ECONOMIC VALIDATION

Analyzing the Economic Benefits of Cyber Resilience With Commvault Cloud

Commvault Cloud Drives Cost-efficiency, Agility, and Cyber Resilience With Lower TCO

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November 2023

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Executive Summary

Modern organizations are more data-driven than in the past. With the influx of new data types and stores comes the challenge of ensuring resilience and mitigating the potential for data loss in the face of cyber attacks. As data security and cyber recovery challenges increase, many companies are forced to make short-sighted decisions based on limits on budget, timeframe, or capability, and they often end up with a series of solutions that each handle part of the problem. This creates **technical debt**, which results in a portion of future IT budgets being squandered to remedy decisions of the past and limiting the potential business impact of technology.

TechTarget's Enterprise Strategy Group (ESG) analyzed Commvault Cloud, powered by Metallic AI, to understand the impact it can have on the ability to reach IT and business goals. ESG interviewed current Commvault customers and used the data gathered to create a financial model to project findings on a sample company, in addition to vetting these findings by conducting research and examining externally available information and case studies.

The benefits uncovered fell into three categories—cost efficiency, increased agility, and reduced risk—and show that, over a 3-year period, a 9,000 person company with 24 locations can realize **$807K** in hardware and management cost savings, **$4.3M** in recovered IT full time equivalent (FTE) time, and 31% reduction in storage costs with Commvault Cloud, **all while reducing complexity, increasing data resilience, improving data restorability, and reducing risk**. Customers focusing on sustainability can rapidly shift power consumption to far more efficient systems by adopting Commvault Cloud, with the potential of being **net-carbon-negative in data protection** by 2030. ESG also found that Commvault Cloud enables organizations to quickly and significantly reduce technical debt.

Introduction

This Economic Validation by Enterprise Strategy Group (ESG) explores the quantitative and qualitative benefits that organizations can expect when using Commvault Cloud for enterprise-grade cyber resilience, including data security and cyber recovery. The insights in this paper are the result of ESG research, customer interviews, and analyst opinions.

The Commvault customers interviewed for this analysis have annual revenues ranging from $1.2 billion USD to $23 billion USD and are in various industries, including industrial manufacturing, construction, healthcare equipment and supplies, chemical/gas production, energy, healthcare device manufacturing, construction supplies wholesale, construction supplies retail, IT consulting, logistics, defense consulting, healthcare practice support, and government consulting. While each use scenario is unique, ESG found the benefits shown in the model to scale across organizations of all sizes analyzed in a consistent and linear fashion. For example, based on the model and customer interviews, a 1,000 person company with five locations can realize **$604K** in recovered IT FTE time and up to **40% reduction** in storage costs over three years.
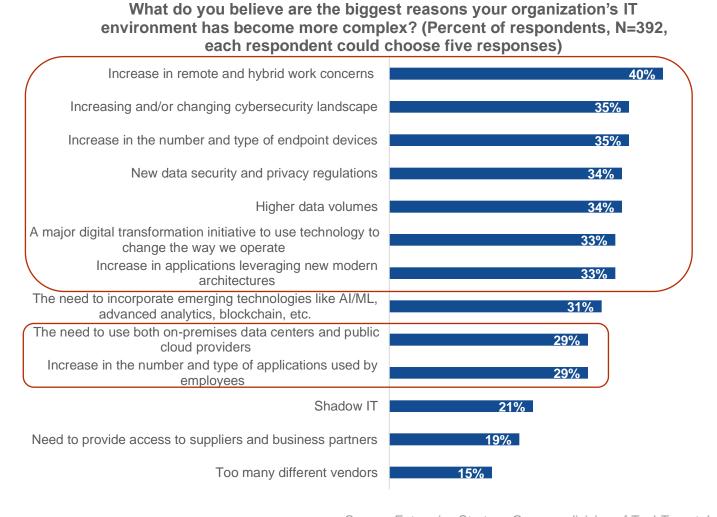
Challenges

As enterprise organizations shift from traditional on-premises IT to cloud-based models or hybrid mixes of on-premises and cloud resources, they are challenged by the fact that effective cyber resilience capabilities become exponentially more complex in these models. With 70% of surveyed companies saying that they expect to create new data-centric products and services in the next 12 months,[1] and data density growing at rates unseen in the past, the struggle for cyber resilience often surpasses the abilities of many organizations. With this data growth comes complexity.

