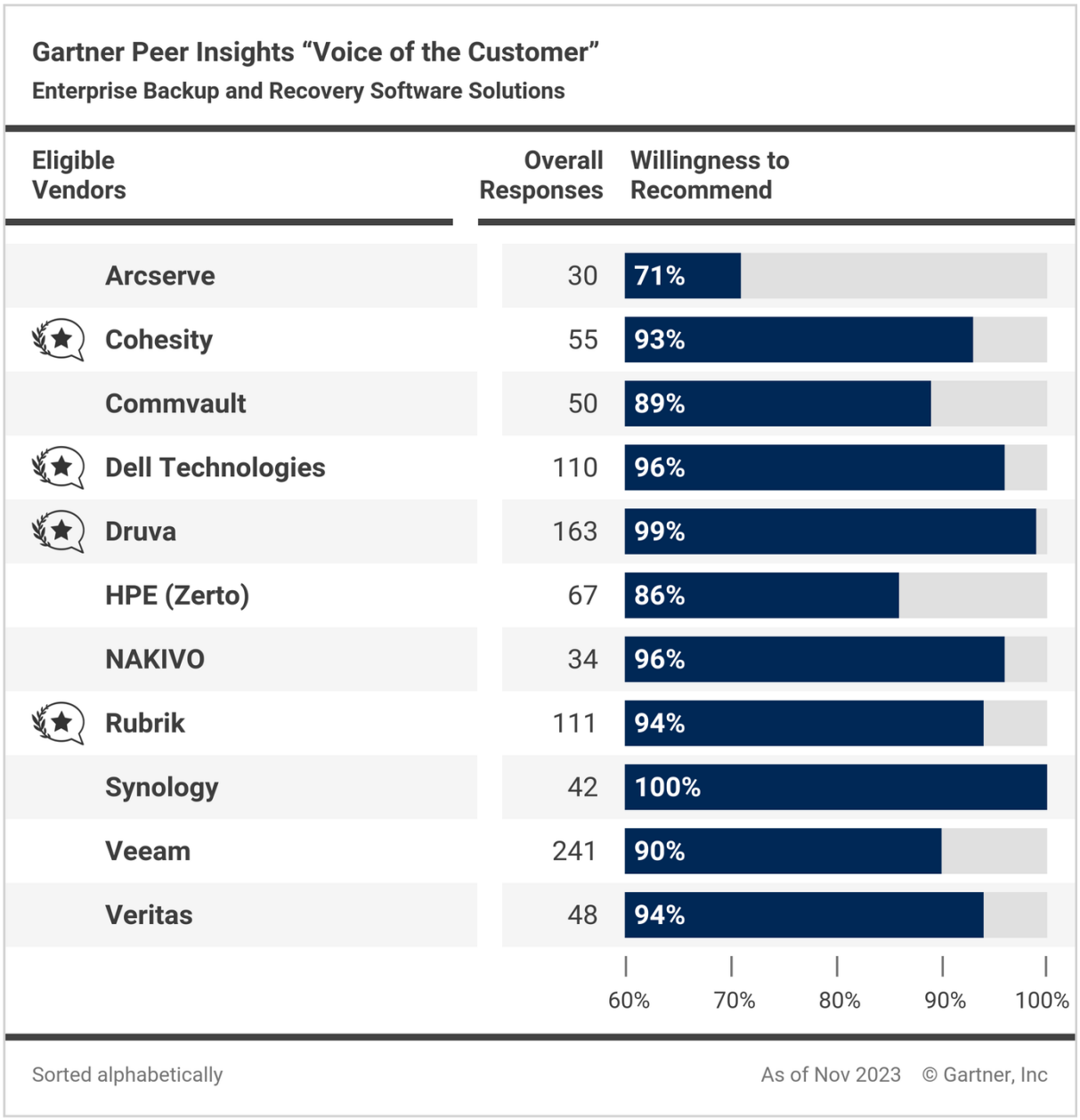
Figure 2. Voice of the Customer for Enterprise Backup and Recovery Software Solutions, Willingness to Recommend



Source: Gartner (February 2024)

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Voice of the Customer Segment View

Figure 3 through Figure 6 group vendors in the market under a specific customer segment of industry, region or company size based on the demographics of their reviewers. Gartner Peer Insights collects this information from end users' account profiles and submitted reviews. Only vendors with 20 or more eligible reviews (and 15 or more ratings for "Capabilities" and "Support/Delivery") in the segment in the 18-month review period are included. For each segment, vendors are positioned based on the market average Overall Experience on the y-axis, and User Interest and Adoption on the x-axis. User Interest and Adoption is calculated from review count score and willingness to recommend (each weighted 50%). Only reviews from reviewers in the segment are included in the calculations for both axes. Review market coverage is not included in this calculation because each graph refers to one particular segment.

A vendor must meet or exceed the average User Interest and Adoption Score in the segment to qualify for the right-hand quadrants. A vendor must meet or exceed the average Overall Experience in the segment to be positioned in the upper quadrants. Both averages, for Overall Experience, and User Interest and Adoption, are calculated using only reviews in the segment for vendors included on the graph.

Vendors placed in the upper-right quadrant of the segment quadrants are recognized through the Customers' Choice Segment Distinction. The recognized vendors meet or exceed both the average Overall Experience and the average User Interest and Adoption for the segment (see here for details).

Company Size Segment View (by Annual Revenue)

- Large Enterprise (1B - 10B USD)
- Midsize Enterprise (50M - 1B USD)
- Public Sector, Gov't, Edu

Region Segment View

- North America

Company Size Segment View (by Annual Revenue)

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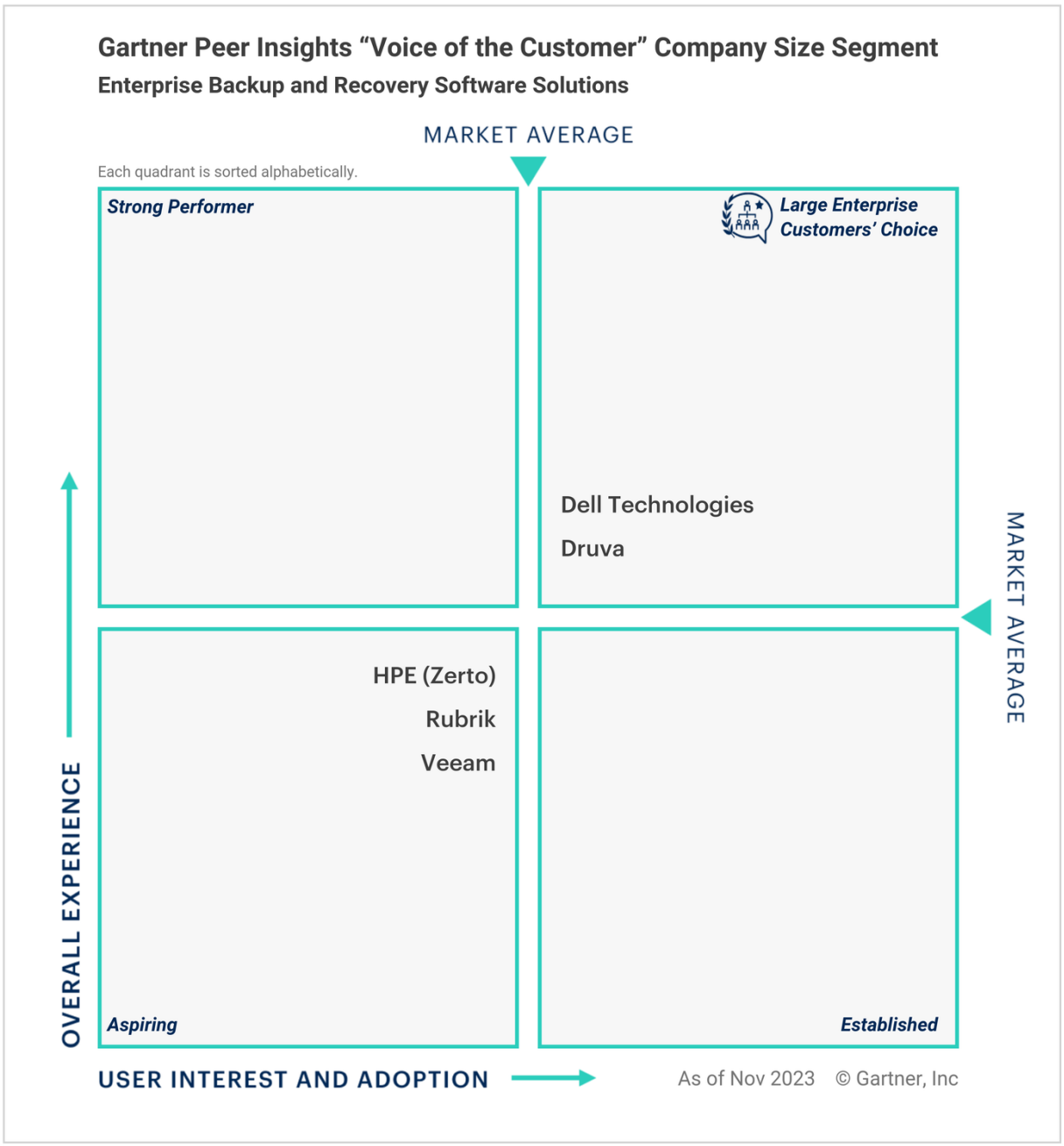
Figure 3. Voice of the Customer for Enterprise Backup and Recovery Software Solutions, Large Enterprise (1B - 10B USD)



