

7 Ways It Pays To Move Backup To The Cloud



**Eliminate Expensive Legacy Systems
To Achieve Unprecedented Cost Savings**

Whether your enterprise is on a journey of cloud transformation or you simply need to do more with less, moving backup to the cloud offers unprecedented cost savings.

These 7 points will show you—and your CIO and CFO — how to dramatically reduce the overall storage footprint of your organization and slash costs while gaining the efficiencies of the cloud.

#1: Optimize for cloud economics

► Eliminate expensive hardware and gain flexibility

Most likely, your company is not in the ‘data center’ business. But you may still be making significant investments in on-premise hardware that include facilities, infrastructure, staff—a huge financial burden. Leveraging the cloud for workflows such as server backup and disaster recovery can provide greater flexibility and reduce costs.

Public cloud architectures like AWS offer vast storage capacity. In recognition of this, native cloud storage solutions like Druva Phoenix eliminate the need to own or lease additional hardware infrastructure assets, offering fully elastic storage for enterprise data. Druva Phoenix can also help you achieve nearly infinite scale without the need for gateways, periodic upgrades, colocation, and other hardware obstacles.

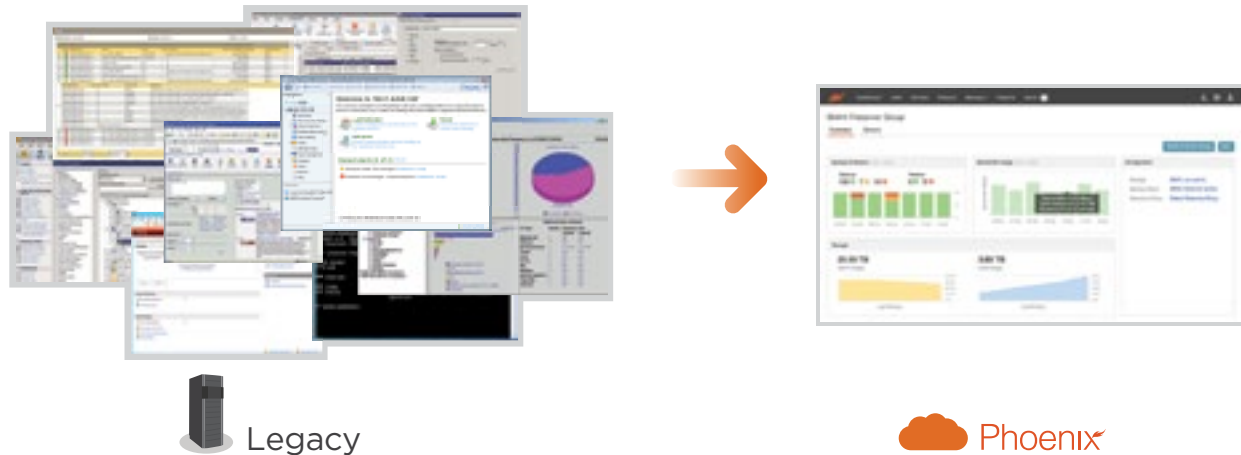


#2: Gain the benefits of infrastructure consolidation

► Eliminate legacy silos and error-prone manual processes

By consolidating your secondary storage, you can do more with that data. Today’s companies often have separate backup/recovery, DR, archival, and analytics systems, creating multiple, siloed workflows. Converging infrastructure in the cloud enables a business to have a single secondary store of data that can be leveraged in multiple ways, instead of a proliferation of separate systems and data sets all managed differently, yet achieving related goals.