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[1] Source: Enterprise Strategy Group Complete Survey Results, *From Data Backup to Data Intelligence*, January 2022.

Decisions made in a complex environment are often throttled back due to budget constraints or limitations based on short-sighted decisions of the past. This leads to **technical debt**, which is the consequence of prioritizing "right now" over "right" when making IT decisions. The result of technical debt is a portion of ongoing IT budgets being squandered to keep deployed systems functional, often limiting interoperability with new systems. According to insights from 50 CIOs surveyed by McKinsey, the average organization finds up to 40% of their annual IT budget applied to service technical debt and only 10% available for new projects and capabilities.[2]

Enterprise Strategy Group research found that 53% of surveyed respondents said their IT environment was more complex than it was two years ago. Digging deeper into the reasons for this increased complexity shows that 9 of the 13 top concerns were directly related to changes in data protection strategies (as seen in Figure 1).[3]

Figure 1. 9 of the 13 Top Reasons for Increasing IT Complexity Directly Map to New Cyber Resiliency Challenges

What do you believe are the biggest reasons your organization's IT environment has become more complex? (Percent of respondents, N=392, each respondent could choose five responses)

Increase in remote and hybrid work concerns	40%
Increasing and/or changing cybersecurity landscape	35%
Increase in the number and type of endpoint devices	35%
New data security and privacy regulations	34%
Higher data volumes	34%
A major digital transformation initiative to use technology to change the way we operate	33%
Increase in applications leveraging new modern architectures	33%
The need to incorporate emerging technologies like AI/ML, advanced analytics, blockchain, etc.	31%
The need to use both on-premises data centers and public cloud providers	29%
Increase in the number and type of applications used by employees	29%
Shadow IT	21%
Need to provide access to suppliers and business partners	19%
Too many different vendors	15%

Source: Enterprise Strategy Group, a division of TechTarget, Inc.

Simply put, data is exploding at a pace that few IT organizations can effectively protect and, more importantly, restore. One customer interviewed for this analysis shared, **"We were using a well-known backup solution, but**

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[2] Source: McKinsey Digital, *Tech debt: Reclaiming tech equity*, October 2020
[3] Source: Enterprise Strategy Group Research Report, *2023 Technology Spending Intentions Survey*, November 2022.
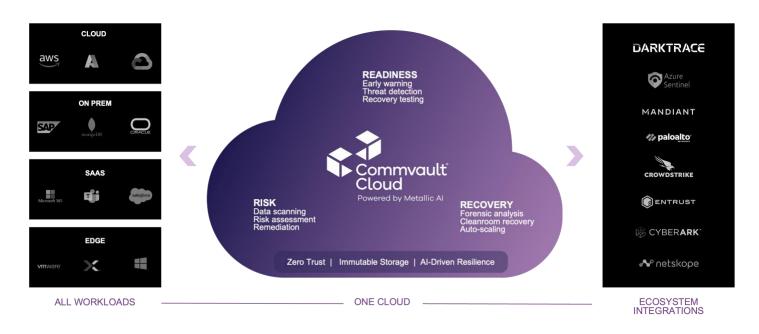
it started hitting limitations as we grew and requirements changed. We moved to Commvault because it is the industry leader and has no limitations of what, and where, it can backup."

The Solution: Commvault Cloud for Cyber Resilience and Data Security

Commvault has been a leader in enterprise data protection for over 27 years and constantly innovates to understand changes in data environments and create products that give organizations the ability to protect their intellectual property (data). Commvault developed Commvault Cloud powered by Metallic AI as a purpose-built platform to deliver the industry's best data security and cyber recovery—designing it to strengthen cyber resilience. As shown in Figure 2, Commvault Cloud provides the protection that has always been the backbone of Commvault, while eliminating much of the complexity that can come with today's multi-dimensional environments that include elements of on-premises, SaaS, cloud-native, and/or hybrid environments.

Figure 2. Commvault Cloud: Secure and Recover Data Wherever It Lives—With the Simplicity, Speed, and Scale of Cloud

Source: Enterprise Strategy Group, a division of TechTarget, Inc.