Source: Gartner (February 2024)

Go back to the segment list

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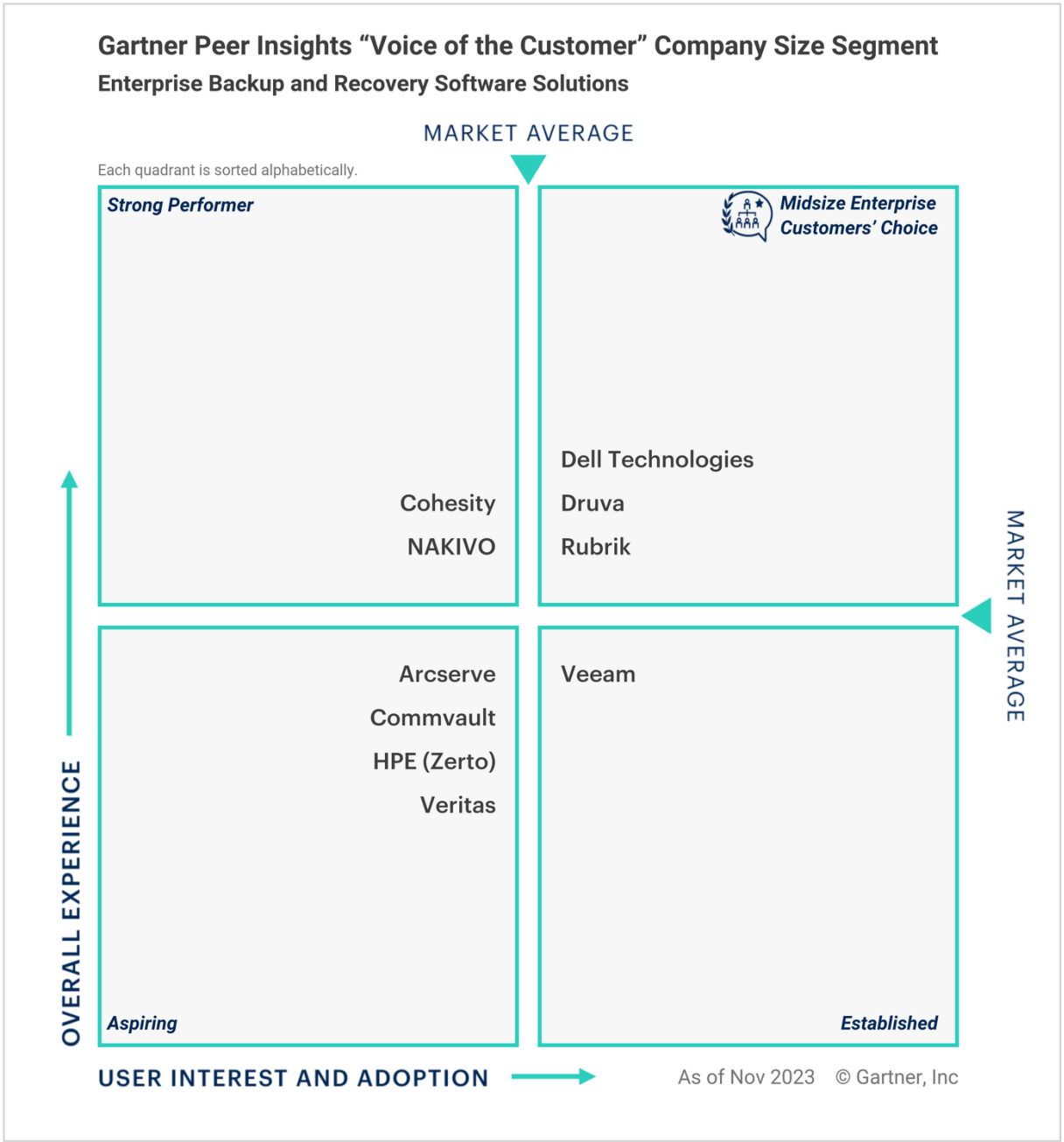
Figure 4. Voice of the Customer for Enterprise Backup and Recovery Software Solutions, Midsize Enterprise (50M - 1B USD)



Source: Gartner (February 2024)

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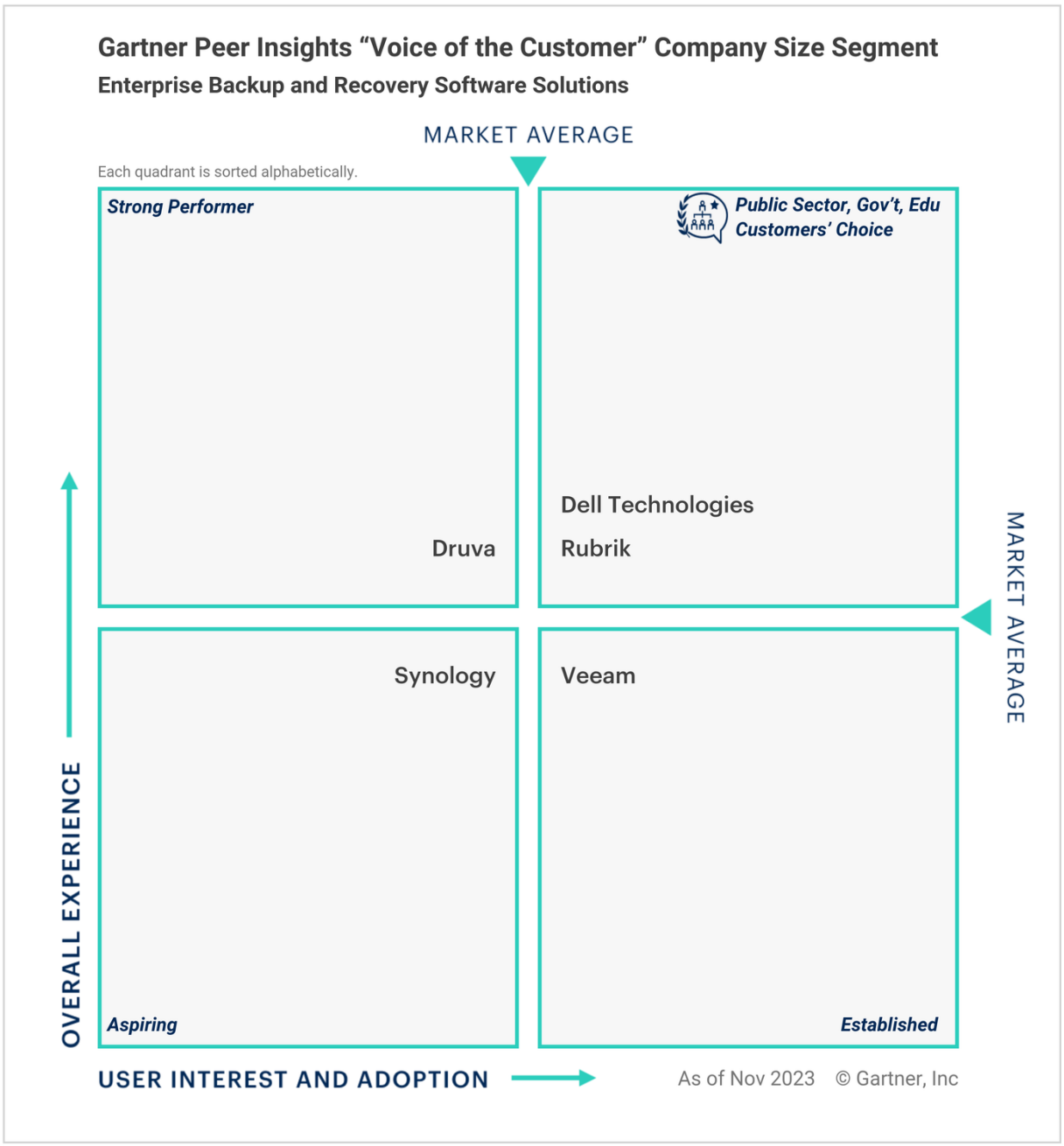
Figure 5. Voice of the Customer for Enterprise Backup and Recovery Software Solutions, Public Sector, Gov't, Edu



