Backup and recovery trends: How businesses are benefiting from HPE Data Protector
Survey of worldwide backup software customer base conducted through TechValidate
Introduction

Modern organizations face a variety of data protection challenges—from growing data repositories to meeting stringent compliance, as well as data availability requirements. This demands a reliable backup software solution that is able to manage and protect enterprise-wide data in a straightforward, cost-effective way.

HPE Data Protector enables organizations to backup and recover their data and applications in both physical and virtual environments using a single solution. A key function of HPE Data Protector is its ability to collect data from multiple locations, applications, storage platforms, operating systems, and hypervisors and to standardize the way data is stored, protected, and accessed.

The software enables rapid application consistent recovery, with a “zero downtime backup and instant recovery snapshot” function designed to meet challenging recovery time expectations.

“Emirates National Oil Company is a medium-sized government organization that backs up between 50 TB and 100 TB of data. It uses HP Data Protector’s analytics capabilities to provide better current and future capacity planning, and to isolate and analyze operational data to detect potential underutilization of its storage infrastructure.”

– Emirates National Oil Company

1 New HPE Data Protector
In 2015, Hewlett Packard Enterprise ran a global survey of HPE Data Protector customers from a wide range of industries and countries to find out why they chose the software, how they were using it, and how it had benefited them. The 1,600 respondents included:

- 9 Fortune 500 companies
- 63 Global 500 companies
- 14 S&P 500 companies
- 338 large enterprises
- 13 non-profit organizations
- 622 medium-sized enterprises
- 53 educational institutions
- 206 small businesses
- 189 government organizations

The survey was conducted via TechValidate platform, an online service that generates credible data based on verified customer feedback.

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1 When the survey was carried out in 2015, the offering name was HP Data Protector. In this document, it will be referred to as HPE Data Protector.
Why do IT professionals choose HPE Data Protector?

According to the survey, the key reasons customers adopted HPE Data Protector were to:

• Refresh a storage and infrastructure system (38 percent)
• Obtain a reliable backup software application (38 percent)
• Reduce complexity (33 percent)

Twenty-five percent of customers chose HPE Data Protector to reduce the high costs of their existing backup and recovery processes, while about 30 percent selected it to improve the speed of their backup processes. More than 50 percent of customers surveyed also cited HPE Data Protector as their first choice. The rest had replaced EMC or Symantec products with HPE Data Protector.

Figure 2 outlines the problems that many HPE Data Protector customers faced before implementing the software. In addition to the three issues listed earlier, customers state that:

• Backups were taking too long
• Backup and recovery processes had a high cost
• Restores were taking too long
• Backup processes required centralized or remote management

“HP Data Protector is a fast, efficient, and scalable data backup and restoration solution.”

– The US Department of the Navy

Figure 2. Key drivers for adopting HPE Data Protector
Case study: Accenture

Introduction
This case study of Accenture is based on a June 2015 survey of HPE Data Protector customers by TechValidate.

“HPE Data Protector is very user-friendly.”

Challenges
• Adopted HPE Data Protector for the following reason:
  – High cost of backup and recovery

Use case
• Currently, > 75 percent of its server and storage environment is virtualized
• HPE Data Protector was Accenture’s first choice

Results
• Values the following capability and feature of HPE Data Protector the most:
  – Ability to backup physical and virtual servers within one solution
• Achieved the following results, benefits, and improvements with HPE Data Protector:
  – Realized faster backup and restore to meet strict SLAs if and when an incident arose
  – Improved business continuity through rapid recovery of vital infrastructure components following a major outage or natural disaster
  – Realized compliance with all industry regulations
• Achieved reductions in the following areas with HPE Data Protector:
  – Time to back-up: > 75 percent
  – Time to restore: > 75 percent
  – Storage footprint: > 75 percent
  – Time to back-up (process): > 75 percent
**Customer sentiment**

One of the key benefits of using TechValidate is that it provides a net promoter score (NPS), a customer loyalty rating that is fast becoming an industry standard. The NPS is calculated by subtracting the percentage of detractors (respondents who gave a rating of 0–6 out of 10) from promoters (who gave a rating of 9 or 10). The NPS also identified passives (who give a rating of 7 or 8). A positive NPS indicates that a company has more promoters than detractors.

Overall, HPE Data Protector received a median score of 8.0 out of 10. The product received its highest score from companies in the security industry (9.1), followed by consumer services organizations (8.4), telecommunications equipment organizations (7.8), and banking organizations (7.7).

Companies that gave HPE Data Protector a high rating focused on the product’s reliability, including its ability to save time by automating routine processes, and recover lost files quickly and efficiently.

One of the survey respondents said: “With Data Protector and the StoreOnce system, we have been able to maintain a 99.9 percent backup success ratio for over three years. We can proudly state that we now have a 100 percent restoration success rate.”

**Trends**

**Virtualization continues to grow**

Virtualization continues to shape the way businesses manage their data. This is particularly evident with companies that have more than 50 percent of their environments virtualized accounting for 72 percent of survey respondents.

The survey reveals several of the benefits of protecting a virtualized environment with HPE Data Protector. Some 43 percent of companies that are more than 50 percent virtualized have reduced their backup times by up to 75 percent. In addition, 42 percent of them have reduced their restore times by up to 75 percent and 70 percent have halved their storage footprint. Such results can significantly improve efficiency within businesses.

For example, the Global 500 electronics company Samsung\(^4\) has a storage environment that is 75 percent virtualized and contains 10–50 TB of data. Since implementing HPE Data Protector for backup and recovery as part of its infrastructure refresh project, it has successfully reduced its storage footprint, and backup and restoration time by up to 75 percent.

