IDC

Quantifying the Business Value of Commvault Software:

WORLDWIDE CUSTOMER SURVEY ANALYSIS

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Navigating this White Paper

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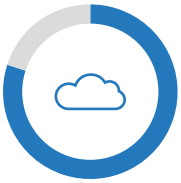
IDC Opinion

IT organizations are facing an increasingly chaotic landscape. Changing work environments, threats of ransomware, and other uncertainties are forcing corporations to rely on IT data management to provide them with the digital resiliency and agility needed to meet these challenges. A recent survey by IDC of Commvault customers shows that these customers are utilizing a spectrum of Commvault capabilities not only to create more efficient data management operations but also to build confidence that these operations are ready to meet the challenges ahead.



IDC research finds that more than 80% of new application deployments will include a cloud element.

Corporate data repositories are more fragmented than ever, with continued annual data growth of 40–50%[1] and rapid proliferation of cloud storage, mobile devices, software-as-a-service applications, and open source innovations. Many organizations are also deploying applications in both hybrid cloud and multicloud environments. IDC research finds that more than 80% of new application deployments will include a cloud element. The result is siloed data across core, cloud, and edge, making data protection requirements and strategies more complex than ever before.

[1]IDC research indicates that data continues to grow 40–50% year over year, meaning that organizational data repositories double in size roughly every 20 months.

Regardless of where the data resides or who manages the application, IT organizations find themselves tasked with protecting all data sources in accordance with corporate requirements.

In many cases, these requirements include ever more stringent data protection service levels. The two most common data protection service level agreements (SLAs) are recovery point objective (RPO) and recovery time objective (RTO). In a nutshell, RPO refers to the tolerable amount of data loss in the event of an outage, while RTO refers to the tolerable amount of downtime in the event of an outage. Organizations are looking for data protection and recovery orchestration platforms that can meet tighter recovery SLAs, even in the face of massive data growth.

Digital transformation (DX) is a key initiative for many organizations. In 2021, 53% of organizations are taking an enterprise-wide approach to their digital transformation strategies. This is a 16 percentage point or 43% increase from 2019 and the first time we've ever seen digital strategy being embraced in a holistic manner at this level. For many organizations, one of the key goals is to become data-driven: to use data to create a competitive advantage in the marketplace. For these organizations, data availability, accuracy, and location are paramount. In addition, our research has found that 70% of CIOs have a cloud-first strategy for application deployment. Taken together, these statistics mean that senior IT leaders need products that not only assure data protection availability but also embrace the cloud to protect storage data, both on premises or in any cloud repository and at the edge.

The data protection and recovery software market is robust and competitive, giving IT organizations many options. Competitors, as a matter of course, make claims regarding cost of ownership, ease of use, and the like; however, few can back up claims with comprehensive, independent research. We believe that a compilation of broad-based, quantifiable user results is the best indicator of actual product capabilities.

Executive Summary

IDC completed a survey across the Commvault worldwide customer base in May 2021 to provide independent third-party confirmation of the benefits Commvault can deliver to customers. The survey sample included 478 Commvault customers representing a cross section of regions, company sizes, and verticals. The 2021 survey updates similar surveys conducted by IDC for Commvault in 2016 and 2018.

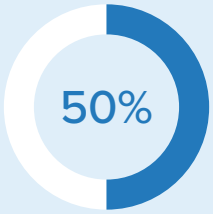
This year's survey found that Commvault customers have been able to create more efficient data management operations and drive down their costs of management per TB by 78%. Not only have Commvault customers been able to hold the line on costs, they have also realized additional benefits of reduced downtime, reduced risk exposure, faster recovery, and more efficient litigation support. Key to maintaining consistent efficiencies over time is providing the means to adapt to changing market and organizational conditions. More than 80% of customers say that Commvault solutions enabled their organizations to be more agile in adapting to the market conditions of the past year.

Customers report high levels of satisfaction with Commvault solutions. These levels of customer satisfaction were driven by ease of deployment, the solutions' ability to operate in a multivendor environment, and the ability to drive value back to their organizations. Customers are able to leverage innovative methodologies to address cloud-based applications and use the cloud to improve the delivery of data protection. For these organizations, innovative data protection is an important capability needed to match the rapidly changing application landscape.