Source: Gartner (February 2024)

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Region Segment View

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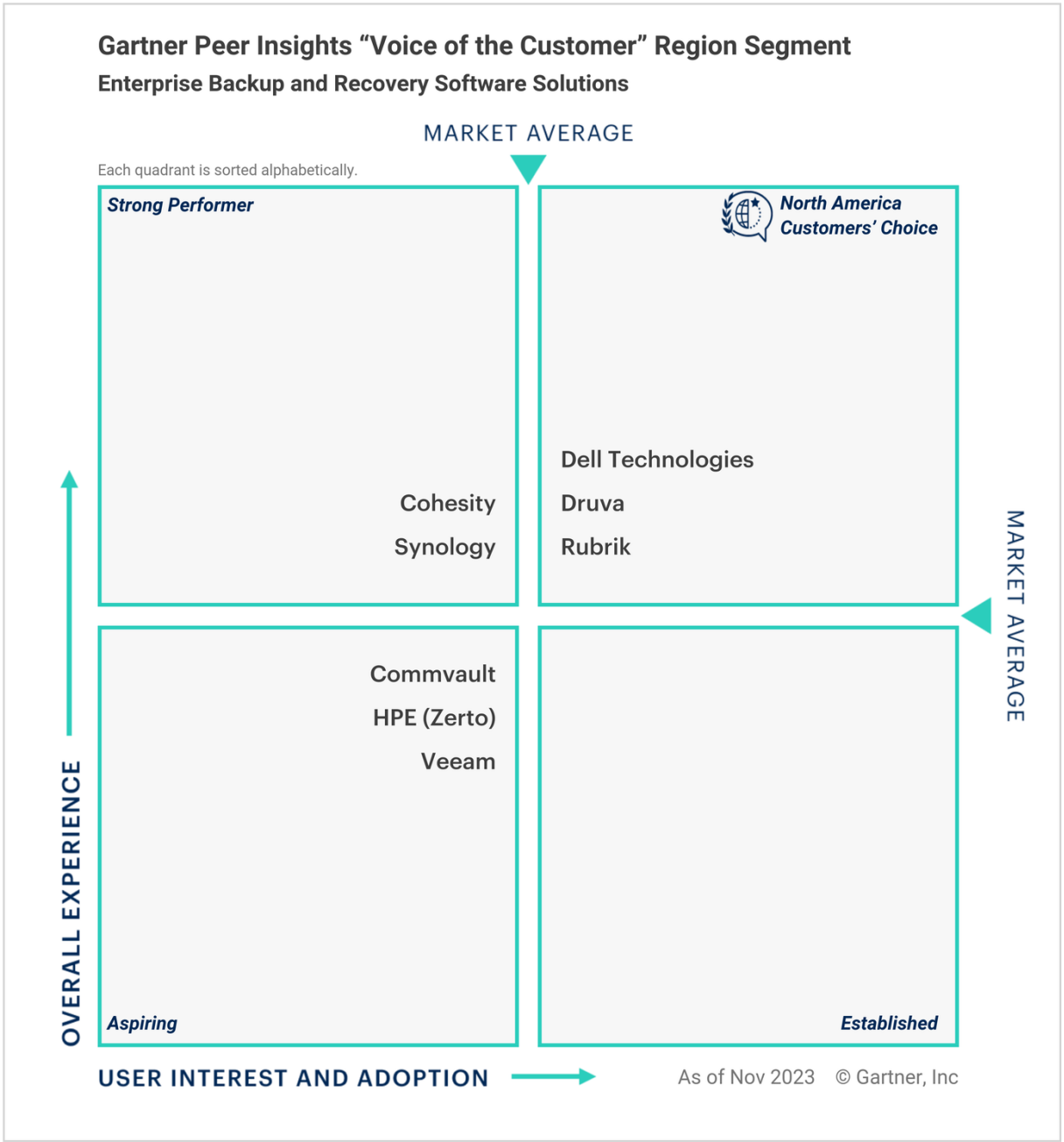
Figure 6. Voice of the Customer for Enterprise Backup and Recovery Software Solutions, North America



Source: Gartner (February 2024)

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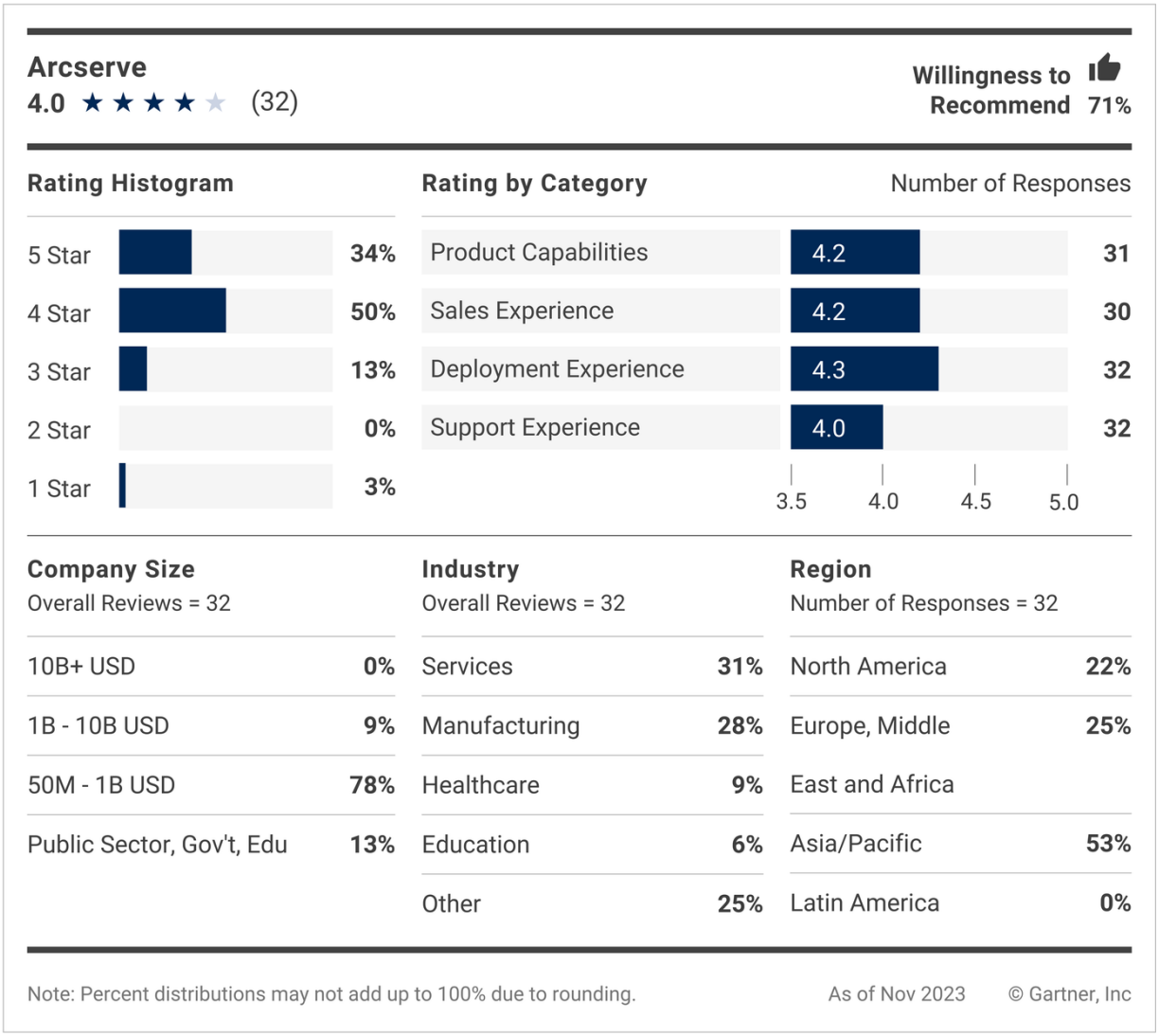
Vendor Summaries

Figures 7 through 17 summarize key information for each vendor included in the "Voice of the Customer": reviewer demographics for reviews received in the 18-month review period, ending 30 November 2023; Overall Rating and rating distribution; and other ratings covering specific aspects of the experience with the vendor. The same eligibility requirements and weighting used in the "Voice of the Customer" quadrants also apply for ratings in the vendor summary figure, including overall star rating, willingness to recommend, and rating by category (see methodology page here for details). Below each image is a direct link to the user reviews on the Peer Insights site.

