druva

Business Intelligence Analysis

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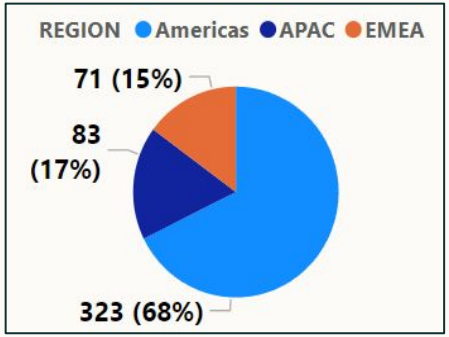
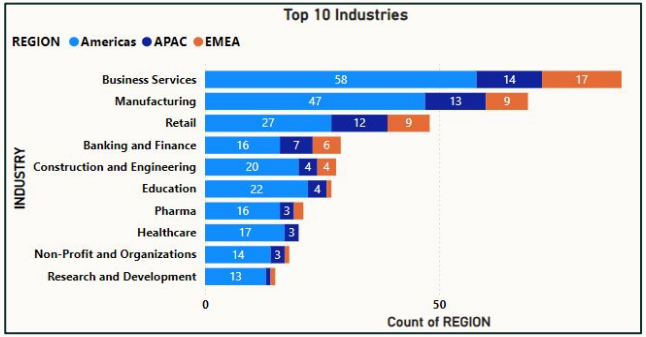
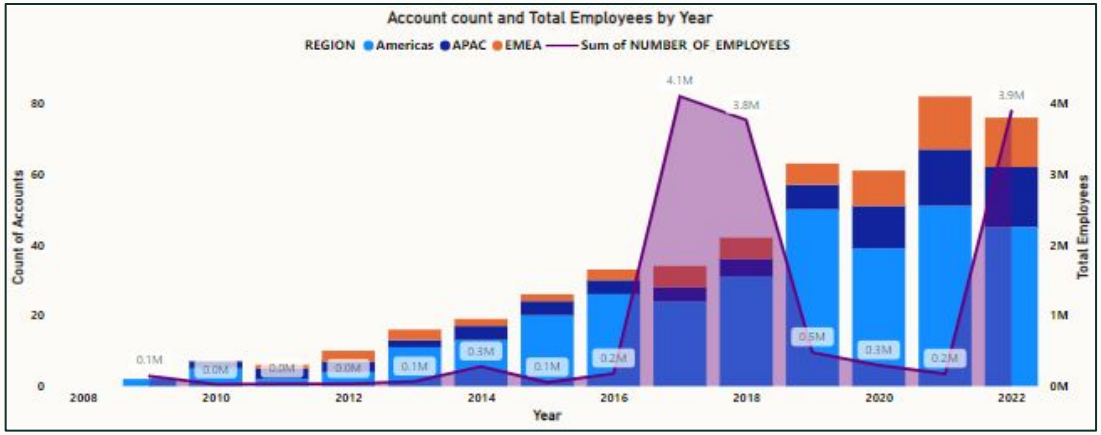
Druva Customer Accounts Overview