The value that Commvault customers reported falls into three broad categories:

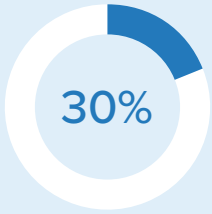
- **Simplification:** Streamlining data management processes through automation and consolidation
- **Risk reduction:** Mitigating risk by reducing downtime and data loss, improving recovery speed, and providing litigation support
- **Productivity gains:** Enabling gains in terms of both tactical operations and strategic planning

The following are some high-level findings regarding Commvault customer value:

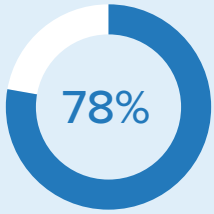


reduction in annual unplanned downtime

reduction in annual exposure to compliance failures, audit failures, and/or data theft or breach



improvement in average recovery time for VMs.



net cost reduction per TB for data management IT staff support

Commvault customers have been able to simplify operations, keep costs in check, and lower risk by reducing downtime and operational exposure. They have been able to achieve these benefits while also improving recovery capabilities and data coverage. Customers have been able to drive value back to their organizations through productivity gains in IT staff and across the organization. The IDC Future IT Maturity model, which assesses the relative maturity of an organization in moving toward the future of IT, finds that enterprises that are actively managing data across locations are higher on the maturity scale than those using point solutions that do not provide a full view of the enterprise data landscape.

Methodology

Commvault is a global public company focused on broad data management solutions that redefine what backup and recovery mean for the progressive enterprise. The company offers customers solutions to help protect, manage, and use their data. Commvault asked IDC to provide independent third-party confirmation of the benefits and business value that it can deliver to its customers. IDC completed a survey across the Commvault worldwide customer base in Q1 2021. Commvault provided IDC with its entire customer list, and every customer had a chance to respond candidly to the survey. The 478 responses generated by the survey provide a statistically representative sample of Commvault customers, with a margin of error of ±4.5% at the 95% confidence level. This 2021 survey updates similar surveys conducted by IDC for Commvault in 2016 and 2018.

In this White Paper

In this white paper, IDC summarizes the results of our survey of the Commvault customer base. We describe the business value that was quantified in our research regarding Commvault products. The emphasis is on data that is representative of the user community's results — and that therefore can be expected to accrue to a typical organization using Commvault. The data as presented is statistically significant over a broad base of respondents.

Demographics

The survey respondents represent a cross section of company sizes, data management needs, and usage of Commvault solutions. Approximately 90% of respondents are from North America. The survey respondents represent senior and mid-level IT decision makers who influence IT solutions and staffing within their organizations.

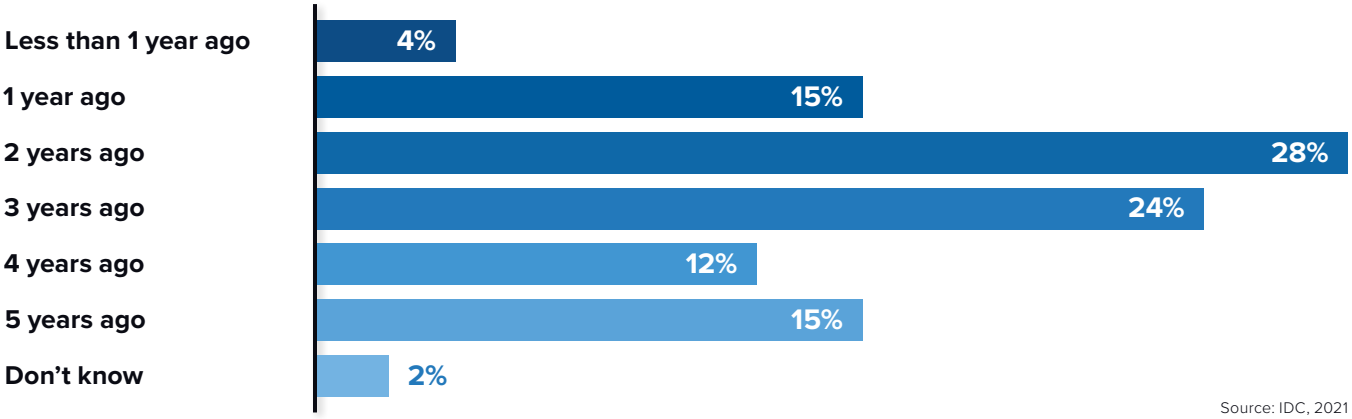
Respondents represent a cross section of industries, with no industry representing more than 15% of the survey sample. Information technology (15%), manufacturing (14%), banking/finance (12%), and healthcare (9%) have the largest percentage of respondents in the survey.