Enterprise Strategy Group Economic Validation

Enterprise Strategy Group (ESG) completed a quantitative economic analysis that explored the economic benefits organizations can realize using Commvault Cloud for their cyber resilience and cybersecurity needs. ESG's Economic Validation process is a proven method for understanding, validating, quantifying, and modeling the economic value propositions of a solution or platform. The process leverages ESG's core competencies in market and industry analysis, forward-looking research, and technical/economic validation. ESG conducted in-depth interviews with end users to better understand and quantify how Commvault has positively impacted their organizations, particularly in comparison with previously deployed and/or experienced data protection solutions. These qualitative and quantitative findings were used as the basis for a simple economic model comparing the expected costs and benefits of Commvault Cloud with a modeled environment that considers pre-Commvault competitive offerings and as-is systems reported by interviewees.

Enterprise Strategy Group
by TechTarget

Commvault Cloud Economic Overview

Enterprise Strategy Group's economic analysis revealed that Commvault Cloud provides its customers with benefits in the following categories:

- **Cost-efficiency** – Commvault Cloud can lower costs and provide a much more predictable cost structure when compared to alternative environments. Commvault is a cornerstone that companies can use to optimize their cloud environments and reduce overall spending while improving their cyber resiliency and cybersecurity.

- **Increased agility** – Agility, in both the way that employees can work and in an organization's ability to protect its data during times of rapid change, enables companies to focus on their core business instead of worrying about data security.

- **Reduced risk** – Commvault, which has provided data protection for over 27 years, has been integrated with Microsoft's cloud solution since Azure's inception in 2010 for a holistic and cloud-native approach. With the release of Metallic in 2019, Commvault extended its platform to include a SaaS offering built upon the same technology as the core Commvault software offering, enabling the ability to secure and protect data, regardless of the location of that data and of the chosen method of deployment for data protection (on premises, public cloud, or SaaS). Commvault Cloud brings together Commvault's SaaS solution (Metallic) with a software solution, providing a unified control plane that delivers enhanced capabilities and ease of use at scale. This enables organizations to realize the data security and cyber-recovery capabilities expected from Commvault, without the complexity that normally comes with enterprise-level protection, while providing a roadmap for seamless transformation to SaaS data protection. Commvault Cloud also significantly enhances an organization's cyber resilience and data security posture.

Cost-efficiency

Enterprise Strategy Group (ESG) discovered that not only can Commvault Cloud deliver lower bottom-line cost when compared to both legacy and competitive cloud services, but it can also deliver a level of streamlining, consolidation, and effectiveness that enables focus and funding to be shifted above the line to revenue-producing activities:

- **Elimination of hardware, software, and management tools** – Most organizations find that as their IT footprint grows, not all necessary data protection functionality can be easily replicated with their current solutions. The result is a trail of

> *"Our cyber insurance is dramatically lower than it used to be because of Commvault Cloud."*

legacy backup methods that must be maintained. Across the interviews done for this analysis, more than two-thirds of the participants reported that their pre-Commvault Cloud environment consisted of point solutions that were costly and clunky and that injected risk into their environment. One customer shared, **"We have an in-house ERP platform that is old and very unique. Commvault Cloud backs this up. The other competitive platforms that we considered in addition to Commvault would have required us to continue to use multiple backup methods."** After completing this analysis, ESG believes that most companies would be astounded to find out how many backup products are running in their environment, as we interviewed multiple companies that found 15+ different backup solutions running, all of which were ultimately replaced by Commvault Cloud. These one-offs, often the result of shadow IT created to protect unique or legacy data, create risk and technical debt. Commvault Cloud eliminates the cost and maintenance of these one-off solutions, as well as the cost of associated hardware, storage, and tools. Additionally, Commvault Cloud doesn't rely on appliances that can be costly to purchase and maintain,

whether deployed in the cloud or on premises in a data center. As reported by one customer, **"We love that Commvault Cloud is software as a service, not an appliance or piece of hardware like some of the competitors we were considering. This gives us flexibility and lowers management costs."** ESG's financial models found a **three-year benefit of $726.3K** with the elimination of physical appliances, as well as an additional benefit of **$80.8K in reduced procurement, power, floor space, and cooling** in the sample company scenario, and found the benefits to be linear in other-sized organizations tested in our financial model.

