



## Data Protection Battle Card *Selling Against Commvault*

### About Commvault

- Founded in 1988; 2016 rev \$669M
- Messaging: Commvault Complete (offered as SW and as a Service: solution for b&r on-premises, in the cloud, everywhere your data lives)
- Leader in 2017 Forrester Wave Q3
- Leader in 2017 GMQ 2017 (7<sup>th</sup> year)

### Products

- CV HyperScale: on-premises scale-out [appliance](#) or as SW from partners; also [remote office appliance](#)
- [CV Orchestrate](#): provision, sync, migrate data, DR, dev/test, workload migration
- [CV Activate](#): insights & governance for data; file optimization, ediscovery

### Recent Developments

- Resumption of new license rev growth in FY18 +7% Y/Y from fiscal year 2017
- [Partnership with HPE; HPE GreenLake backup powered by CV](#) pay as you go managed service
- Partnership w/IBM for managed service
- Support for office 365 to improve data protection, migration, ediscovery for its customers; May 2018
- Introduced simplified pricing and packaging; June 2018

### Strengths

- All-in-one solution for backup, archiving, snapshots and replication
- Licensed per server for physical servers, or by socket or VM bundles for hypervisors and inclusive of all features, and by VM bundles for portability from virtual environment to the cloud
- Extensive functionality for cloud B/R, including Win apps backup in the cloud
- Centralized web console for all administrative tasks
- Broad coverage of storage arrays, apps

- End user self-service
- Easy to use GUI
- GRE for Active Directory.

### Weaknesses

- Windows-only based server platform
- Software-based deduplication limits performance and scalability
- Steep learning curve for administrators' complex installation process
- Lack of advanced reporting capabilities to better troubleshooting purposes

### How to Win Against Commvault

#### Important Points

- Server architecture depends on Windows and SQL Server --not very appealing to Linux and Oracle shops where skills sets may be quite different
- Software-only deduplication places a heavy incremental workload on the Comm Cell server as the underlying MS SQL Server must process dedupe transactions while also processing the index stream for the backup; thus server resource usage is higher in terms of CPU, memory and storage.
- Recommends that deduplication store be limited to no greater than 2 TBs; if the index store exceeds this limit, it places the index at risk for corruption, in which case the dedupe workloads would need to be redistributed across additional servers and the indexes rebuilt.
- CV is sold by HPE however doesn't include the new SKUs introduced in June 2018

#### Winning against Commvault

- DP offers flexibility of choice on server platform and should be more appealing to Linux, Unix, and Oracle shops.
- DP is well integrated with HPE storage including XP platforms and supports StoreOnce CloudBank feature
- DP deduplication has significant advantages in terms of performance, scalability and flexibility. DP scales the

same deduplication algorithm from software to hardware-based (e.g. HPE StoreOnce) implementation, thus offloading deduplication workloads, and avoiding the performance and scalability limitations of software-based approach

- For ROBO, this means more flexibility of choice to match depulication technique to the data sizing, bandwidth constraints and cross-cell replication objectives.
- Comprehensive virtualization support – integration with Hyper-V, VMware vSphere, KVM scripted solution – [parity](#)
- StoreOnce & SmartCache– provide VM GRE from single file to full image restore without staging. GRE, Power On and Live Migrate performance better than competition. DP also supports replication, federation and encryption.
- Application-aware integration - broad enterprise apps and array “snapshot” support, down-to-the-second recovery – [on parity](#)
- One-touch automated application protection for Exchange, SQL, SharePoint, Oracle, SAP HANA.
- Leverage traditional licenses in cases where CV offers server (all inclusion) licenses for non-virtualized environments
- DP integration with HCM, BVD and OO demonstrates the **power of ITOM**
- Combining PlateSpin to migrate workloads to the cloud and protect them using Data Protector is a compelling overall Micro Focus solution

### Overcoming Objections

*Commvault is better for virtual environments*

- DP provides enterprise protection for physical and virtual servers, storage tiers, and applications.
- DP's advanced virtual integration: One-touch automated VM protection; GRE, Instant Recovery; automated recovery by combining snapshots with rolling forward the application transaction logs from disk or tape.
- DP's SmartCache and StoreOnce Catalyst – provides VM granular

recovery of a single file to full image restore without staging the VM.

*DP is too expensive, complicated to license*

With the introduction of DP Express, customers have the option to choose traditional, capacity and socket based licensing giving them flexibility to leverage the licensing method they desire. Given the different options above Data Protector comes out cheaper compared to Commvault prices at around \$1600 list price for socket or server licenses

### Data Protector Value Props

- [Enterprise scale and security for legacy and modern workloads](#). Simplify and standardize data protection across physical, virtual and cloud environments.
- [Instant recovery via native application integrations](#). Accelerate availability for applications and databases including SAP/HANA, Oracle, Microsoft, PostgreSQL, MySQL, Sybase, and DB2.
- [Best-in class platform integrations including the cloud](#). Accelerate and simplify backup with a comprehensive support matrix. Back up to the cloud natively with Azure & Amazon S3, via a gateway or an appliance.
- [Automated disaster recovery](#). Automate DR with centralized bare metal recovery from or to physical and virtual systems from any existing file system or image.
- [Orchestration, automation, and monitoring](#). Advanced reporting is now included in the base product at no extra cost giving you full insight into current procedures and SLA's.

#### For more information, go to:

- Data Protector [Sales Portal/ Partner Community](#)
- [www.microfocus/dataprotector](#)
- [Data Protector ITOM Practitioner's Portal](#)