Companies in the survey include both new and longer-tenured users of Commvault solutions. These companies have been using Commvault for an average of three years, with 15% reporting that they deployed Commvault five or more years ago and 19% reporting that they have used Commvault one year or less. Newer users that are in their initial deployment phases may still be assessing the value of Commvault to their organizations. (see **Figure 1**).

FIGURE 1

When Did Your Company Deploy Commvault?

(% of respondents)



Source: IDC, 2021

Approximately 57% of Commvault customers use Commvault advanced capabilities. **Table 1** shows that while 62% of these customers utilize the Commvault native deduplication capabilities, they also are extending their Commvault investment by using advanced capabilities. The availability and utilization of these advanced capabilities allow customers to maximize their data protection and achieve the risk reduction and cost reduction benefits seen in this study.

TABLE 1

Usage Levels of Commvault Advanced Capabilities

Advanced Capabilities (Any Environment)	Percent of Cases	Advanced Capabilities (Any Environment)	Percent of Cases
Archive	77%	Container	56%
Cloud integration	71%	Reporting and analytics	56%
Data retention/compliance	69%	Replication	54%
Encryption	65%	DevOps: physical environment	54%
Desktop/laptop protection	63%	Snapshot management	53%
Disaster recovery	62%	eDiscovery	52%
Deduplication	62%	Workflow automation	51%
VM protection	61%	SaaS	41%
Chargeback	57%	PaaS	32%

Source: IDC, 2021

The Business Value of Commvault Software

IDC's survey asked Commvault customers to compare various aspects of their IT operations before and after Commvault.[2] Respondents to the survey answered an extensive list of questions regarding the performance and benefits of their Commvault solutions. IDC's Business Value team analyzed and monetized these results across the three categories where Commvault customers can expect to achieve benefits: risk reduction, simplification, and productivity gains.

Risk Reduction

Users of Commvault software have reduced risk by reducing downtime, improving data protection reliability, accelerating recovery, and providing more data protection, reporting, and encryption coverage.

This section summarizes Commvault customer results across the following categories:

- Downtime
- Backup reliability
- Data coverage
- Operational exposure
- Recovery
- Restore times
- Subjective benefits

Commvault customers reduced annual unplanned downtime by 50% through increased reliability and availability of operations. **Table 2** (next page) illustrates how increasing the reliability and availability of operations resulted in reductions of annual unplanned downtime among Commvault customers from 26.3 hours per year to 13.4 hours per year. In effect, customers reduced annual unplanned downtime by 50% through increased reliability and availability of operations. Minimizing downtime is a goal shared by most IT organizations, as it can drive exponential gains across the organization. (We explore this notion further in the "Productivity Gains" section.) A reduction in annual unplanned downtime by half is one of Commvault's more significant value contributions.

[2] "Before and after Commvault" means before customers deployed Commvault solutions and after they deployed Commvault solutions to augment or replace existing data protection and data management solutions.

TABLE 2
Risk Reduction: Downtime

	Before	After	Savings	Change
Annual unplanned downtime (hours)	26.3	13.4	12.9	50%

Source: IDC, 2021

Table 3 shows that Commvault increased the percentage of backup jobs completed each week from 73% to 84% (both within their window and without human intervention). This 15% improvement in jobs completed without intervention allows managers to reallocate these hours to other work or reduce overall FTE hours.

TABLE 3
Risk Reduction: Backup Reliability

	Before	After	Change
Backup jobs finishing in window and without help	73%	84%	15%

Source: IDC, 2021

One of the more significant benefits realized by Commvault customers was the increase in coverage. Because of the breadth and depth of Commvault support for applications, databases, VMs, and workloads, customers are saying they can cover more of their data. **Table 4** shows that before implementing Commvault, customers could only protect an average of 61% of the data that needed protection, which meant nearly 40% of their data was at risk. After implementing Commvault, customers were able to significantly improve all coverage, including nearly doubling both analytics and encryption coverage.