- **Reduction in testing** – Customers that deploy Commvault Cloud find lowered testing costs, reduced risk, and the realization of business benefits from new features and capabilities, all while providing a higher level of cyber resilience and data security than seen in alternative offerings. Proof-of-concept (POC) testing costs money and time; customers considering Commvault Cloud report POC testing that was exponentially faster than expected, with one customer stating, **"The POC took a process that is usually weeks long down to a decision in just a few hours."**

- **Increased FTE efficiency** – The simplicity of managing Commvault hides its industry-leading ability to protect, secure, and recover data. As shared in a customer interview, **"In the past, we had about 45 IT admins that spent about 0.5 hours per day on some type of backup process or monitoring; 3 of those were full-time backup admins. Much of their time was spent on mundane tasks like uploading and reviewing log files. Now, with Commvault Cloud, we have just 1.5 admin heads managing backup for over 1,000 servers. Plus, we get better coverage than we did in the past and our admins are happier."** In this specific customer scenario, this equates to an **82% savings in FTE hours** dedicated to backup processes and at a burdened hourly IT rate of $59.11,[4] this customer has a recognizable **bottom-line annual benefit of over $627K.** As seen in Figure 3, ESG believes that the shift of these recovered hours from below-the-line activities to an above-the-line focus that helps align IT capabilities to business initiatives has a **positive impact on annual revenue and profitability**. This shift leads to a better partnership between IT and business units.

- **Commvault Cloud costing model** – Customer interviews supported the results of the ESG financial model created for this analysis, which shows a **net cost savings of 31%** in our studied scenario. One interviewee shared, **"Commvault Cloud was 20-30% cheaper than the other enterprise solutions we were considering"** with another customer stating it reduced backup costs by two-thirds.

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[4] Based on an annual rate of $86,926, a burden rate of 36%, and an assumption of 2,000 hours per year worked per FTE.

Figure 3. Commvault Cloud Shifts IT FTE Focus to Above-the-line Activities That Increase Profitability and Agility and Reduce Technical Debt

Shifting the focus of your IT FTEs from below-the-line activities like monitoring data protection logs and maintaining hardware to above-the-line efforts that align IT capabilities with business initiatives can raise profitability, increase agility, and reduce technical debt. In the customer scenario listed above, this equates to 4 additional FTEs shifting focus to work on more strategic initiatives.

ABOVE-THE-LINE EFFORTS

BELOW-THE-LINE ACTIVITIES

Source: Enterprise Strategy Group, a division of TechTarget, Inc.

Increased Agility

Technology change can bring new capabilities and enable businesses to grow. However, the challenge of storing, protecting, and accessing data can limit the willingness of many companies to take advantage of new capabilities and opportunities. Enterprise Strategy Group (ESG) found that the flexibility, combined with its simplicity of Commvault Cloud, enables organizations to focus on their core business instead of worrying about backing up their environment and working to prevent cyber attacks. In our analysis, ESG found benefits, including the following:

> *"Commvault Cloud is not simplistic; it is powerful. Once you set up Commvault Cloud, a junior person should be able to do day-to-day admin. I could even teach my boss how to use Commvault Cloud in a single day."*

- **Reduced complexity** – Complexity has both obvious and hidden costs. Some that directly map to the bottom line are the increased likelihood of human error in complex environments, redundant systems and processes, and increased instances of nonrecoverable lost data. ESG found Commvault Cloud customers reported an environment in which it is easier to discover, manage, and protect data, regardless of where the data resides. This simplicity does not interfere with Commvault's ability to protect data with enhanced resilience and security. Through research and customer interviews, ESG found that Commvault Cloud extends upon the capabilities that Commvault is known for, while eliminating much of the required management that can come with an enterprise-level data protection product. **Commvault Cloud makes protection in the cloud simpler than before**.

- **Better workload coverage** – One area that was called out in every customer interview was Commvault Cloud's ability to cover any workload, to the point that one interviewee stated, **"Commvault Cloud supports all types of workloads; it is literally universal. Commvault Cloud runs in the cloud, but Commvault has not forgotten the importance of protecting on-prem workloads."** In addition to the cost savings detailed in this analysis, this flexibility enables organizations to quickly react to changing

requirements. With Commvault Cloud, the customer gains the agility to modernize and transform with a model that fits their specific needs at any point in time.