Figure 7. Voice of the Customer for Enterprise Backup and Recovery Software Solutions, Arcserve Vendor Summary



Source: Gartner (February 2024)

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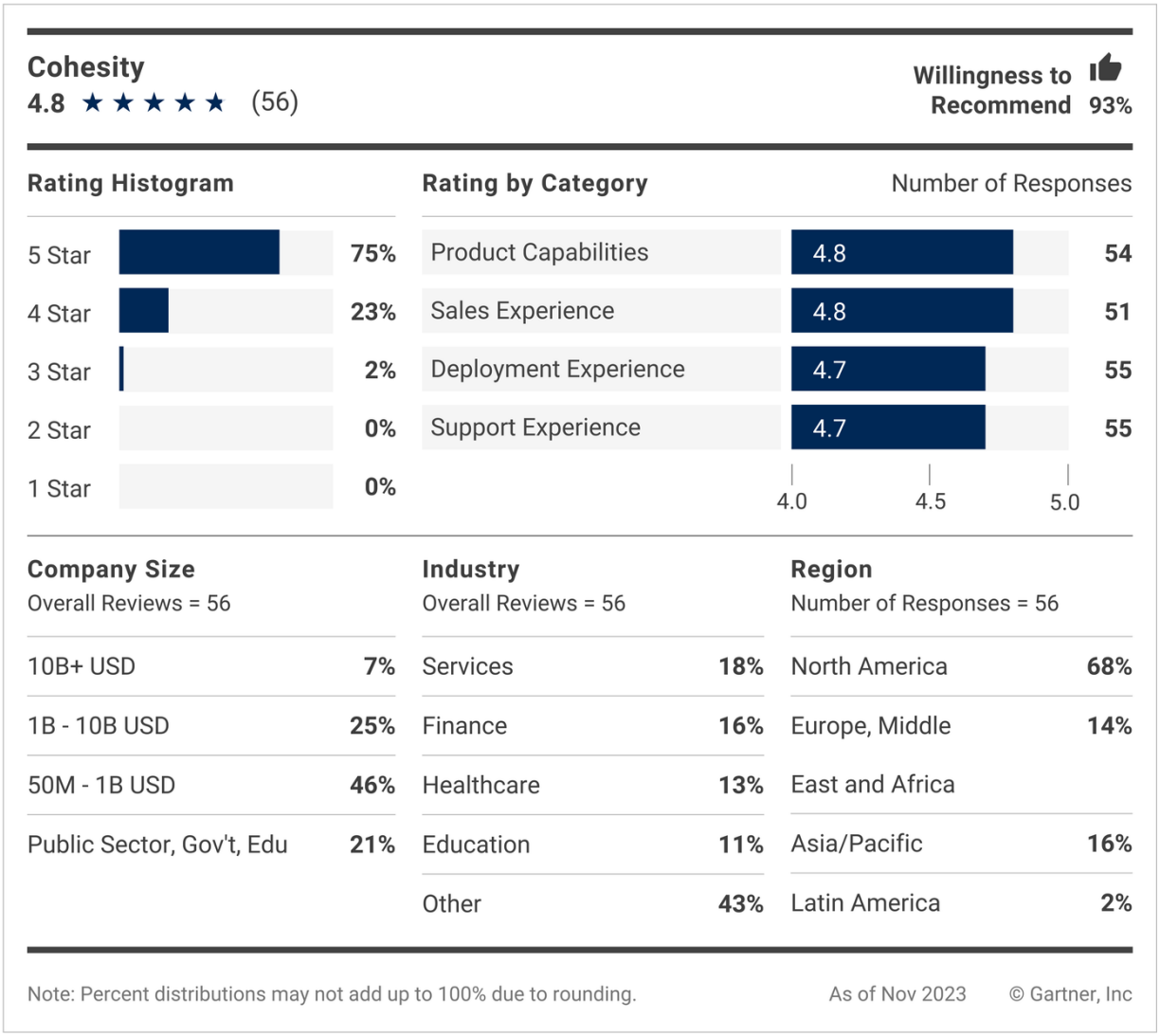
Read all Peer Insights user reviews for Arcserve.

Figure 8. Voice of the Customer for Enterprise Backup and Recovery Software Solutions, Cohesity Vendor Summary



Source: Gartner (February 2024)

Read all Peer Insights user reviews for Cohesity.

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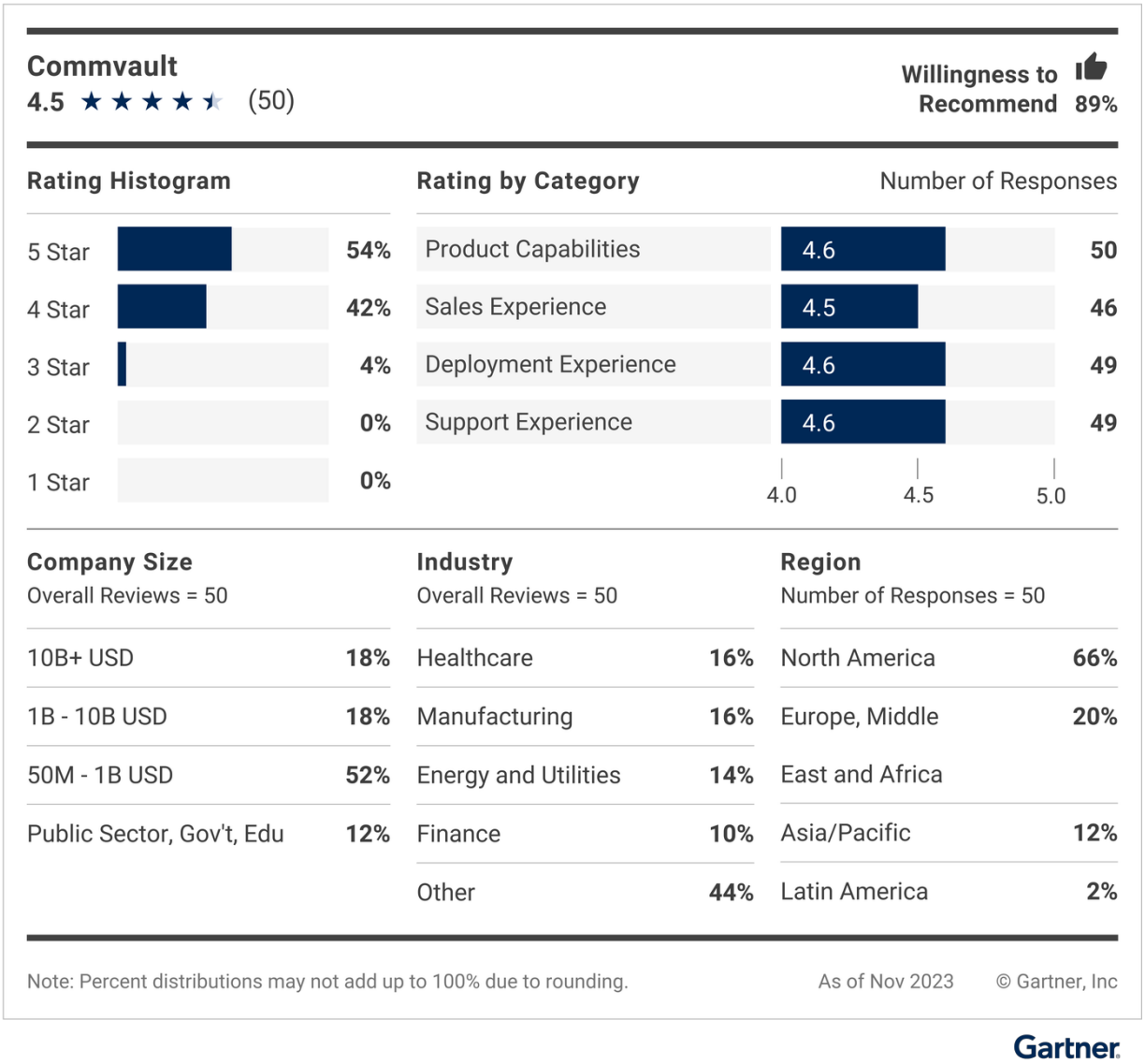
Figure 9. Voice of the Customer for Enterprise Backup and Recovery Software Solutions, Commvault Vendor Summary



Source: Gartner (February 2024)

Read all Peer Insights user reviews for Commvault.