TABLE 4
Risk Reduction: Data Coverage

	Before	After	Savings	Change
Protection coverage	61%	81%	20%	33%
Analytics coverage	21%	41%	20%	95%
Encryption coverage	25%	56%	31%	124%

Source: IDC, 2021

More reliable backup operations reduce risk to the organization, and that risk reduction extends beyond data loss. Other risks include failure to meet compliance regulations or audits (with commensurate regulatory fines and penalties) and the much-publicized risk of data theft or breach. **Table 5** shows the reduced risk achieved by Commvault customers. Specifically, Commvault customers reduced the annual chance of failing compliance, failing an audit, or experiencing a data theft or breach by more than 60%.

TABLE 5

Risk Reduction: Operational Exposure

	Before	After	Savings	Change
Chance of compliance failure	37%	10%	27%	72%
Chance to fail audit	35%	12%	22%	64%
Chance of theft or breach	36%	14%	22%	61%

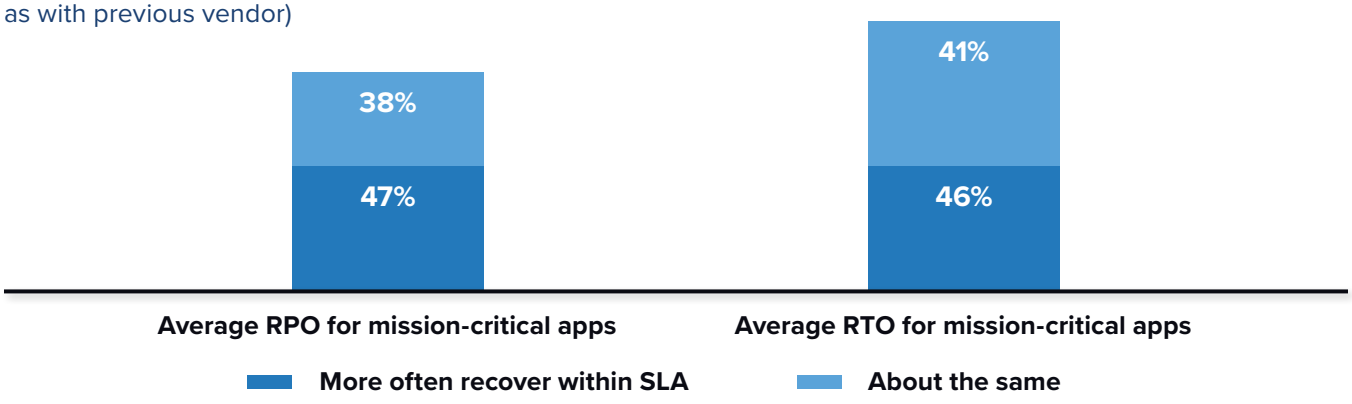
Source: IDC, 2021

Many Commvault customers have experienced an improved ability to meet their recovery SLAs — a key to mitigating risk and ensuring uninterrupted business operations. **Figure 2** shows that 47% of Commvault customers are meeting their RPO recovery SLA more often, and 46% are meeting their RTO recovery SLA more often. Commvault customers, despite facing 47% annual data growth, are managing to operate within the same SLAs or better.

FIGURE 2

Risk Reduction: Ability to Meet Recovery SLA Times for Mission-Critical Apps

(% of respondents reporting Commvault has enabled them to meet SLA within SLA more often or about the same as with previous vendor)