- **Environmental sustainability** – Commvault Cloud shifts workloads to cloud-based infrastructure and storage, which benefits from efficient scaling and reduces power consumption and the environmental impact of hardware waste. One customer shared, **"We are a green company, but our business uses a lot of energy. Shifting from on prem to Commvault Cloud lowers our power usage. This move helps us offset power usage in our core business."**

> *"We were using a well-known backup solution, but it started hitting limitations as we grew in size and requirements. We moved to Commvault Cloud because it is the industry leader and has no limitations of what, and where, it can backup."*

- **Instant scalability** – The traditional stair-step model of backup storage capacity has always been a costly way for organizations to predict future needs. Organizations pay large lump sums for storage that might not be needed for months, or even years, and wait for storage demand to catch up to storage supply. The adage of paying yesterday's prices for tomorrow's needs doesn't make sense in an industry where storage continually gets cheaper and more capable with each passing month. Commvault Cloud has a flexible costing model that enables companies to pay for capacity as the need arises and shifts spending from a stair-step Capex model to a more predictable Opex expense.

  Another aspect of scalability that ESG found in research and interviews was the ability to quickly react to change. The topic of growth through acquisitions for many organizations was highlighted as critical to their strategy, and a strong benefit of Commvault Cloud was its ability to integrate acquired data environments and infrastructure. One customer shared, **"A lot of our growth is through acquisition. Before Commvault Cloud, it would take an average of 4 – 5 months to fully enable backup protection in the newly acquired environment. With Commvault, that is down to 1 day. When we buy a company, we buy the IP. Commvault Cloud gives us the immediate assurance that what we bought is protected from ransomware on day 1."**

- **Recoverability** – Backing up data is only relevant if an organization has the confidence that it can be restored. Many customers interviewed shared horror stories of times when data was not recoverable or the process of backing up and recovering was so disruptive that it impacted the ability of employees to do their core jobs. The best quote that ESG heard during interviews about recoverability was **"We are a highly regulated industry. Commvault Cloud was the only solution we found that gives us the flexibility and assurance that satisfied our auditors. Because of Commvault Cloud, I can assure our leadership team that we are protected, and we all sleep better at night."** ESG's financial model found that a 9,000-person company would see 1,800 minor restore events per year. Each of these events would take an average of 30 minutes to address in the as-is environment but only 18 minutes with Commvault Cloud. Five percent of these events would be nonrecoverable in the as-is environment, with less than 1% being nonrecoverable with Commvault Cloud. The three-year result of the benefit with Commvault Cloud is a **savings of 1,629 hours of IT time** and almost **1,400 hours recovered of general employee productivity**.

  As far as business continuity, customers interviewed were unable to estimate the impact of time to restore, but ESG analyzed the impact of Commvault Cloud's burst recovery and found that its ability to restore

specific items, along with using parallel restore, enables granularity in restores and **speed to completion that far superseded any previous results reported by customers**.

- **Supportability** – Commvault Cloud simplifies an extremely complex task while providing capabilities to replace multiple backup systems. Using a single pane of glass to automate many of the manual tasks associated with backing up data enables admins to get a holistic view of the data ecosystem and shifts the focus from troubleshooting daily errors to finding ways to better support business groups while improving their cyber resilience and data security posture. Multiple customers reported a better working relationship across groups because of Commvault Cloud, with one sharing, **"We have seen a dramatic increase in positive ratings for our service desk since adopting Commvault Cloud. Our ticket count has dropped to near zero, and when we do have a request, it is much easier and faster to work than in the past."**

Reduced Risk

If organizational data can't be backed up and protected, it shouldn't be stored. Backup systems exist to alleviate risk. Enterprise Strategy Group (ESG) analysis found that Commvault Cloud provides both the methodology and environment to back up data in a way that assures restorability. ESG believes that Commvault Cloud customers benefit in areas, including:

- **Reduced risk of ransomware** – Most organizations have a board of directors-issued mandate for protecting intellectual property from ransomware. Commvault Cloud is built on Commvault's platform, which has a history of proven data security. Through virtual air gapping and immutability, Commvault Cloud users have a strengthened data security posture that protects organizations from ransomware attacks and ensures recoverability in situations where IT environments are compromised. With the cost of a ransomware event estimated to be $4.62 million per event, and the annual risk of an event occurring at 11%,[5] the exposure an average company has is $1.52 million over a three-year period. ESG's financial model considered the impact that Commvault Cloud has on securing data through air gapping and immutability and, more importantly, its ability to effectively restore an environment and found a $1.06 million ransomware benefit over the three-year analysis. To understand the difference between air gapping and immutability, see Figure 4.

