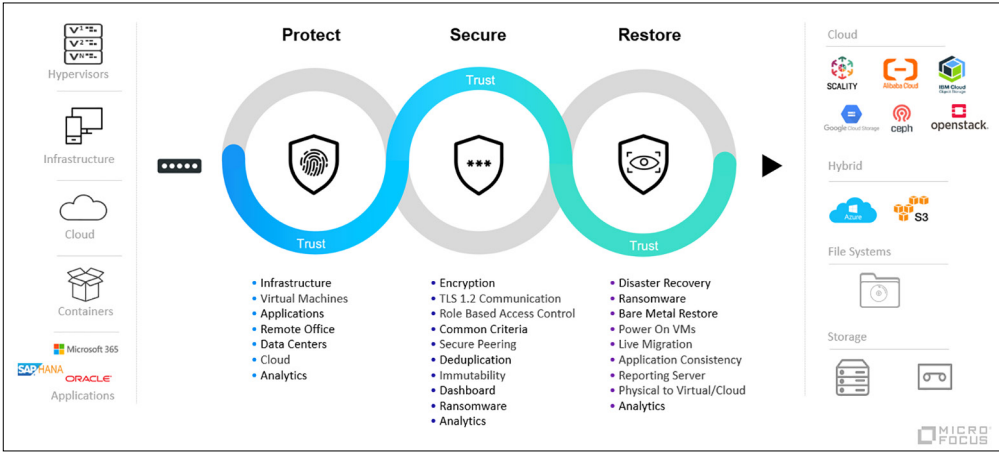


## What Does It Do?

An enterprise class, data centric backup and disaster recovery solution, Data Protector addresses the challenges of complexity, scalability and data security of today’s dynamic and diverse IT environments. Based on a unified, flexible multi-tier architecture, Data Protector enables centralized data protection across physical, virtual and cloud environments. Data Protector is offered in two editions: Data Protector Premium which supports hybrid environments (virtual and physical), and Data Protector Express designed for backup and restore of enterprise scale virtual environments. A recently introduced extension product called Data Protector for Cloud Workloads adds backup capability for modern workloads such as Microsoft 365, containers and an extensive selection of hypervisors.

Built in security features and flexible and comprehensive backup options help provide ransomware protection. Automated and bare metal recovery capabilities enable rapid data restore and disaster recovery protection.

Integrated reporting includes reports on configurations, storage pools and media, compliance, sessions in timeframe, backup settings, and many other advanced reports, allowing administrators to monitor their backup environment efficiently and effectively. Data Protector also offers automation and orchestration capabilities which enable the creation of workflows which can be implemented via content packs to automate a variety of backup and recovery processes.



The Data Protector approach to Backup and Recovery

## Top Business Drivers

1

Ensure 24x7 business continuity with ability to quickly restore/recover from any data loss

2

Ransomware recovery, Rapid recovery including bare metal and nearly instantaneous VM operation and restore

3

Optimization of costs for training, licenses, and maintenance for backup solutions

4

Ability to adopt and migrate to new technologies such as Microsoft 365 without having to source new backup solutions

5

Cost control and simplicity of licensing with options for perpetual or subscription pricing

**Note:** The latest drawer statement for discussions concerning the GMQ is available on Sales Enablement Central: <https://se.microfocus.com/en-us/data-protector-resources>

### Gartner Listed Strengths

- Subscription pricing**—Micro Focus’ already low price per socket and TB-based perpetual license models are now complemented by subscription-based licensing models.
- BaaS offering introduced**—Micro Focus introduced Data Protector for Cloud Workloads through an OEM agreement. This offering provides Micro Focus customers its initial cloud capabilities to protect Microsoft 365, and AWS EC2 and Kubernetes workloads.
- Broad storage target support**—Data Protector supports a broad range of purpose built backup appliances, multiple storage protocols and tape libraries.