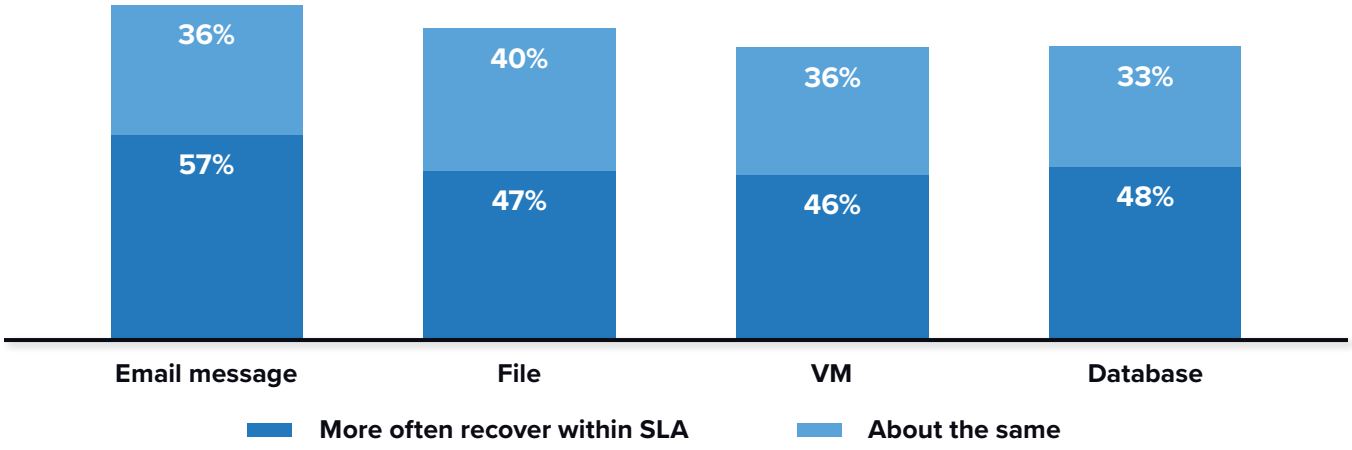
Source: IDC, 2021

Customers often have more than twice the data under management compared with when they first deployed Commvault, yet they have maintained or improved their ability to recover within their SLAs for a variety of applications. File, messaging, VM, and application restore time SLAs are also being met more frequently. **Figure 3** shows that more than 40% of all respondents indicated that they now meet restore SLAs more often with Commvault.

FIGURE 3

Risk Reduction: Ability to Meet SLA Restore Times by Application

(% of respondents reporting Commvault has enabled them to meet SLA within SLA more often or about the same as with previous vendor)



Source: IDC, 2021

As shown in **Table 6** (next page), we asked customers to subjectively rate their risk related to downtime, data loss, and compliance failure on a five-point scale (with 1 being the lowest risk and 5 being the highest risk). Commvault customers rated their risk on each of these three issues as being between 18% and 22% *less risky* than before Commvault.

These subjective benefits reinforce what we see in the quantitative results: namely, that Commvault can deliver the required performance, based on the aggregate benefits of reduced downtime; increased backup reliability; faster recovery; reduced exposure to compliance failure, legal issues, and data theft; as well as increased protection, analytics, reporting, and encryption coverage.

TABLE 6

Risk Reduction: Subjective Benefits

(mean score, five-point scale, 5 = very high risk)

	Before	After	Risk Reduction Improvement
Risk of downtime	3.1	2.5	21%
Data lost	3.2	2.5	22%
Compliance failure	3.1	2.6	18%

Source: IDC, 2021

Simplification

Users of Commvault software have been able to create a more efficient data management process within their organizations by simplifying, automating, and consolidating their data management operations. Faced with rapid annual growth rates of managed data, Commvault users have been able to dramatically drive down the cost per TB of data under management.

This section shows Commvault customers' results across the following categories:

