ESG BUSINESS JUSTIFICATION BRIEF

AWS Marketplace Series:
Druva: How to Simplify Your Global Data Protection and Management Strategy on AWS

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Cloud Data Protection Challenges

IT professionals overwhelmingly recognize the positive impact of cloud services in their data protection strategy. Over the past few years, ESG has observed an increase in the use of public cloud-based data protection services as part of the overall enterprise data protection schemas for many organizations. Specifically, there has been significant uptake in the use of cloud backup target, backup-as-a-service, and disaster recovery-as-a-service topologies, making on-premises-only approaches a thing of the past for many organizations.

Whether it involves using public cloud-based data protection services, backing up cloud-based applications/workloads, or some combination of the two, the vast majority (87%) of survey respondents classified cloud computing as helpful to their organization's data protection strategy.[1]

Benefits Realized as a Result of Using Cloud-based Data Protection Strategies[2]

37% cited improved recoverability and reliability of backups.

29% said reduced complexity within the IT environment.

29% identified reduced or eliminated on-premises data protection hardware infrastructure costs.

Data Protection and Management with Druva

Druva is a SaaS platform built on Amazon Web Services (AWS), designed to simplify, centralize, and scale data protection and management for enterprise workloads, including physical file servers, databases, network attached storage (NAS), and virtual and hybrid environments such as Microsoft SQL, Hyper-V, VMware vSphere, and VMware Cloud on AWS. Because Druva is 100% SaaS, organizations do not have to rely on multiple hardware and software-based solutions deployed within and across on-premises data centers. Not only can organizations reduce overall capital and operational costs with Druva, but they can also scale their cloud-based backup and archive accordingly while continuing to maintain stringent recovery performance objectives.

With Druva, organizations can:

Configure and schedule backup and recovery policies for their global IT environments using automated, built-in workflow templates.

Manage and monitor data across all physical and virtual resources—Windows/Linux servers; NAS, SQL, and Oracle databases; and VMware and Hyper-V virtual machines—via a single dashboard.

In addition to ransomware monitoring, secure data backup and recovery with 256-bit AES encryption for data at rest and TLS 1.2 for data in transit.

Automate data storage tiering from hot to cold storage (across Amazon Simple Storage Service (S3) to Amazon S3 Glacier Deep Archive) for the purposes of long-term retention without incurring egress costs when data is placed back into warmer storage tiers.

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Why AWS Marketplace?

Choose from thousands of solutions

Pay only for what you use

Scale storage backup as required, minimizing the need to purchase and install on-premises backup solutions.

AWS Marketplace is a digital catalog with thousands of software listings from independent software vendors that make it easy to test, buy, and deploy software that runs on AWS. Solutions are available through a wide variety of delivery methods.

Other benefits include:

- Ready-to-run software.
- Searchable catalog.
- Detailed usage tracking.

- Free trials.
- Simple procurement, no provisioning required.

ESG Business Justification

- AWS Marketplace brings streamlined deployment to data backup and recovery. Administrators can immediately begin using Druva to simplify data protection while reducing overall costs.

- Druva eliminates the need for organizations to pay 24/7 for AWS Elastic Compute Cloud (EC2) and AWS Elastic Block Storage (EBS) to support backup and recovery operations, helping to reduce overall AWS spending and help ensure data privacy and compliance requirements.

- ESG observed the Druva dashboard provides comprehensive visibility into backed-up data globally and locally (based on the AWS regions in which the data resides), as well as organizationally.

- With Druva's disaster recovery-as-a-service (DRaaS), disaster recovery operations are simplified with Druva's automation and orchestration capabilities, reducing the time for the business to recover from events disruptive to normal business operations.

Why Druva?

Simplify and automate data protection and recovery operations.

Eliminate the need for on-premises data backup solutions.

Scale storage for data backup as business needs dictate.

Reduce capital and operational expenses.

The Bigger Truth

Although data protection and disaster recovery are practices that are as old as IT itself, consistent execution of these operations can seem like an impossible task to master. It does not get any easier when you add managing and supporting the hardware infrastructure of your on-premises data protection solution to the mix.

AWS Marketplace gets you to the cloud quickly and cost-efficiently with preconfigured solutions that expand your capabilities without adding effort or risk. ESG believes the business justification for an AWS Marketplace Druva investment is clear and recommends evaluating Druva to back up data efficiently for disaster recovery and long-term data retention needs. Druva's SaaS model helps organizations to implement their data protection and recovery strategies in a simple, scalable, and secure way without incurring the typical capital and operational expenses associated with on-premises backup solutions.

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