### Gartner Listed Cautions

- Lack of integration**—Covering a full range of data center and cloud workloads requires separate products from Micro Focus, which lack any meaningfulintegration.
- No ransomware detection features**—Micro Focus lacks integrated capabilities to detect ransomware anomalies or malware.
- Software-only options**—Micro Focus lags major players that provide multiple deployment strategies and architectures including integrated backup appliances, a SaaS control plane and vendor-managed cloud storage services.

## Objection Handling

**Data Protector is too expensive, maintenance costs are increasing, and licensing is complicated.**  
In the past few years Data Protector has been greatly simplified both operationally and with its license structure. A simple capacity-based license enables use of all features for our premium product, and we recently introduced subscription pricing to better help manage costs. The Express version for virtual environments is now priced per socket. We recently introduced an extension product providing full backup support for more modern workloads such as Microsoft 365 and containers across a wide selection of hypervisors and cloud platform providers, and this has the same simple capacity-based pricing.

**I haven’t heard of Data Protector for the last 2+ years, is it still being developed?**  
Data Protector has been moved into different product groups, but we have continued to develop the product while trying to re-establish connections with our customer base. It has regular releases and we have allocated additional financing to grow our R&D team as well as expand our sales and pre-sales teams. As well as simplifying the product there are some new advanced capabilities we have incorporated. What are your expectations?

As well as a free trial download of the latest release we could setup a meeting to go deeper and discuss our roadmap with you.

**We already have a backup solution for our virtual environment.**  
Is your current solution able to scale with your business and do you have any other data or applications that would benefit from backup protection?  
  
We have a highly scalable backup product which offers excellent virtual backup protection functionality. It can also easily be expanded to include other backup such as for physical, cloud and remote protection. Would you like me to setup a session to look at your full backup needs and what we can offer?

COHESITY

- Messaging: **Next-Gen Data Management**
- Nearly 25% of Fortune 500. Over 2,600 customers (September 2021)
- Leader in 2019 Forrester Wave; Leader in 2022 GMQ (3rd year)
- Has established a relationship with HPE, and HPE is an investor in Cohesity

**Founded:** 2013

**Revenue:** \$200 Million (2019)

**Valued at:** \$3.7 Billion (Dec 2021)

Products

- 1. **Helios:** A next-gen data management platform that provides a comprehensive range of data services
- 2. **DataProtect:** Most comprehensive protection for your traditional and modern data sources on a multicloud data platform
- 3. **SaaS:** Backup and Disaster Recovery are available as part of their SaaS Data Management lineup.

Positioning

- **Next Gen data management:** A modern approach to cyber resilience for hybrid and multicloud environments.
- Your Data + Our Cloud = Limitless Potential

How to Win Against Cohesity

- Cohesity is a relative new offering and focusses on cloud backup and cloud services. While it will provide backup for traditional infrastructure and applications it may not have the same depth of integrations available with Data Protector.
- Cohesity relies on the cloud for storage and backup, including using AWS for protection from ransomware attacks. Is this truly an air gap solution that cannot be penetrated by attackers?

Gartner Listed Strengths

- **Unified and simplified management**—Ease of administration is provided with centralized management of multiple Cohesity environments. These include self-managed and Cohesity-managed BaaS operations activities such as backup, ransomware detection/ alerts and disaster recovery. Efficiency of scale is available without the need for added backup servers, multiple proxies or separate hardware; and optimizations of deduplication, global search and efficient restore resonate with customers.
- **Threat defense**—Cohesity’s comprehensive layered security approach features built-in capabilities along with integrations with third-party security partner solutions to combat ransomware and other vulnerabilities.
- **Flexible licensing**—Cohesity has introduced new flexible licensing that allows clients to move existing licenses between self-managed infrastructure and Cohesity managed BaaS.

Gartner Listed Cautions

- **Inconsistent time to market for product releases**—Cohesity’s recent product release cadence and length of time between announcement and general availability
- **Current BaaS solution is limited in capability**—Cohesity BaaS does not support a localized copy of the backup dataset, impacting performance of backup and restore, and availability when network outages occur at a client’s data center.
- **Complex BaaS pricing**—Cohesity pricing for its BaaS offering is comparatively complex, based on a combination of multiple criteria including front-end capacity and retention, requiring additional licensing for back-end consumption capacity beyond 30 days.