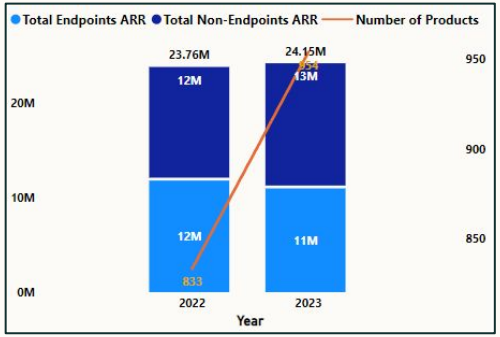


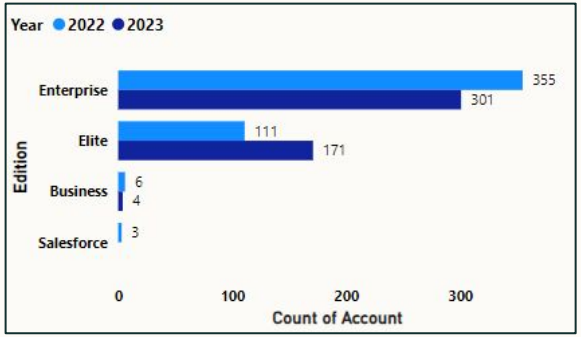


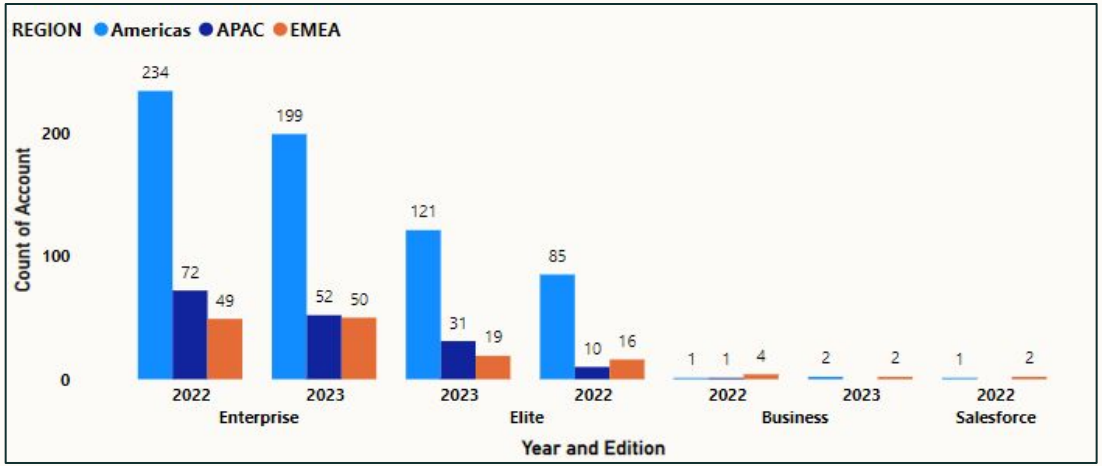


- Out of the **477** accounts, majority of the accounts are from America region (**68%**) followed by APAC (**17%**) and EMEA (**15%**).
- The Americas contribute a substantial **96%** of the total employees linked to these accounts, whereas the APAC and EMEA regions account for only **3.1%** and **0.8%**, respectively.
- Druva witnessed a gradual **increase** in new customer account signups each year, with an average of **34** per year; however, **2021** saw a significant spike to **82** signups, approximately **141%** higher than the average.
- The total number of employees associated with customer accounts saw notable spikes in 2017 (**4.1M**), 2018 (**3.8M**), and 2022 (**3.9M**), significantly surpassing the average of **0.96M**.

ARR of Accounts





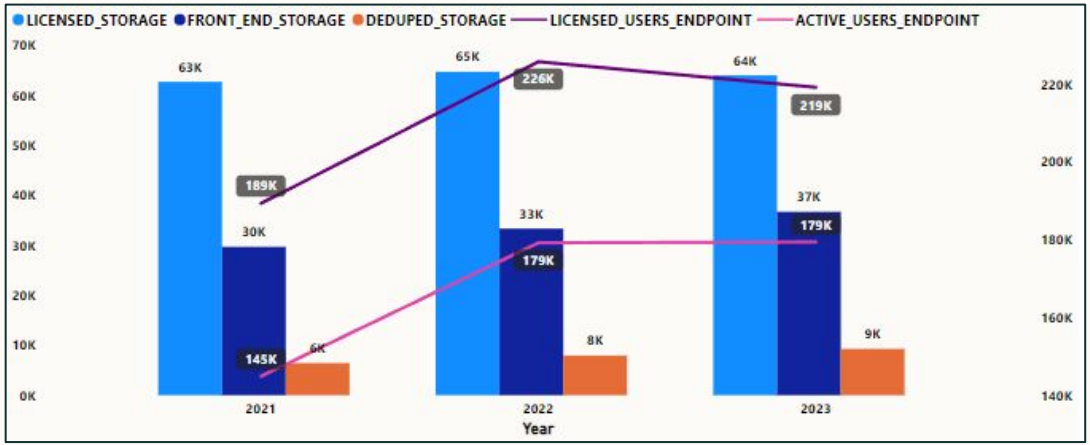


- Druva saw a **1.64%** growth in Total ARR(**47.9M**), increasing from **23.7M** in 2022 to **24.1M** in 2023. The Enterprise edition contributed **30.23M**, while the Elite edition added **17.49M**, with Salesforce and Business having minimal impact.

- The **Manufacturing** industry emerged as the top revenue driver, contributing **14.6M** over the two years, nearly twice that of Business Services (**7.3M**) and over three times that of Construction and Engineering (**4.4M**), highlighting its critical role in Druva's growth.

- In 2023, **account_813203800914823** from the Americas and the Manufacturing industry recorded the highest ARR increase of **361K** compared to 2022. Conversely, **account_8602205570914766**, also from the Americas but in the Media & Publishing industry, saw the largest ARR decline, decreasing by **213K** compared to 2022.

License & Storage Utilization



Total LICENSED_STORAGE (TB)	Total FRONT_END_STORAGE (TB)	Total DEDUPED_STORAGE (TB)
191.39K	99.71K	23.65K

License Utilization	Storage Utilization	Storage Reduction Percentage
79%	12.36%	76.28%

- The total front-end storage is **99.7k TB**, while the total deduped storage is **23.6k TB**, reflecting an average deduplication ratio of approximately **4.2x**. This means for every **4.2 TB** of front-end data, only **1 TB** of actual storage is required.
- **Increased License Utilization**: The license utilization has steadily increased from **76.5%** in 2021 to **81%** in 2023, averaging **79%** overall. This indicates druva is getting better at aligning license allocation with customer needs, reducing waste.
- **INSYNCCLOUD-8393** stands out with the largest storage footprint of **23.2TB** and the highest endpoint ARR, positioning it as a key driver of overall storage and revenue performance.

O.I.R - Regional Distribution and Market Focus

O1 (Observation): The majority of Druva's customers (**68%**) are in the Americas, with minimal representation in APAC (**17%**) and EMEA (**15%**), and most employees (**96%**) are based in the Americas.

I1 (Implication): The heavy reliance on the Americas creates regional risk, and there is untapped growth potential in APAC and EMEA due to low employee representation.

R1 (Recommendation) : Expand in APAC and EMEA with targeted marketing and partnerships, while focusing on strengthening customer retention in the Americas to safeguard the core market.

O.I.R - Revenue Growth and Industry Impact

O2 : ARR increased by **1.64%** in **2023**, with significant contributions from the Enterprise edition (**30.23M**) and Manufacturing industry (**14.6M**), while Media & Publishing saw the largest ARR decline (**213K**).

I2 : Modest ARR growth presents an opportunity to accelerate revenue by focusing on high-performing industries like Manufacturing, while addressing declines in sectors like Media & Publishing.

R2 : Deepen its focus on Manufacturing to drive growth, investigate and address declines in Media & Publishing, and explore diversification opportunities in underperforming sectors.

Thank You!