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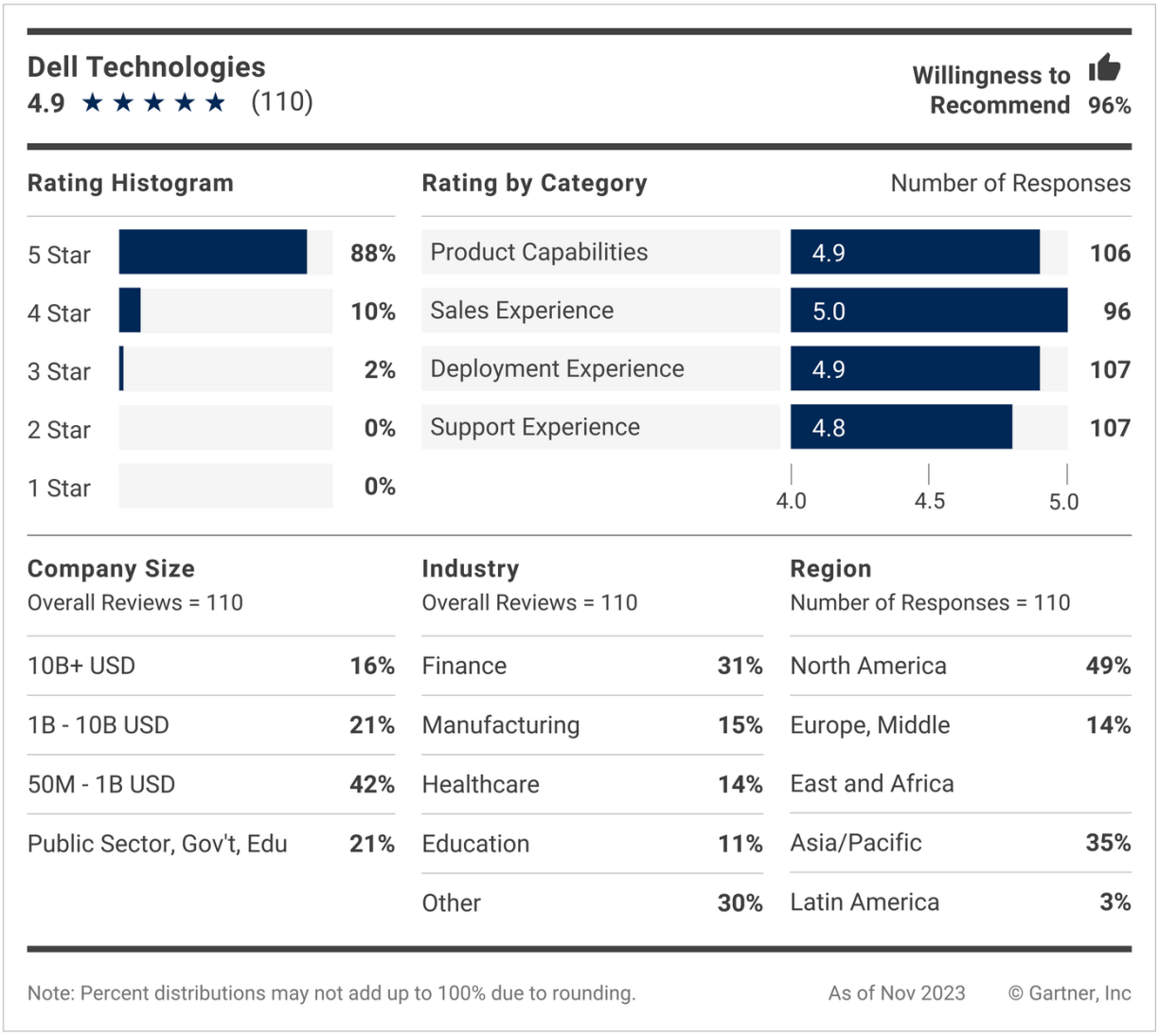
Figure 10. Voice of the Customer for Enterprise Backup and Recovery Software Solutions, Dell Technologies Vendor Summary



Source: Gartner (February 2024)

Read all Peer Insights user reviews for Dell Technologies.

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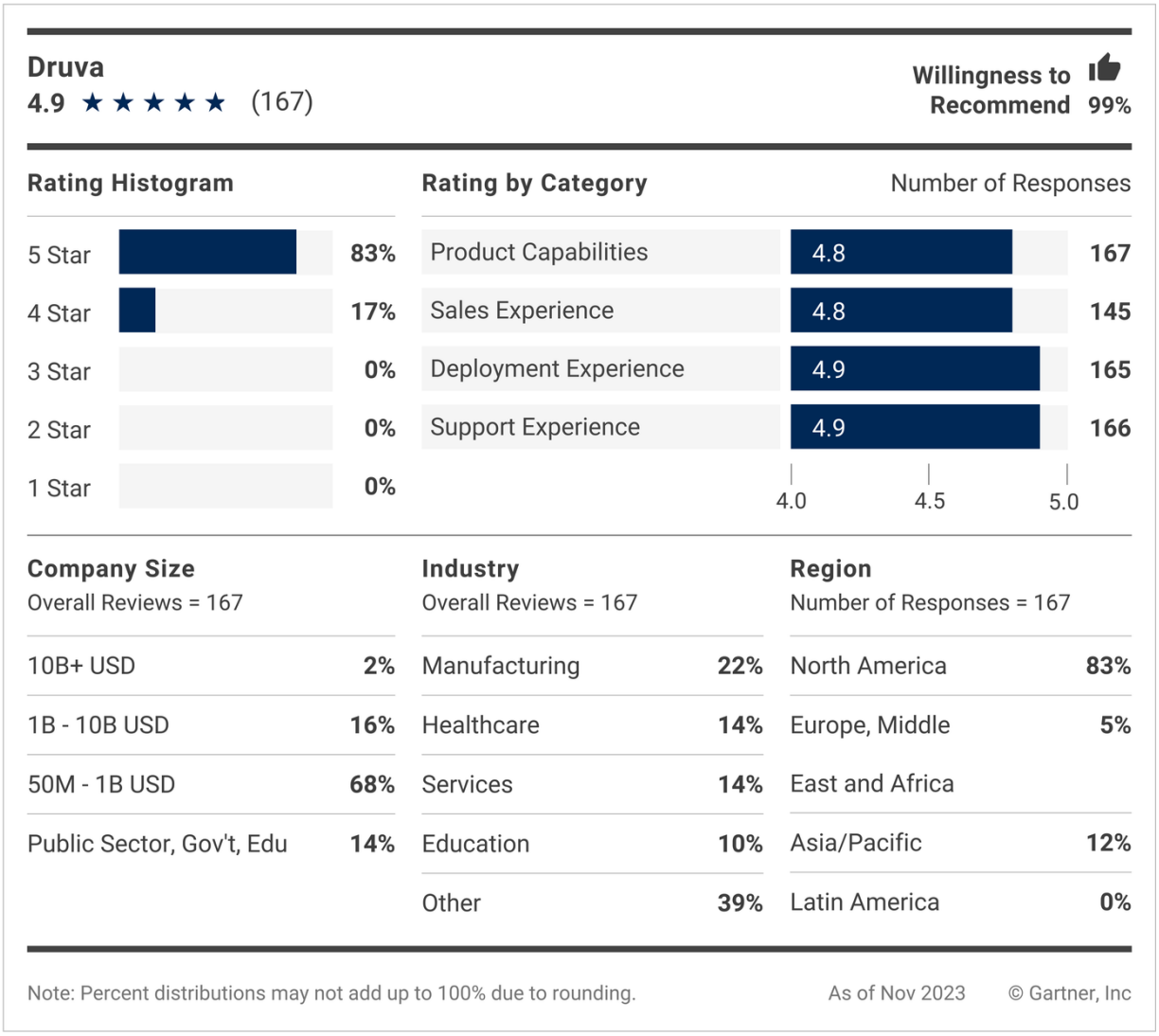
Figure 11. Voice of the Customer for Enterprise Backup and Recovery Software Solutions, Druva Vendor Summary



Source: Gartner (February 2024)

Read all Peer Insights user reviews for Druva.