Overcoming Objections

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COMMVAULT®



Founded: 1988

Revenue: \$561.2M (2021)

■ Messaging: **Commvault Complete (offered as SW and as a Service) solution for Backup & Recovery on-premises, in the cloud, everywhere your data lives**

■ Leader in 2019 Forrester Wave; Leader in 2022 GMQ (10th year)

Products

- 1. **Commvault Complete Data Protection** is their unified solution combining CV Backup & Recovery with CV Disaster Recovery
- 2. **Commvault Backup & Recovery** ensures data availability across cloud and on-prem environments
- 3. **CV HyperScale X:** on-premises scale-out appliance or as SW from partners; also remote office appliance
- 4. **CV Orchestrate:** provision, sync, migrate data, DR, dev/test, workload migration
- 5. **CV Activate:** insights & governance for data; file optimization, ediscovery

Positioning

- 1. Commvault Complete solution for Backup & Recovery on-premises, in the cloud, everywhere your data lives
- 2. Comprehensive backup support including Microsoft 365, and extensive cloud targets
- 3. Accelerate hybrid cloud adoption, scale-out as needed, and manage data workloads from a single intuitive platform.

How to Win Against Commvault

- 1. **Server architecture depends on Windows and SQL Server**—not very appealing to Linux and Oracle shops where skills sets may be quite different
- 2. **Complex solution to implement and maintain:** *Ongoing maintenance costs can become high. Some solution implementation, particularly around security and ransomware detection require professional services to implement*
- 3. **Software-only deduplication** places a heavy incremental workload on the Comm Cell server as the underlying MS SQL Server must process dedupe transactions while also processing the index stream for the backup; thus, server resource usage is higher in terms of CPU, memory, and storage.
  - a. Recommends that deduplication store be limited to no greater than 2 TBs; if the index store exceeds this limit, it places the index at risk for corruption, in which case the dedupe workloads would need to be redistributed across additional servers and the indexes rebuilt.

Gartner Listed Strengths


- **Comprehensive workload support**—Commvault Complete Data Protection supports a broad set of workloads in a consistent way, whether it is in the cloud or onpremises.
- **Flexible deployment options**—Commvault delivers a BaaS solution with Commvault Metallic, a hybrid-software-based solution with Commvault Complete, a scale-out appliance solution with HyperScale X and a managed cloud-based storage solution. All can be managed either by Commvault Command Center or Metallic web console.
- **Broad geographic coverage**—Commvault’s Metallic expansion to multiple geographies aligns with its existing broad worldwide coverage supported by Commvault services, which includes a large partner ecosystem of resellers, integrators and managed service providers. This makes Metallic a good candidate for large enterprises with holdings across mature and emerging markets.

Gartner Listed Cautions

- **Complexity of operations**—Commvault's strategy of supporting almost everything in a single product adds complexity, making Commvault Complete Data Protection a lesser fit for smaller enterprise customers.
- **Variable Commvault Metallic customer experience**—Some Gartner inquiries point to client challenges and inconsistent experiences primarily with the initial onboarding and newer supported workloads of Commvault Metallic.
- **Secure by configuration**—Commvault Complete security and ransomware detection capabilities require advanced design and implementation services to deliver and enable them. *(See above note on complexity.)*

Overcoming Objections

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# rubrik

**Founded:** 2014  
**Revenue:** \$600 Million (2020)

- Messaging: **Zero Trust Data Protection. The next frontier in cybersecurity is data security.**
- Leader in 2022 GMQ (2nd year)

Products

- 1. **Rubrik Security Cloud** automatically protect data from cyber attacks, continuously monitor data risks, and quickly recover data and applications.
- 2. **Rubrik Standard Flash Appliance**

Positioning

- 1. Keep your data secure, monitor data risk, and quickly recover your data, wherever it lives with Rubrik Security Cloud
- 2. Accelerate hybrid cloud adoption, scale-out as needed, and manage data workloads from a single intuitive platform.