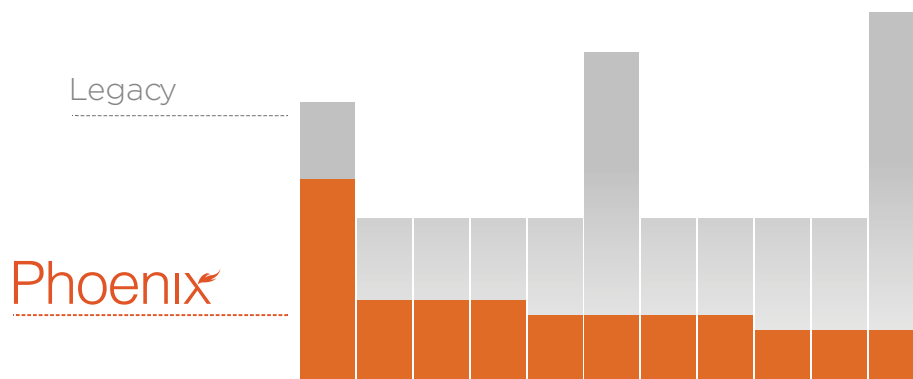
By centralizing the management of this data, you can significantly reduce administrative overhead and eliminate legacy silos and error-prone manual processes, making it easier for administrators to manage policies and protect data as well as provide business continuity. This is true for a single site and even more important for the added complexity of multiple sites, which are frequently managed separately. Centralized management not only minimizes errors and overhead but takes the burden off of site-specific management.



#3: Reduce your overall backup storage footprint

► Slash your storage requirements by 80% or more

Not all data deduplication methods are created equal. Global scale-out deduplication offers the most granular and complete data reduction possible—saving on storage costs as well as offering significantly faster backups and bandwidth savings. Ever-incremental backups eliminate the multiple full copies required by traditional methods. In addition, deduplication across servers and sites, coupled with variable block size-based checking, allows for more efficient duplicate matching and data reduction—effectively lowering the data footprint by 50-100X in most cases. Taken together, global deduplication efficiencies offer up to 80% bandwidth savings with gigabit-effective backup speeds.



#4: Lower Total Cost of Ownership (TCO)

► Transition from CAPEX to OPEX for on-demand scale

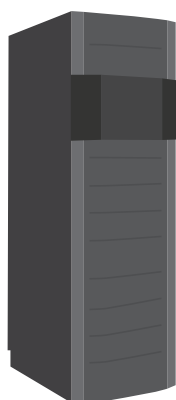
Consolidating workflows such as backup and disaster recovery in the cloud can save enterprises anywhere from 1/3 to 1/2 of their total costs*, by reducing capital expenditures (i.e. hardware, maintenance, IT personnel and tapes), software licensing costs, and the need for a dedicated DR infrastructure.

Hardware purchases are typically over provisioned to deal with demand surges, and Gartner indicates an average utilization rate of only 60%. With cloud, enterprises pay only for the storage they use, lowering effective capacity needs and hence total cost of ownership (TCO).

*compared to legacy infrastructure

Traditional Model (CAPEX)

- Customization & Implementation
- Hardware
- Personnel
- Maintenance
- Training



Cloud Model (OPEX)

- Customization & Implementation
- Training

3X
SAVINGS



#5: Select pay-as-you-go pricing

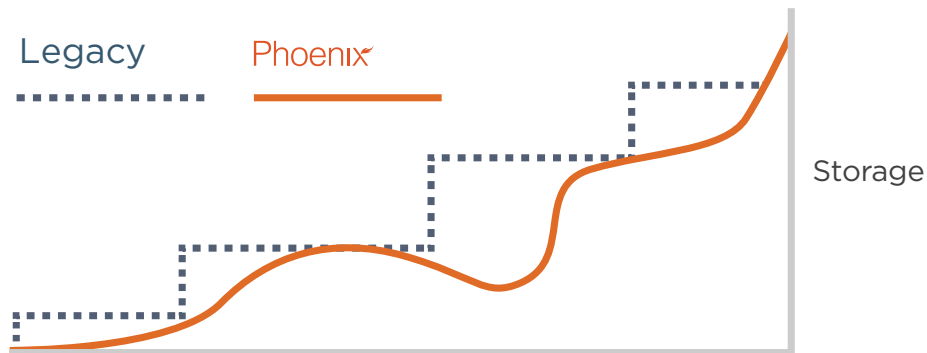
► Align pricing to actual storage demand versus projections

The cloud allows businesses to adopt a true capacity-cost model, where storage is available based on demand, and pricing is flexible and more closely aligned to actual demand.

With a “pay-as-you-go” pricing model, cloud storage offers the ability to scale to peaks and valleys in demand—making it ideally suited to backup and disaster recovery use cases.