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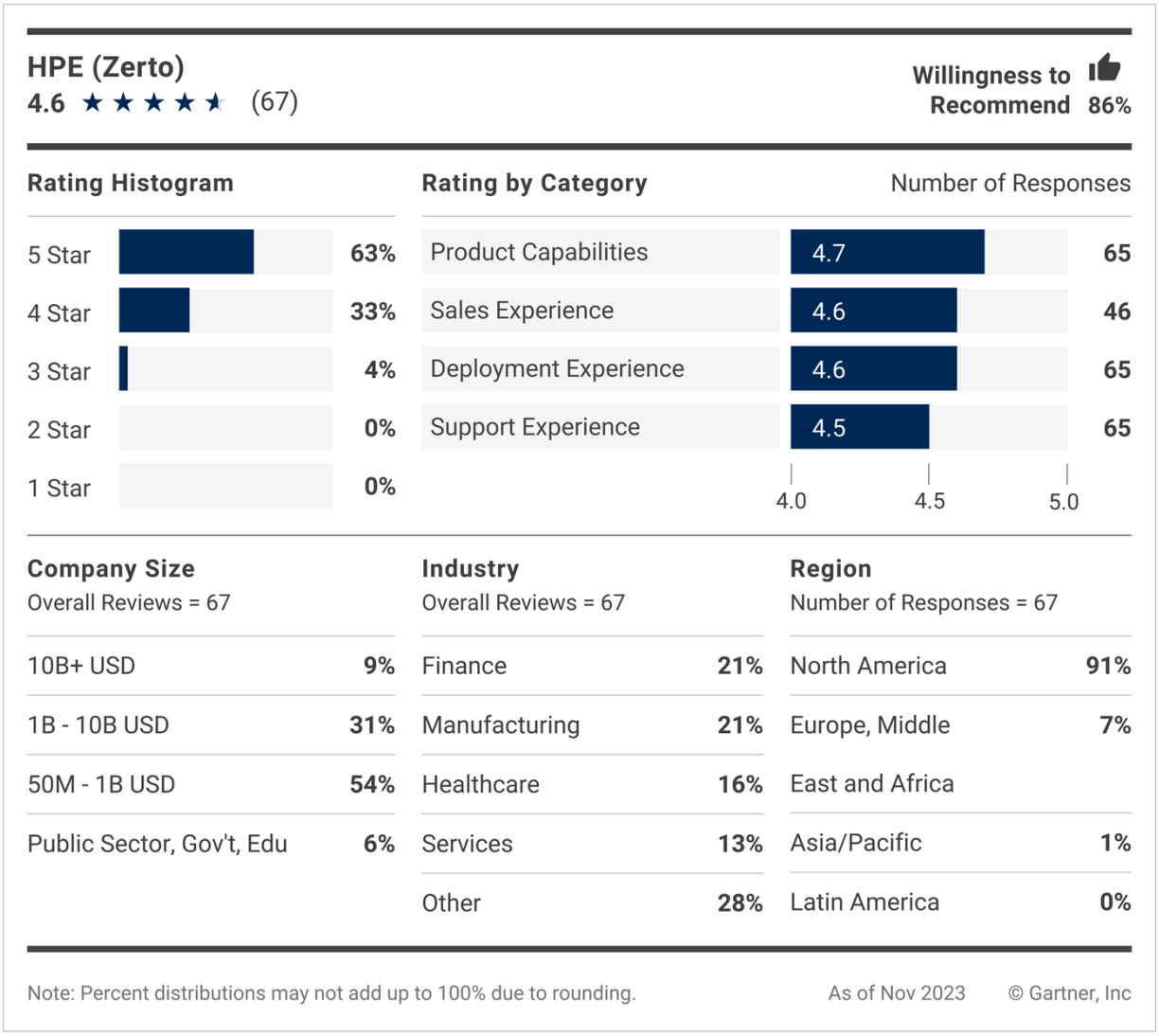
Figure 12. Voice of the Customer for Enterprise Backup and Recovery Software Solutions, HPE (Zerto) Vendor Summary



Source: Gartner (February 2024)

Read all Peer Insights user reviews for HPE (Zerto).

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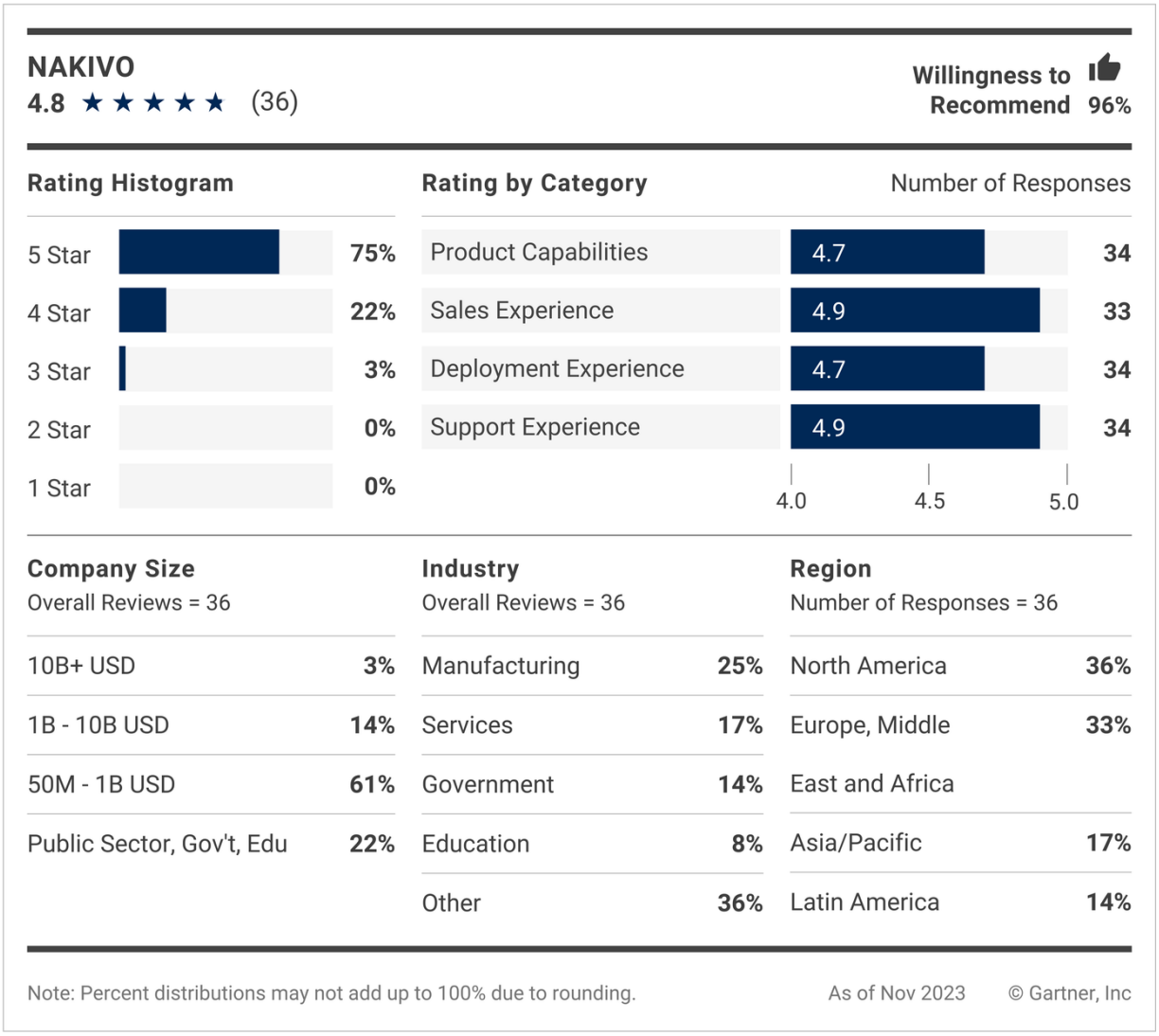
Figure 13. Voice of the Customer for Enterprise Backup and Recovery Software Solutions, NAKIVO Vendor Summary



Source: Gartner (February 2024)

Read all Peer Insights user reviews for NAKIVO.