How to Win Against Rubrik

Very heavily cloud focused and provides coverage for several hypervisors, OS's and applications but the breadth of its backup coverage is narrower than most other products. IT focuses instead on security and ransomware protection.

Data Protector offers a much wider backup coverage so can provide a better one product solution and allows the customer more flexibility in what they want to use and ensure it is protected through backup.

Ransomware and data protection air gap is logical only through hashing and immutability, but this may not be sufficient to prevent a cyber attack.

Gartner Listed Strengths


- **Ease of deployment and use**—Gartner inquiries indicate continued customer satisfaction in Rubrik's ease of deployment, policy configuration and administration, simplified scaling processes, global search and index, and integration of deployments through a centralized management console.
- **Ransomware protection and recovery features**—Rubrik has a comprehensive and secure product offering that protects the backup system and data against cyberattacks, detects anomalies and malware within the backup data, and provides efficient recovery features.
- **Enterprise adoption**—Rubrik's scaling capabilities and customer support are leading to more customers in large enterprise organizations within mature markets, replacing a variety of different competitive solutions.

Gartner Listed Cautions

- **Pricing impacts**—Rubrik's evergreen hardware program, which provided refresh hardware at renewal, is no longer available for new customers. Existing customers will now receive software credits for Rubrik's SaaS-based offerings, which requires an evaluation of licens-ing options to avoid impact to total cost of ownership.
- **Limited SaaS backup**—Rubrik lags in support of SaaS applications beyond Microsoft 365, lacking support for solutions such as Salesforce, Google Workspace, Slack and MS Dynamics.
- **Narrow NAS Cloud Direct integration**—Integration of acquired Igneous technology remains a work in progress, lacking integration with Rubrik's Ransomware Investigation and Sensitive Data Discovery capabilities, limiting features such as anomaly detection and sensitive data identification.

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**Founded:** 2006 as a Russian company with HQ in Switzerland. Now US headquartered following \$5B acquisition in March 2020 by Insight Partners, and eligible for US Government contracts

**Revenue:** Over \$1B (2021)

- Messaging: **Intelligent data management for the hyper-available enterprise**
- 400,000 IB customers; This includes many small businesses and free community edition users.
- Leader in 2022 Gartner Magic Quadrant (6th year in a row); Leader in 2019 Forrester Wave
- Sells to small SMBs through to enterprise

Products

- 1. **Veeam Availability Suite**—Enterprise bundle of Veeam Backup and Replication with Veeam ONE
- 2. **Veeam Backup and Replication**—The single backup, recovery, and data management solution for all your cloud, virtual and physical workloads
- 3. **Veeam Backup Essentials** (SMB)
- 4. **Veeam ONE**—Monitoring and Alert capability

Positioning

- **Veeam is the leader in backup, recovery and data management solutions that deliver Modern Data Protection**
- **Modern Data Protection:** Use a single platform to own, control, and protect your data anywhere in the hybrid cloud.
- **Powerful Backup.** Fast. Reliable Recovery
- **Simple.** Flexible. Reliable. Powerful

How to Win Against Veeam

- **Complex in large deployments**—The Veeam Platform consists of several different products, some with different licensing requirements. In large deployments this can lead to complex, difficult to install and manage systems.
- **Deduplication** used by Veeam is not as good as the Data Protector Deduplication. Often there is the reliance on a third-party deduplication appliance adding cost and complexity.
- **Platform and application integration** is not as capable as Data Protector, but it is improving. This is particularly true around some of the main business critical databases such as Oracle and SAP and SAP HANA. Hardware integration and recovery.

Gartner Listed Strengths


- **Any size, anywhere customer base**—Veeam’s unique product design supports customers of all sizes using the same codebase, whether a home user or large enterprise. It has extensive geography and partner relationships to support customers of all sizes and locations.
- **Kubernetes container support**—Veeam acquired Kasten in October 2020 and has integrated its functionality into its core Veeam scale-out backup repository to provide robust support for container-based workloads.
- **Workload and platform support**—The Veeam Platform integrates with a wide range of platforms, servers, storage systems and applications, and all major public cloud service providers to support data center, cloud and edge use cases.