> *"With Commvault Cloud, I can assure our leaders that our IP is protected today and in the future."*

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[5] Source: Ponemon Institute, *Cost of a Data Breach Report 2022*, January 2022.

Figure 4. Commvault Cloud Offers Both Air Gapping and Immutability to Protect Stored Data

Air gapping prevents access to
data by having NO access to/from
external resources

Immutability means stored data
is NOT changeable

Source: Enterprise Strategy Group, a division of TechTarget, Inc.

- **Hardened security posture** – Commvault has the reputation of being at the forefront of data protection. Commvault Cloud expands on this capability by extending protection to data regardless of location—on premises, in a public or private cloud, or in a combination of the three. Commvault Cloud's zero-trust architecture and security controls and protocols have led to it being the only data protection platform to earn FedRAMP "High" status, which means it has passed an extensive review and set of testing to meet the highest security standards recognized by the US government. In addition to FedRAMP, Commvault Cloud is also Criminal Justice Information Services (CJIS) and Federal Information Processing Standards (FIPS) 140-2 compliant.

- **Reduced complexity** – Reduction in complexity creates benefits across the spectrum, including a reduction in risk. By simplifying the process of identifying and backing up all data, organizations reduce the risk of human error. One customer shared, **"We have seen our human-caused errors reduce by at least 10% because of the more logical operation of Commvault Cloud compared to our old solution."**

- **Threatwise** – Commvault Cloud **integrates** Threatwise capabilities, empowering customers with patented cyberdeception technology to uncover, contain, and minimize unknown cyber threats. ESG research found that only 12% of IT directors have confidence in having the necessary tools and location-agnostic protection to secure data equally across on prem and the cloud. Threatwise is like having countless eyes consistently watching an organization's environment for risk and providing "bait" to lure bad actors that do infiltrate systems. This bait helps uncover the threat and minimizes the impact of these bad actors by imitating real assets to lure them away from the data. One customer describes Threatwise as **"an awesome addition to Commvault Cloud. The art of deception is the best way to catch a bad actor on your network. This early warning system is a game changer."**

> *"Commvault Cloud's built-in security scorecard helps us make sure we are exploring every aspect of protection. It highlighted areas to explore that we never considered and drives us to get up to 100% protection."*

- **Security scorecard** – Commvault's built-in security scorecard gives constant feedback on the overall risk within an organization's data environment and provides guidance to harden the cyber resiliency and data

security posture of the environment. Multiple interviewees shared that what it provides isn't simple, knowledgebase-type feedback; **Commvault Cloud actively scans systems and gives specific feedback on areas of risk and opportunities to improve**, using AI-driven insights.

- **Accelerated operating systems modernization and application modernization** – Many customers interviewed shared that they often had to slow down and "throttle back" their data modernization and digital transformation plans due to the complexity of protecting new applications and data. They reported that Commvault Cloud's ability to protect data regardless of source or location enables them to take advantage of new opportunities and capabilities that they couldn't in the past. One customer shared, **"We are able to use newer, more secure operating systems because of Commvault Cloud."**

- **Data protected from internal deletion** – With up to 60% of data loss caused by internal company resources, protecting data from their own employees should be top of mind for most organizations. While the majority of these internally caused breaches were the result of mistakes, the percentage that is the result of internal sabotage grows each year.[6] Commvault Cloud uniquely protects data from threats by mistakes and internal bad actors through a combination of virtual air gapping, immutability, zero-trust access controls, and multi-level approval and compliance lock capabilities required to access and restore data. As one customer shared, **"Commvault Cloud backups are protected from internal deletion. This protects us from both mistakes and internal sabotage."**

Enterprise Strategy Group Analysis

Enterprise Strategy Group (ESG) leveraged the information collected through customer interviews, extensive review of case studies, vendor-provided material, public and industry knowledge of economics and technologies, and ESG proprietary research to create a three-year TCO/ROI model that compares the costs and benefits of Commvault Cloud. ESG's interviews with customers who have recently made the transition to Commvault Cloud, combined with experience and expertise in economic modeling and technical validation, form the basis for our modeled scenario.

The modeled scenario evaluated a company with $1.62 billion USD annual revenues generated by 9,000 employees across 28 locations. The company uses 900 servers/VMs, as well as 64 backup appliances, to support the organization, and it experiences 20% annual data growth. The company's comparative backup system consists of a midsize commercial solution along with eight additional point solutions. It averages 1,800 minor restore events per year, with 5% of those events being nonrecoverable.