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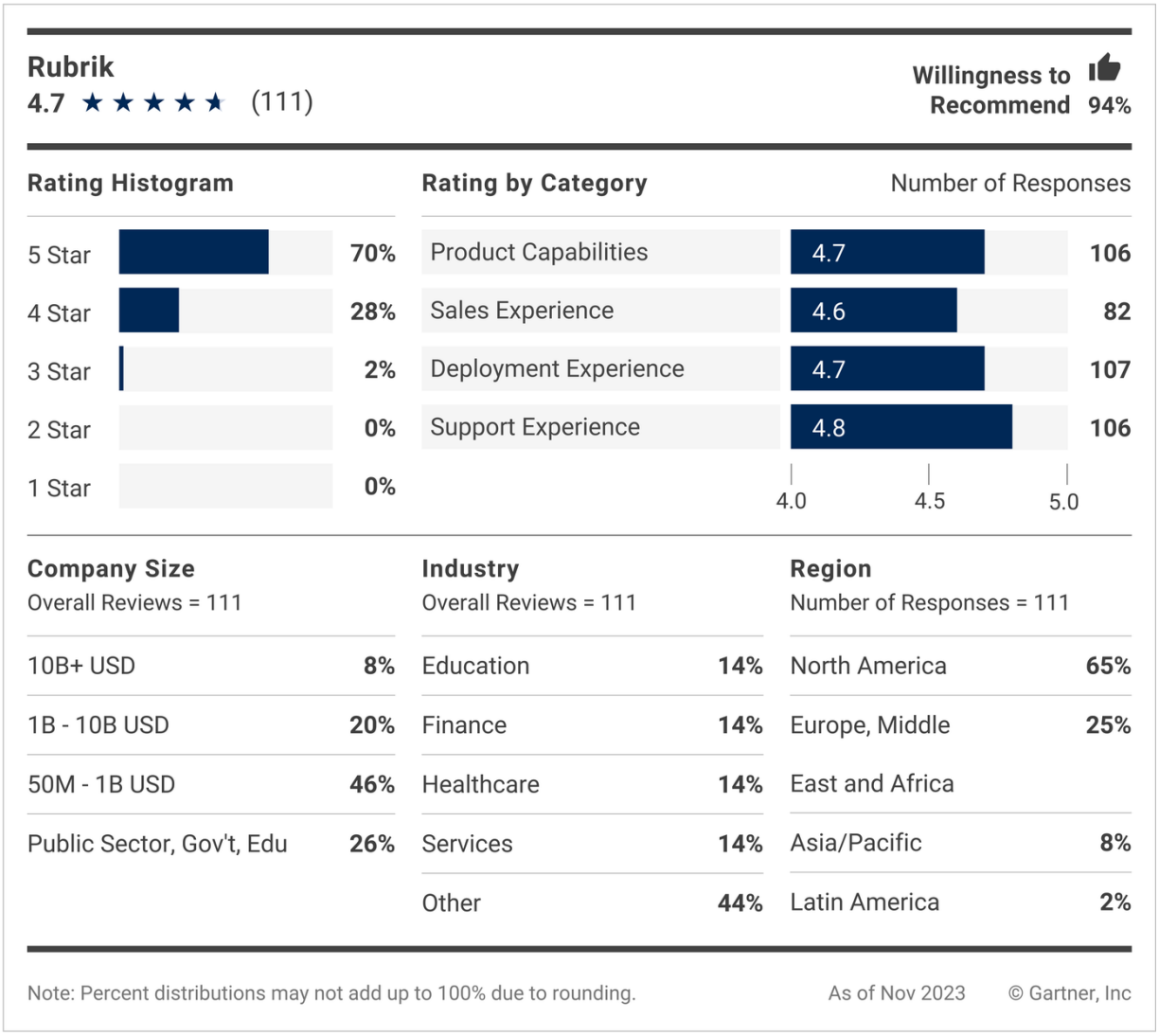
Figure 14. Voice of the Customer for Enterprise Backup and Recovery Software Solutions, Rubrik Vendor Summary



Source: Gartner (February 2024)

Read all Peer Insights user reviews for Rubrik.

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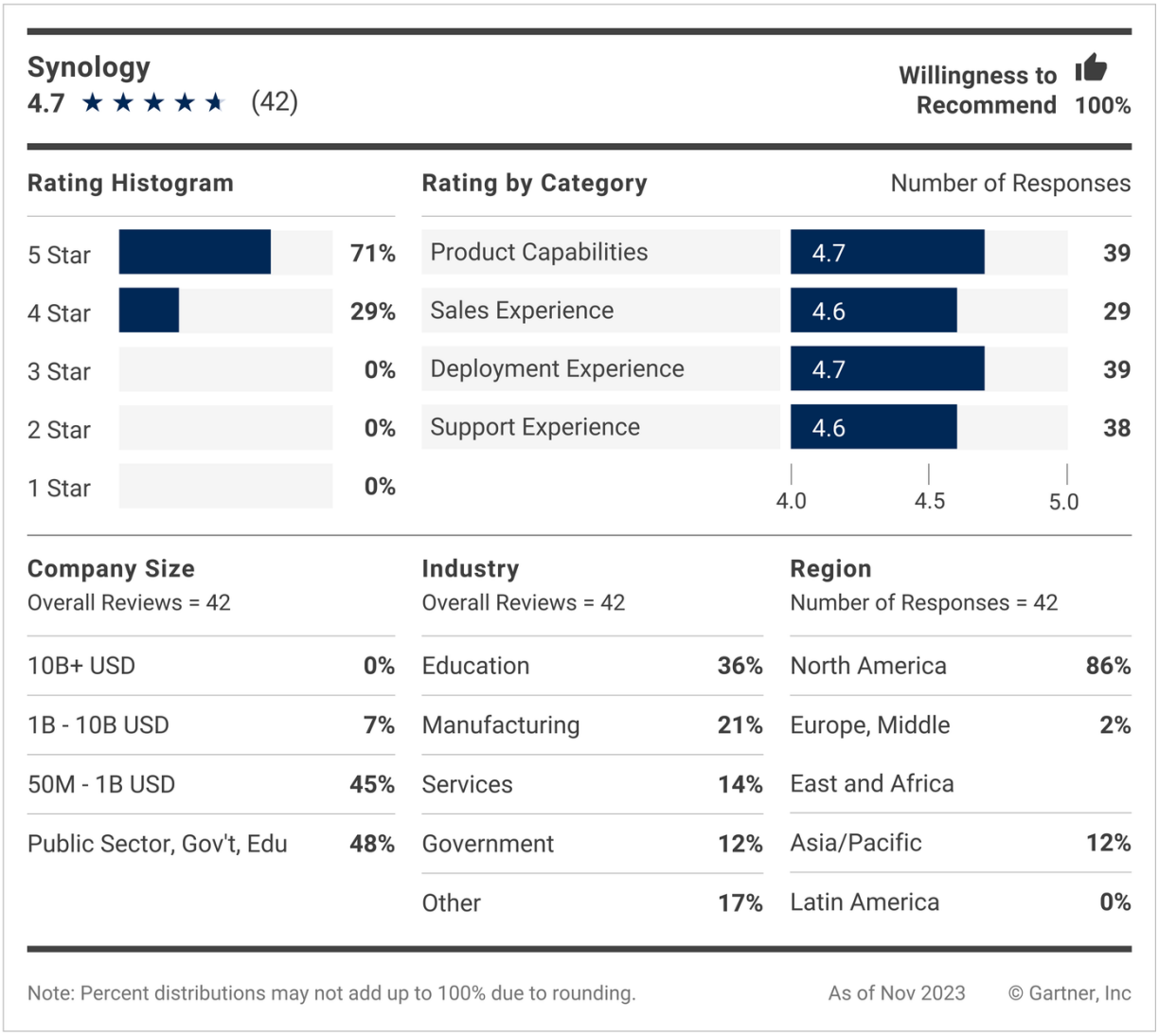
Figure 15. Voice of the Customer for Enterprise Backup and Recovery Software Solutions, Synology Vendor Summary



Source: Gartner (February 2024)

Read all Peer Insights user reviews for Synology.