Gartner Listed Concerns

- **BaaS/DRaaS/storage reliance on partners**—Veeam does not have a native BaaS, DRaaS or storage offering for its customers. These services depend entirely on the Veeam Cloud & Service Provider (VCSP) partner network, which can be inconsistent in offerings and customer experience, and defers support and responsibility to the VCSP.
- **Overall complexity**—Gartner customer inquiries indicate that Veeam can become more complex to manage as the size of the backup environment increases. This includes deployment of separate Veeam agents per protected environment, management of multiple backup proxies, and proper selection of compute and storage infrastructure to align to performance and storage requirements.
- **Secure by implementation requirement**—Implementing a secure platform together with advanced ransomware immutability, detection and recovery requires clients to carefully design, deploy and manage the deployment to mitigate ransomware threats.

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	<b>Headquarters:</b> Mountain View, CA <b>Revenue:</b> Highest revenue at \$2.6B <b>Used in:</b> 95% of Fortune 100; Over 80,000 customers Symantec acquired Veritas in 2005; sold to the Carlyle Group for \$8B at a \$5.5B loss.
<ul style="list-style-type: none"><li>■ Messaging: <b>“Manage digital assets across hybrid and public clouds”</b>; 360 approach to multi-cloud data management</li><li>■ 87% of the Fortune Global 500 choose NetBackup.</li><li>■ Leader in 2022 GMQ for 16th time</li><li>■ 2017 Forrester Wave leader for data resiliency</li></ul>	

Products

1. **NetBackup**—Best-in-class enterprise backup and recovery
2. **NetBackup SaaS Protection**—Multi-layered protection for SaaS application data.
3. **Backup Exec**—Data Backup and recovery for small to midsize businesses
4. **NetBackup Appliance Solutions**—Easily deploy and manage ransomware-resilient NetBackup data protection.

Positioning

- Every industry has a leader
- The Power of Unified Data Management
- Seamlessly manage and protect all your enterprise data and applications, at any scale, from edge to core to multi-cloud.

How to Win Against Veritas

- **High support costs:** extremely expensive to acquire and a poor post sales experience. Customers surprised at increased license renewal and upgrades. NetBackup capacity-based license doesn't include all features. Customers are being forced to transition to subscription license to be able to get access to the newer cloud backup features. The multiple licensing models make it complex to know what options are best for any environment.
- **Separate tools,** interfaces, and infrastructure for SaaS, cloud, archive, endpoint and disaster recovery. No integration between SaaS and core backup solutions.
- **Microsoft 365** backup support for Backup Exec is limited to only Exchange Online and OneDrive.
- **Deduplication** is not as flexible or powerful as Data Protector Deduplication.

Gartner Listed Strengths

- **Multiple deployment options**—NetBackup provides clients multiple deployment options including scale-out and scale-up appliances, bring your own storage, and virtualized and containerized appliances.
- **Cloud-native architecture**—The updated architecture of NetBackup now provides autoscaling cloud client and snapshot services to dynamically scale cloud resources as needed to reduce dedicated cloud infrastructure.
- **Large enterprise and multigeography focus**—Veritas’ focus on large enterprise organizations across multiple geographies is supported by sizable investments in sales and presales teams and a well-established partner ecosystem to advance customer experience.

Gartner Listed Cautions

- **Product features tied to subscription licensing**—Veritas clients must transition to new subscription licensing to gain access to new cloud-based features added to
- **SaaS protection transition**—Clients utilizing Veritas SaaS Backup, an OEM arrangement with Keepit, must transition support to Keepit or enter a new license agreement with Veritas and start over with new backup jobs in its new NetBackup SaaS Protection offering.
- **Technical support challenges**—Some Gartner clients have expressed frustration with the quality and timeliness of customer support responses.

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