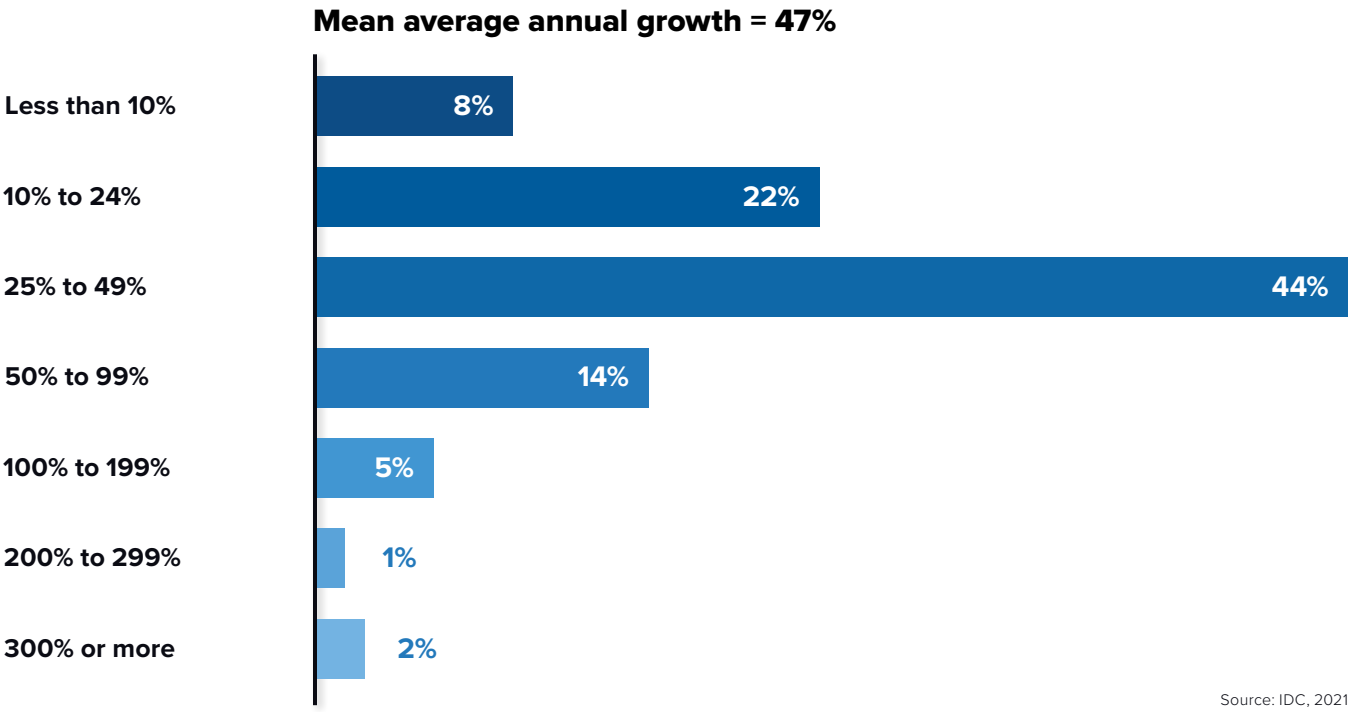
- Annual data infrastructure and data management spending
- Vendor simplification
- Annual IT overhead

Commvault customers reported that the annual growth rate of data under management is 47% (see **Figure 4**, next page). Commvault solutions have allowed customers to manage costs related to data management hardware, software, and services spending. When measured on a per-terabyte (TB) basis, the cost savings are significant. Commvault customers have seen an improvement of 54% in management costs related to hardware, services, and ediscovery (see **Table 7**, next page).

FIGURE 4

Average Annual Growth Rate of Data Under Management Since Commvault Deployed

(% management costs)



Source: IDC, 2021

TABLE 7

Simplification: Data Protection and Data Management Infrastructure

(savings per TB)

	Before	After	Savings	Improvement
Data storage and data management hardware	$629	$271	$358	57%
Data protection and data management software	$581	$270	$311	54%
Data protection and data management services	$756	$340	$416	55%
Annual compliance, ediscovery, and insurance spending	$243	$128	$115	47%
Total	**$2,209**	**$1,009**	**$1,200**	**54%**

Source: IDC, 2021

As a result of the growing complexity in IT departments, many enterprises have pieced together a collection of multiple data protection solutions and are now faced with scattered silos of data. Commvault customers reported that they have been able to reduce the number of data protection or backup tools and vendors significantly (see **Table 8**). In some cases, customers went from using as many as nine vendors/solutions to just one Commvault platform. Reducing the number of vendors saves on software costs, reduces complexity, and leads to improved data protection operational efficiency.