ESG also considered company sizes of 1,000 and 2,000 employees to validate the results of the financial model and found the benefits to be credible across the tested scenarios. The model is built on a three-year view and vetted through existing Commvault Cloud customers interviewed for this analysis.

The Commvault customers interviewed for this analysis have annual revenues ranging from $1.2 billion USD to $23 billion USD and are in various industries, including industrial manufacturing, construction, healthcare equipment and supplies, chemical/gas production, energy, healthcare device manufacturing, construction supplies wholesale, construction supplies retail, IT consulting, logistics, defense consulting, healthcare practice support, and government consulting.

Additional guidance from existing ESG research, as well as ESG analysts, was used to form the insights in this analysis and the content of the financial model.

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[6] Source: Ponemon Institute, *2022 Ponemon Cost of Insider Threats Global Report*, 2022

While each interviewed customer has different IT environments and different constraints/goals on their IT systems, ESG found consistency in their ecosystems as far as challenges and benefits.

Conclusion: "The Bigger Truth"

Data protection used to be simple. However, as the sources of data expand exponentially and the stores of data continue to mix between on-premises and cloud locations, the complexity of effective backup and, more importantly, restorability exceeds the capabilities of most organizations. Enterprise Strategy Group (ESG) studied the challenges organizations face in protecting data and found the rapid expansion in data size, type, density, and location too often results in multiple backup systems being maintained and low confidence in restorability during recovery events. Compounding the challenge, ESG research shows that 70% of companies surveyed say that they plan to develop new data-centric products in the next 24 months.[7] For most, these new products are part of a digital transformation, with 83% of respondents saying that their organizations send secondary copies of data to public cloud infrastructure services.[8]

ESG analyzed the impact that Commvault Cloud can have on an organization's ability to reach its IT and business goals and found benefits in areas including cost efficiency, increased agility, and reduced risk, along with an even more significant benefit that is often underestimated and undervalued—**the creation of a path for organizations to transform their data protection approach to leverage SaaS as a future-proof data protection strategy**. As part of the analysis, ESG interviewed existing Commvault Cloud customers and explored the deficiencies of their previous data protection solutions that pushed them to explore alternatives, along with the potential benefits that attracted them to Commvault Cloud. ESG reviewed both hard costs and business enablement metrics to create a financial model that mirrored the impact reported by customers and used that model to project the impact for a created sample customer. While each use scenario is unique, ESG found the benefits shown in the model to scale across organizations of all sizes analyzed in a consistent and linear fashion.

Based on the customer interviews and analyst viewpoints ascertained during the development of this impact study, ESG found Commvault Cloud to be the key ingredient that has taken almost every customer interviewed either partially through or nearly completely through a total transformation of their data protection, leading to a significantly improved cyber resilience and data security posture. The more workloads for which a customer has made the move to Commvault Cloud, the farther along the customer is toward a complete transformation that brings with it lower costs, increased data agility, and significantly enhanced data security and cyber resilience—along with the parallel benefit of reducing their technical debt and enabling them to better achieve cloud optimization. Through Commvault Cloud, customers significantly enhanced their agility, shed expensive infrastructure, freed themselves from the burdens of upgrades, and significantly reduced the manpower required to run data protection (backup and recovery) operations, as validated by customer interviews and additional ESG research.

The shift from simple backup to unified data security and cyber resilience can become complex quickly without an overarching strategic approach. ESG found extensive value in Commvault Cloud's ability to simplify and provide best-in-class data protection and data security when it is implemented as a cornerstone of a strategic transformation focused on cyber resilience. Commvault Cloud customers shared the value of being able to shift resources to more strategic efforts because it improved resilience and security while providing better visibility into risks and served as the foundation to data protection transformation, while also providing a cyber resiliency roadmap with the future in mind.

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[7] Source: Enterprise Strategy Group Research Report, *The Evolution of Intelligent Data Management*, January 2022.
[8] Ibid.

About Enterprise Strategy Group
TechTarget's Enterprise Strategy Group provides focused and actionable market intelligence, demand-side research, analyst advisory services, GTM strategy guidance, solution validations, and custom content supporting enterprise technology buying and selling.

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