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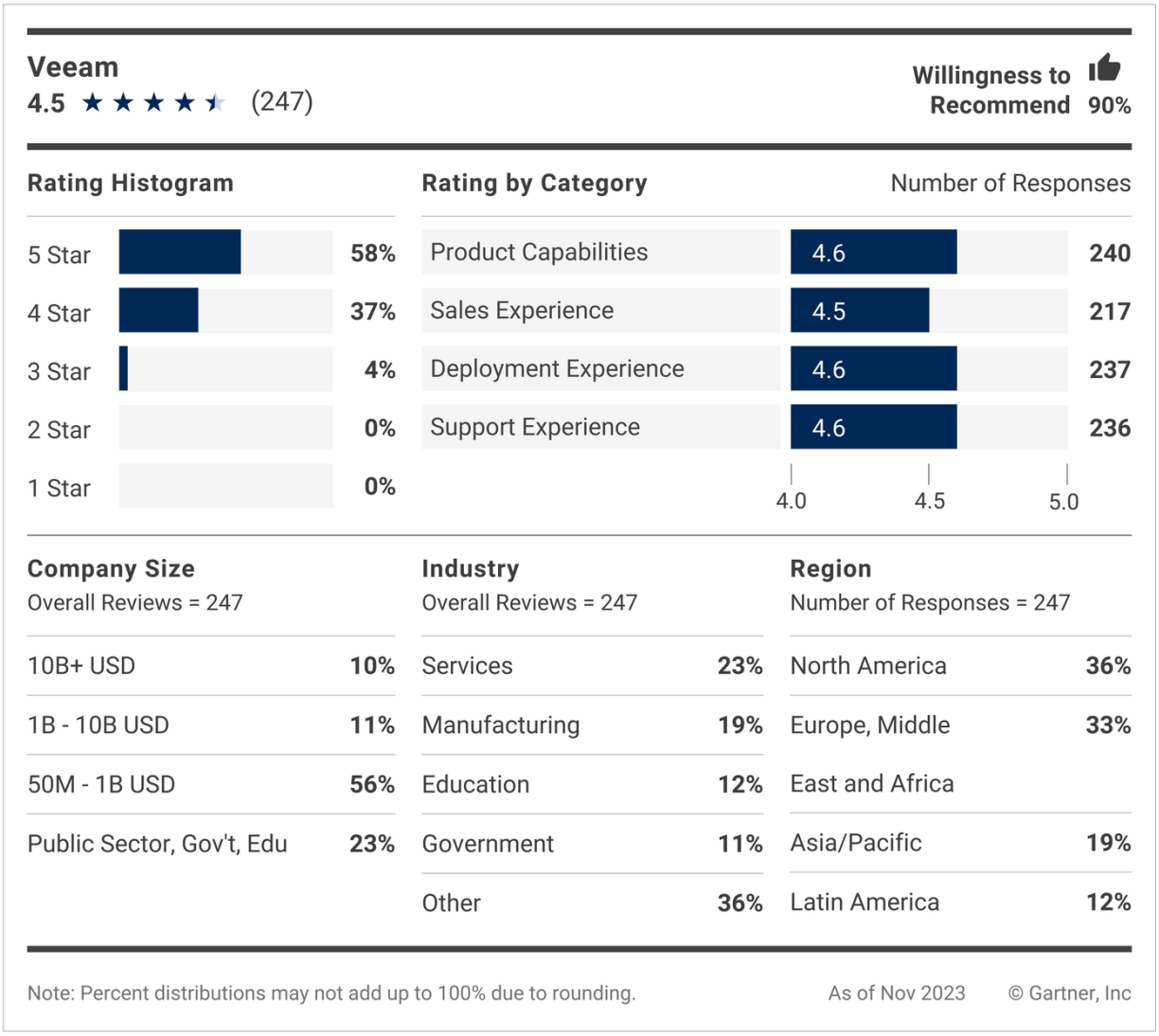
Figure 16. Voice of the Customer for Enterprise Backup and Recovery Software Solutions, Veeam Vendor Summary



Source: Gartner (February 2024)

Read all Peer Insights user reviews for Veeam.

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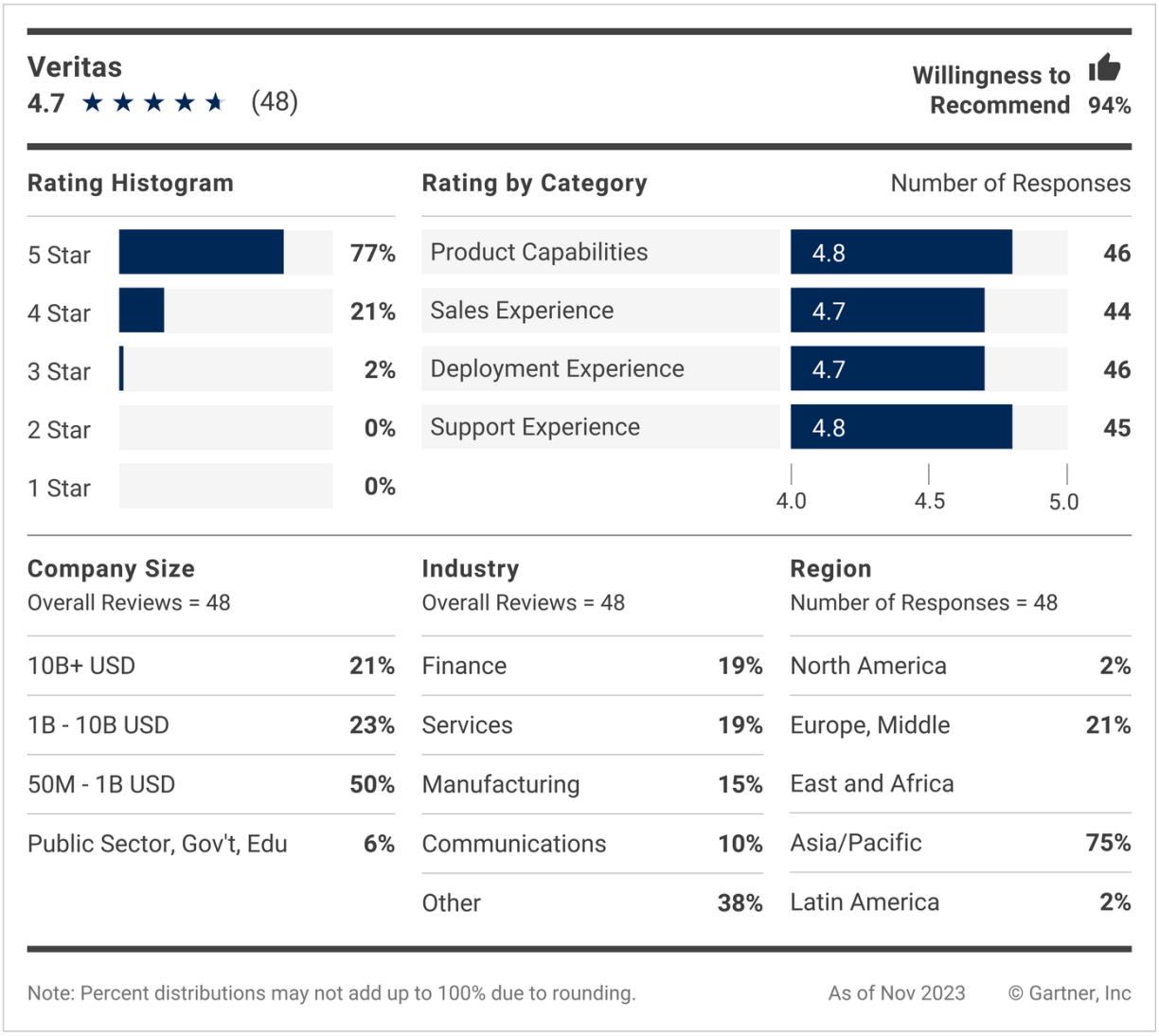
Figure 17. Voice of the Customer for Enterprise Backup and Recovery Software Solutions, Veritas Vendor Summary



Source: Gartner (February 2024)

Read all Peer Insights user reviews for Veritas.

Methodology

Gartner Peer Insights “Voice of the Customer” Methodology: A full description can be found on the Voice of the Customer Methodology page.

The data used in this report is drawn from reviews on Peer Insights, a crowdsourced enterprise review platform that relies on dynamic data. Key to maintaining the integrity of the site is our ongoing moderation and validation of those reviews. Reviews are examined before publishing to the site and periodically, post publishing.

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Due to the dynamic nature of the data, the external Peer Insights site will always have the most updated view of the vendors and products in this report. The “Voice of the Customer” methodology uses a snapshot of review data from a defined time frame. This “Voice of the Customer” report should therefore be used along with the detailed and current information available directly on the Peer Insights site for the most up-to-date view of the data for this market and associated segment views.

The “Voice of the Customer” report includes numerical scores for Overall Rating and four category ratings in each vendor summary. These numerical scores are weighted averages based on the available sample size of eligible reviews within the stated time frame. Thus, they are best interpreted as sample statistics with a reasonable margin for error, not as exact values.

Document Revision History

Voice of the Customer for Enterprise Backup and Recovery Software Solutions - 20 January 2023

Gartner Peer Insights ‘Voice of the Customer’: Data Center Backup and Recovery Solutions - 13 January 2021

Gartner Peer Insights ‘Voice of the Customer’: Data Center Backup and Recovery Solutions - 13 March 2020

Recommended by the Author

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Magic Quadrant for Enterprise Backup and Recovery Software Solutions

Critical Capabilities for Enterprise Backup and Recovery Software Solutions

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