

PRODUCT FLASH

CommVault Simpana Archive — An Intelligent Archive

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IN THIS PRODUCT FLASH

This IDC Flash analyzes the archiving capabilities of CommVault's Simpana solution and evaluates the impact the offering has had on CommVault's archiving business.

SITUATION OVERVIEW

The archiving market is facing a mix of challenges and opportunities because of rapid development within the IT industry. Explosion of data growth is coinciding with stagnant IT budgets and an increased need to retain more of this growing data for the purpose of governance or resiliency. The ability to efficiently access, analyze, and unlock the value within corporate data has also become a critical requirement for many organizations. Regardless of the drivers behind data retention, organizations that fail to optimize the way they manage and retain their data will be forced to deal with constant increases in storage costs. Those that do address such problems must do so without introducing new risks. Further complicating matters, IT departments today are being asked to retain data from a variety of sources while keeping a watchful eye on changeable internal and external regulations. Clearly, the practice of managing and preserving data is becoming more complex. IDC believes the archiving capabilities of CommVault's Simpana software address this increasingly complex practice of managing, preserving, and accessing today's corporate data in an efficient and thus cost-effective way.

CommVault's Archiving Business and Offering

CommVault is a relatively small yet fast-growing supplier within the archiving software market. According to IDC's Worldwide Quarterly Storage Software QView, the CY12 archiving software market was worth \$1.4 billion in revenue. CommVault was among the top 10 players during the year but held a relatively modest 3.9% share of market revenue. That said, CommVault's archiving revenue grew 26% during the year.

CommVault challenges the archiving software market with its single data management platform, Simpana 10, which combines archiving with (among other important functions) data protection. Simpana 10 is CommVault's scalable and unified data management platform built to deliver backup, recovery, archiving, replication, reporting, and search capabilities for corporate data from a single software suite. Key to CommVault's recent strong growth within the archiving software market is Simpana OnePass, which is built into Simpana 10.

With CommVault's Simpana OnePass, organizations can gain additional benefits of boosting productivity, controlling cost, and reducing risks by deploying archiving software through a converged-backup-and-archiving scheme. Instead of creating multiple copies for backup and archive, Simpana OnePass performs single data collection with source deduplication, where only changed and new data will be collected. To differentiate backup from archiving, the software provides retention flexibility to more closely align data retention policies for both. Earlier this year, the company launched Reference Copy, a content-based retention capability that has policy-driven rules for deep retention. With this capability, users can design and customize the data they want to retain and how they want to retain it. For IT teams, this means storage is optimized because only relevant data is retained. For legal and compliance teams, risk is managed because only data with business, compliance, or evidentiary value is retained, while data that does not meet these standards is defensibly deleted from a single source. These features make Simpana OnePass and Reference Copy particularly useful for customers trying to manage growth in highly regulated industries. Along with these features, CommVault will also provide a records management service to review customers' regulations and retention requirements and then design solutions tailored to the specific needs of that customer.

Once the right data is collected, it is then transferred and managed in Simpana's ContentStore, a scalable, virtual repository. CommVault combines ContentStore with a content-based indexing search feature, which enables users to locate targeted records within the large pools of information. Once data is ingested into the ContentStore, data becomes a usable asset that can be used by a variety of users across the enterprise. For example, some eDiscovery and compliance complexities are addressed by allowing data to be managed and accessed through the central collection and deletion point. Legal and compliance teams are enabled with self-service, role-based access to reduce cost and risk. To boost productivity even more, self-service access is provided transparently to end users through a VMware plug-in, a Web-based console, CommVault Edge mobile apps, and ContentStore Mail. Combined, all of these features are intended to help reduce data record redundancy, minimize management complexity and governance risks, and ultimately drive down the storage costs of an archiving environment.

More on Simpana OnePass and Search

Simpana OnePass provides corporations with data retention capabilities designed to meet the compliance challenges common in today's organizations. Once Simpana OnePass archives data in the ContentStore

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repository, centralized control and compliance search capabilities are offered for IT, legal departments, or compliance teams to perform legal-hold, discovery, and compliance actions across all types of information. The Simpana single platform approach enables centralized control to give organizations visibility into the archived data, thus allowing them to keep and delete records based on retention policies placed on the records. Search capabilities embedded in the software provide content-based search for email, file, Web, instant communication, and documents. In eDiscovery scenarios, legal teams can review and place legal holds on specific records, or share and export the data for further actions or to perform early case assessments. Exception reports and discovery predictions are also delivered along with searches. To further reduce the complexity of compliance, the single platform ensures all data is accounted for in a search effort, including edge devices, public and private clouds, and backup and archive data.

Having a reusable, common repository not only eases eDiscovery and compliance burdens but also facilitates better control of applications, processes, and information workflows across the enterprise for a variety of use cases. Instead of simply retaining data, it can be used more strategically to improve collaboration, decision making, and business insights. Simpana OnePass addresses these capabilities by providing users with built-in reporting and analytical features that help customers better understand their archiving environments. It also allows users to repurpose data within a ContentStore repository to ensure data can be leveraged for additional business knowledge. Global Web-based reporting gives organizations insights into archiving operations and data usage, while live dashboard views deliver summary of utilization. Historical trend reporting performs best practice comparisons to help optimize archiving environments over longer periods of time. Last, access and monitoring is provided through mobile apps available on iOS, Android, and Windows mobile devices. Users are able to access real-time operational status as well as analytical reports from anywhere with these devices. The pricing model for Simpana OnePass licensing is capacity based, with an additional cost for intelligent indexing search based on the number of objects indexed. More specifically, it is charged by per million objects indexed.

Collecting and centralizing disparate corporate data together with search and analytical capabilities can help create new levels of service, areas of profitability, and sources for competitive differentiation. In the past, companies have complained about not having enough information to make smart business decisions; today, they are drowning in information, but these assets are largely untapped or siloed. CommVault's Simpana OnePass offering should put such companies one step closer to solving that dilemma.

FUTURE OUTLOOK

The challenges facing today's archiving environments are not going to disappear any time soon. And while CommVault's approach of converging archive, backup, and reporting within a single platform helps address these challenges by driving down costs, boosting productivity, and turning retained data into business value, there is more that can be done. With that in mind, IDC notes that CommVault has been working to customize Simpana OnePass to better serve different vertical market needs. Archiving is becoming more and more vertical market focused because of unique requirements of some specific industries in data retention and access. CommVault recognizes these needs and will work to integrate its offerings with partners in industries like healthcare, government, and education to help them meet archiving challenges.

From IDC's perspective, CommVault's ability to offer converge backup, archiving, and reporting within a single platform is a competitive advantage that has driven considerable growth to date. While much of this growth is attributable to Simpana's data protection and recovery capabilities, archiving is playing an increasingly important role within CommVault's competitive wins. That said, the company must focus on building/increasing its brand awareness within the archiving market to accelerate this growth. And while the cost-effectiveness of CommVault's offering is a clear competitive advantage for the company, these are features that tend to most interest IT departments. CommVault will need to work on bridging the gap between IT and non-IT buyers to better convey CommVault's offerings and emphasize the benefits of Simpana.