TABLE 8

Vendor Reduction

(# of vendors)

	Before	After	Improvement	Most Vendors Reduced to One	% with Zero Vendors Before Commvault
Data protection or backup vendors	2.3	2.0	11%	5	3%
Data protection reporting vendors	2.5	2.3	7%	8	7%
Data management, archive, indexing, and/or discovery products	3.0	2.6	12%	7	8%
Disaster recovery vendors	3.0	2.7	8%	5	9%
Snapshot management software	2.8	2.7	3%	9	10%
Primary storage vendors	3.0	3.0	2%	6	6%
Secondary storage vendors	2.8	2.6	8%	8	11%
Cloud providers	2.8	2.5	9%	5	10%

Source: IDC, 2021

Productivity Gains

Users of Commvault software improved IT, employee, and organizational productivity by accelerating recovery, reducing downtime, and streamlining data management.

Tables 9–12 summarize Commvault customer survey results across the following categories:

- IT administrative productivity
- IT task productivity
- Organizational productivity (downtime costs)

Table 9 shows that Commvault also reduced the hours required to complete discrete tasks including creating a database copy for test/dev, processing discovery requests, recovering key applications, and deploying new virtual machines (VMs). Improvements ranged from 14% to 30% reduction in times associated with these tasks. These improvements combined with the 47% annual growth in data under management results in a net per-TB productivity gain for IT staff of 75%.

TABLE 9

Risk Reduction: Restore Times

(hours)

Overhead Associated with Common IT Operations (hours spent on each operation)	Before	After	Savings	Improvement
Database test/dev copy creation	18.0	15.5	2.5	14%
Discovery time	20.0	16.3	3.7	18%
Disaster recovery test	21.0	17.0	4.0	19%
Moving data to/from the cloud	25.0	17.0	7.2	29%
Recovery time for database applications	20.3	16.0	3.9	19%
VM deployment time	20.4	15.0	5.1	25%
VM recovery time	19.3	14.0	5.8	30%
Copy spin-up	19.5	14.9	4.6	23%
Endpoint recovery	19.0	15.3	3.7	20%
Total	**163.5**	**126.8**	**36.8**	**22%**

Source: IDC, 2021

Commvault software provides a single focal point for managing data across files, applications, databases, datacenters, and cloud, including software as a service (SaaS), hybrid cloud, and multicloud. Commvault users were able to reduce the IT administrative time spent managing data by 10–33%, depending on the activity, for an overall average savings of 25%. Fundamentally, this made the IT staff more productive and the organization more agile as a result of the significant time savings.

TABLE 10

IT Time Spent in Managing Data

(hours per week)

	Before	After	Savings	Improvement
Backup: administration	234.0	187.0	47.0	20%
Backup: reporting	207.0	164.0	42.0	21%
Backup: troubleshooting	207.0	155.0	51.0	25%
Backup: containers	203.0	164.0	39.0	19%
Cloud provisioning and cloud data management	264.0	187.0	76.0	29%
General maintenance and management of the environment	264.0	201.0	63.0	24%
Ongoing deployments to the environments	228.0	169.0	59.0	26%
Disaster recovery: setup, testing, and maintenance	257.0	173.0	84.0	33%
End-user help desk support	247.0	193.0	54.0	22%
IT service management (e.g., ServiceNow, BMC, etc.)	277.0	205.0	72.0	26%
Finding/searching data for recovery	233.0	180.0	53.0	23%
Legal discovery	254.0	177.0	77.0	30%
Managing snapshots and associated scripts	243.0	219.0	24.0	10%
Total	**2,873.0**	**2,156.0**	**717.0**	**25%**

Source: IDC, 2021

Table 11 shows IDC's Business Value analysis of the savings Commvault customers have achieved through reductions in unplanned downtime. IDC measures the cost of lost productivity by multiplying the person hours lost by an hourly rate based on an annual average salary of $70,000. The number is then discounted by a 50% productivity factor, as not every hour is fully lost or unproductive.

These findings are in line with IDC's research regarding the cost of downtime. Cost of downtime is one of the most visible forms of total cost of ownership (TCO) reduction. It is a relatively simple matter to capture the number of downtime hours saved and multiply those hours by the cost of downtime. This savings is often higher than the cost of the solution alone, resulting in a return on investment (ROI) of less than six months. Faster file, messaging, VM, application, and database restores, as detailed in the "Risk Reduction" section, can also contribute to increased employee and organizational productivity.