Many organizations have a mix of both physical and virtual environments, which can result in frustrating infrastructural and managerial complexity. More than 60 percent of customers who operate virtual and physical environments value HPE Data Protector’s ability to back up both of them in one solution.

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\(^1\) HPE StoreOnce portfolio of purpose-build backup virtual and hardware appliances provides affordable, flexible backup protection with rapid recovery and application integration. Together, HPE Data Protector and HPE StoreOnce deliver a single, end-to-end unified storage and software solution that can deliver the scale, performance, agility, and cost-efficiency that customers need to protect their digital enterprise.

\(^2\) techvalidate.com/product-research/hp-information-management/facts/FF3-997-263

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**OPENLANE** is a large automotive and transport company with a storage environment that is more than 75 percent virtualized and contains 50–100 TB of data. Adopting HPE Data Protector, the company has reduced the cost of secondary storage through better utilization of its backup storage capacity and reduced its time to back up by 51–75 percent.
Use of analytics for backup and recovery increasingly prevalent

An increasing number of businesses are using analytics to turn their data into insights. HPE Data Protector’s analytics capabilities empower users to mine operational data generated during the backup process for insights, thereby improving cost and resource efficiency, service automation, and staff productivity. These real-time operational insights enable users to automatically detect and address any sources of latency or service disruption, meaning that issues are resolved before they result in outages or data loss.

As more businesses use analytics to improve productivity and reduce the overall cost of backup operations, the benefits are starting to show. According to the TechValidate survey, 71 percent of companies that selected “analytics” as the feature they value most in HPE Data Protector have reduced their backup times, allowing them to focus on more strategic initiatives. Fifty-seven percent have reduced the cost of their secondary storage and 78 percent have faster restoration times that allow them to meet strict SLAs. More than half of such companies have also improved staff productivity through better automation.

This makes a huge difference for organizations such as computer software company HCL, which backs up between 50 TB and 100 TB of data. It used HPE Data Protector’s analytics capabilities to optimize its IT infrastructure and achieve better capacity planning, which helped the company to cut its backup restoration time by more than 75 percent.

Footnote: techvalidate.com/tvid/DED-9EF-99E
A wide range of organizations value storage integration

For many organizations, a complete data protection solution is only possible if they patch together products from multiple vendors. By contrast, HPE Data Protector integrates with other HPE products and many other industry-leading storage solutions, helping to reduce complexity and reduce costs.

As a result, more than 70 percent of survey respondents say they value the way HPE Data Protector enables them to back up physical, traditional, and virtual servers within one solution. Fifty percent consider the product’s most valuable feature to be its ability to back up data from disk, tapes, and the cloud, as part of a flexible data retention strategy. About 30 percent of respondents say they value HPE Data Protector’s tight integration with other HPE storage products, such as HPE StoreOnce and HPE 3PAR StoreServ.

These numbers reflect the value of an all-in-one solution that enables businesses of any size to manage their backup data quickly and easily. As one respondent said, “HPE Data Protector protects all types of servers and applications (HP-UX critical systems, Oracle DBs, and Windows®/Linux® servers) in one place, while integrating with HPE 3PAR to provide functional snapshots.”

Another customer said, “Data Protector is probably the most flexible backup tool on the market. A configuration may start at a very low price and can be upgraded progressively without having to change the whole product.”

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2 Magic Quadrant for Enterprise Backup Software and Integrated Appliances, Gartner, June 2014
Conclusion

The TechValidate survey contains responses from individual clients as well as insights drawn from aggregated data. The responses highlight how HPE Data Protector customers of various sizes, and in various locations, are taking advantage of its capabilities for adaptive backup and recovery.

The survey shows that businesses are benefiting from HPE Data Protector’s core features. For example, around a third of the surveyed customers chose the product to reduce complexity and speed up backup and restoration processes.

At the same time, an increasing number of businesses are harnessing the power of HPE analytics tools. These tools can be used to detect and avoid potential service outages, automate routine processes, and boost both productivity and efficiency.

With HPE Data Protector, these decision makers have been able to continue achieving their productivity and efficiency goals, while gaining extra time to focus on high-value activities beyond backing up their data.
Case study: Sonda

Introduction
This case study of Sonda is based on a June 2015 survey of HPE Data Protector customers by TechValidate.

“HPE Data Protector is an indispensable tool in our company because of its massive storage capacity as well as the amount of time it saves in both receiving and restoring information.”

Challenges
• Adopted HPE Data Protector for the following reasons:
  – High cost of backup and recovery
  – Leveraging snapshots from storage arrays to improve RPO and RTO

Use case
• One full backup of its entire environment is 50–100 TB
• Currently, 26–50 percent of its server and storage environment is virtualized
• HPE Data Protector was Sonda’s first choice

Results
• Values the following capabilities and features of HPE Data Protector the most:
  – Performance, scalability, and flexibility of implementation
  – Built-in advanced bare-metal restore with enhanced automated disaster recovery
  – Recognition, being named as leader on a recent Ovum report, citing it as number 1 for scalability and performance with the highest overall score
• Achieved the following results, benefits, and improvements with HPE Data Protector:
  – Realized faster backup and restore to meet strict SLAs if and when an incident arises
  – Gained ability to manage heterogeneous environment across physical and virtual within a single solution
  – Reduced cost of secondary storage through better utilization of backup storage capacity
• Achieved reductions in the following areas with HPE Data Protector:
  – Time to back-up: 26–50 percent
  – Time to restore: 26–50 percent
  – Storage footprint: 51–75 percent
  – Time to back-up (process): 26–50 percent
Resources

To get started with the HPE Data Protector trial, click here.

Learn more at hpe.com/software/dataprotector

Our solution partner

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