Due to the lack of storage efficiencies, legacy models are forced to make up the cost difference through complex pricing models. Such pricing models may provide inexpensive up-front storage, for example, but impose a stiff penalty when customers need to retrieve their data in an emergency. Complicated pricing models may also apply storage limitations

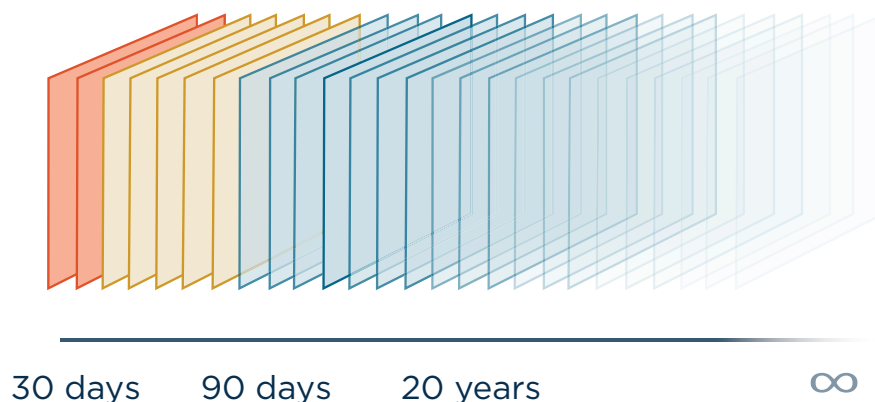
on retention, forcing customers to follow the vendors retention model or pay more than they expected. With Druva's new approach, the pricing structure is transparent, with no hidden fees or limitations to how much you store or how long you store it.



#6: Implement smarter storage of data for cost savings

➤ Automatic tiering of data in the cloud based on age lowers overall storage costs

Traditionally, enterprises use a tiered backup architecture comprised of disk hardware and tapes to reduce costs. However, this approach is complex and relies on multiple vendors. Modern solutions like Druva Phoenix mimic this tiered backup architecture in the cloud to reduce overall costs, making warm data available for instant restores and automatically moving infrequently accessed data to less costly cold storage. Because you are not needlessly using expensive storage tiers, this approach provides significant cost savings while meeting the desired RTO and RPO requirements.



#7: Achieve global availability and consistency

► Predictable cost & guaranteed SLAs for compliance, reliability, & availability

Moving to the cloud for secondary storage workloads enables enterprises to deliver the same quality of service simultaneously across the globe. In doing so, companies can choose from multiple public cloud locations and achieve greater geographic reach without having to customize their approach to each region.

- Store data using consistent internal requirements
- Reduce interoperability issues with a common, geographically shared platform
- Adhere to national and regional data regulations, such as the European Union's stringent data-location requirements
- Complete projects on time by establishing predictable costs & guaranteed SLAs. Benefits include global availability and accessibility as well as improved compliance, with the single point of management across global infrastructure much more efficient to manage.

Much more than on-premise systems, the public cloud offers the global availability required by companies processing massive volumes of data, expanding growth and required to comply with regional data privacy laws.



These 7 points will dramatically reduce the overall storage footprint of your organization and slash costs while gaining the efficiencies of the cloud.

Druva Phoenix is the industry leader in cloud backup and recovery, and your best choice for meeting these needs. With Druva Phoenix in your corner, you can :

- Cut data backup and storage costs by up to 10x
- Slash bandwidth consumption by up to 80%
- Achieve effective gigabit transfer speeds
- Eliminate faults due to tape failure and human error
- Dramatically increase data compliance, availability, and durability

Want to learn more? Estimate your real-world reductions in cost and storage by visiting our Total Cost of Ownership (TCO) calculator to modify assumptions that best meet your business needs.

www.druva.com/products/phoenix/



Druva is the leader in converged data protection, bringing data-center class availability and governance to the mobile and distributed enterprise. With a single dashboard for backup, availability and governance, Druva's award-winning solutions minimize network impact and are transparent to users. As the industry's fastest growing data protection provider, Druva is trusted by over 4,000 global organizations on over 4 million devices. Learn more at www.druva.com and join the conversation at twitter.com/druvainc.