TABLE 11
Downtime Savings

	Before	After	Savings	Improvement
Annual unplanned downtime (hours)	26.3	13.4	13.0	50%
Hours per user	10.3	5.2	5.1	50%
Productivity costs per user at $70,000	$385	$195	$190	50%

Source: IDC, 2021

Total annual IT admin hours before/after Commvault	**468.0**	**324.0**	**144.0**	**31%**

Source: IDC, 2018

Challenges/ Opportunities

The survey results indicate that Commvault customers have been able to achieve value through the simplification of data protection and management processes. This is a strong message for prospective customers. Yet, for Commvault to grow its customer base and continue to redefine what data management means for the progressive enterprise, it must continue to displace incumbent vendors and gain entry into increasingly complex IT infrastructures. This will be a difficult task, especially when its competitors are large and well capitalized. That said, Commvault, with a unified enterprise data management platform, offers a significant set of capabilities that extend well beyond core backup and recovery. In many cases, Commvault customers have consolidated their point protection products, allowing them to reduce costs and complexity as well as provide greater enterprise access to data. While some potential customers may anticipate a daunting task in migrating these point solutions to a single platform, most Commvault customers (74%) reported that the deployment was very easy or somewhat easy. Commvault will need to continue its effort to grow the market awareness of its solution benefits that can consolidate disparate or dissimilar products and drive increased value to the overall organization.

Conclusion

Commvault is one of the top five market share leaders by revenue in the data replication and protection software market, according to IDC data. Its converged data management solution impacts the state of the art in backup and recovery and is designed for protection, management, and use of critical data assets. IDC's survey of the Commvault worldwide customer base documented consistent, measurable direct and indirect cost savings and a wide range of benefits that we categorize as risk reduction, simplification, and productivity gains. Commvault users found themselves to be more resilient in the face of changing market conditions.

Commvault customers experienced significant cost savings through several factors, including a 50% reduction in unplanned downtime; a 60% reduction in compliance failures, audit failures, and data thefts; and a 19% improvement in average recovery time for database applications. Combined, these improvements led to a 78% reduction in the cost per TB of data management.

IDC attributes these benefits to a combination of Commvault capabilities. Consolidated management of cloud, disaster recovery, backup, archive, recovery, and snapshots enables infrastructure simplification, higher IT productivity, and reduced annual spending; faster, more reliable backup and restore operations reduce downtime and drive organizational productivity; and enhanced reporting and greater protection, encryption, and analytics coverage reduce the risk of legal issues, compliance failures, and data loss. Taken together, these capabilities and benefits should drive enhanced business outcomes including greater IT innovation, improved employee productivity, and enhanced organizational agility.

The data summarized in this paper is representative of the Commvault user community. Given the large sample size of this study and the broad diversity of respondent organizations, we feel confident that the results of this study fairly represent the range of benefits that other organizations can expect to gain from using Commvault solutions.

About the Analysts

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Phil Goodwin is a research vice president within IDC's Infrastructure Systems, Platforms, and Technologies Group, with responsibility for IDC's infrastructure software research area. He provides detailed insight and analysis on evolving infrastructure software trends, vendor performance, and the impact of new technology adoption. His focus is on multicloud data management, data logistics, on-premises and cloud-based data protection as a service, cyberprotection and recovery, recovery orchestration, and more. He takes a holistic view of these markets, and covers risk analysis, service level requirements, and cost/benefit calculations in his research. He also contributes regularly to IDC's CIO advisory practice.

More about Phil Goodwin

Randy Perry
Vice President, Sales Enablement Practice, IDC

Randy Perry is vice president of the Sales Enablement Practice at IDC WW Custom Solutions. He is responsible for helping IT providers sell their products and services to C-level decision makers through tying technology initiatives to improved business outcomes. He is currently working on multiple projects linking IT initiatives (cloud, mobility, AI, social, and IoT) to improving business outcomes such as increasing agility, improving customer experience, and becoming more innovative, and quantifying the financial impact in terms of business metrics (revenue growth and lower operational costs).

In his previous role, he developed and led IDC's Business Value Strategy practice for over 20 years. As IDC's thought leader in promoting the financial benefits of IT, he has pioneered return-on-investment and cost-of-ownership methodologies and Business Value sales tools development and sales training, completing more than 1,000 studies.

More about Randy Perry

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