



Flash

## CA Technologies Announces Unified Data Protection Solution

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### IN THIS FLASH

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This IDC Flash discusses the arcserve Unified Data Protection (UDP) platform announced on May 7, 2014, by the arcserve business unit of CA Technologies. A consolidated data protection platform, arcserve UDP comprises interesting recovery tiering features targeted at the midmarket and, now, managed service providers (MSPs) also.

### SITUATION OVERVIEW

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CA Technologies has been in the data protection market since its acquisition of Cheyenne Software back in 1996. CA Technologies developed and marketed Cheyenne's file-based backup product as ARCserve Backup, adding a disk-to-disk (D2D)-based capability in 2010. In 2006, CA Technologies acquired XOsoft and added failover, continuous data protection (CDP), and replication capabilities to its data protection and recovery (DP&R) software portfolio. CA Technologies marketed these technologies as separate product lines, targeting primarily the midmarket (which it defines as companies with 500–2,500 employees) through a pure channel business model.

Over the past several years, industry trends have been driving major changes in data protection requirements. Increasingly, dynamic business conditions, driven by mobile, social media, big data and analytics, and cloud technologies, have forced IT infrastructures to become increasingly agile and scalable. More and more, business operates on a real-time, 24-hour basis worldwide, increasing the cost of downtime and demanding more and more application services to be highly available. Recovery point objectives (RPOs) and recovery time objectives (RTOs) are becoming more stringent over time. Continued high data growth in the 50-60% range, combined with budget limitations, is increasing the span of control of administrators even as more and more operational tasks are migrating to IT generalists. Increasingly, virtual server administrators are managing storage and the workflows associated with it.

While 56% of enterprises have a virtual-first strategy, many enterprises are also now considering cloud-first strategies for new application deployment. This means that a very high percentage of new storage solutions will be implemented on virtual infrastructures. Most enterprises are dealing with multiple hypervisors; multiple operating systems; heterogeneous servers and storage; physical, virtual, and cloud infrastructures; disk and tape; and structured, semistructured, and unstructured data sets. As organizations struggle to manage and protect this varied environment, significant new server, storage, and data protection architectures are coming to the fore and proving themselves much more agile and cost effective.

In data protection, this heterogeneity has driven significant fragmentation. Almost all organizations have at least two different data protection solutions, and many have four to eight solutions. High data growth rates have most enterprises deploying, or planning to deploy, newer storage technologies (such as incremental snapshot-based backups, flash, compression and data deduplication, and replication combined with bandwidth optimization), and newer, more flexible recovery options to help minimize data loss, downtime, and data movement requirements. Differing RPO/RTO requirements by application have administrators offering several recovery tiers to help optimize recovery capabilities while keeping costs in check. An increasing awareness of the impact of downtime, driven by the number of catastrophic disasters in recent years, has more companies than ever considering disaster recovery. And shrinking administrative staffs are underlining the importance of workflow automation to help reliably manage all this complexity.

With the hiring of Mike Crest as the general manager of the arcserve business unit a little more than four years ago, arcserve has been given considerable autonomy in the areas of product strategy, marketing, and support. During that time, Crest has built a strong executive management team and literally transformed the business unit's data protection business, consistently driving double-digit revenue growth in recent years. arcserve products have become much more formidable competitors to offerings from struggling market leaders like Symantec, contributing to their market share erosion. And Crest has maintained a strong focus on the midmarket – a focus that has resulted in general recognition among those familiar with this transformation that arcserve has become a leading midmarket competitor known for innovation and the ability to execute, and it has a very satisfied group of over 7,300 channel partners worldwide. Crest's focus on the pure channel model eliminates the possibility of channel conflict, fomenting a trust between arcserve and its partners that stands in stark contrast to some of arcserve's midmarket competitors.

On May 7, 2014, CA Technologies announced arcserve UDP, a product whose features and capabilities are well suited to midmarket companies struggling to protect their data and applications amid the considerable heterogeneity of 3rd Platform environments. As a consolidated data protection platform designed to address the needs of physical, virtual, and cloud environments, arcserve UDP brings together many of the capabilities of ARCserve Backup, ARCserve D2D, and ARCserve Replication and High Availability (RHA) in a single solution that is administered from a centralized management interface. It manages disk and tape, supports single-pass backup options that offer a variety of recovery options, leverages data reduction technologies to help make the most of storage capacity and bandwidth, incorporates snapshot APIs for application-consistent recovery, and includes replication and high availability (HA)/failover to ensure business continuity – all in a single solution that protects Windows, Linux, and Unix environments. It covers local and remote backup as well as disaster recovery and archiving. And it is a channel-ready product that does not require professional services for installation, differentiating it from products offered by some of arcserve's enterprise competitors that are trying to take their data protection solutions down into the midmarket.

New features of arcserve UDP include:

- The introduction of a dedicated backup appliance – the recovery point server (RPS), which offloads protected servers and hosts and provides global source-side deduplication, integrated block-level replication, AES 256-bit encryption, and cascading retention policies
- A consolidated management interface that enables simplified workflow automation across the features of the three previously separate products (ARCserve Backup, ARCserve D2D, and ARCserve RHA)

- An RPO/RTO dial that makes it easy to set up different recovery tiers to meet different RPO/RTO requirements and to assign recovery capabilities in a cost-optimized way as new applications are deployed
- MSP features like MSP-designed reporting, JumpStart data seeding, documented APIs, and specialized licensing programs and resources on a new MSP Zone Web site
- Agentless data protection for Microsoft Hyper-V environments
- A new, simplified pricing model based around only five core SKUs helps round out its channel-ready character

## FUTURE OUTLOOK

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Evolving data protection economics are driving more and more organizations to consider consolidated platforms, and the arcserve UDP introduction is well timed to cater to that need. Although there is still some integration work to be done by VP of Product Delivery Steve Fairbanks' engineering team, this first release does consolidate administration – making it easier to manage and implement workflows that leverage technologies across all three formerly separate products. The consolidated platform approach is one more data protection vendors are taking, and rightly so. All enterprises are looking to simplify their environments, moving away from point products and more toward those that meet a broader span of requirements. In the computer industry in general, separate products often evolve into features of newer, more consolidated platforms, and this is exactly what is happening in data protection and recovery. With its combination of backup, recovery, replication, archiving, and HA, arcserve UDP is a strong midmarket player in this game.

While the arcserve business unit has recognized the need for a next-generation platform to effectively implement all the new data protection technologies demanded by 3rd Platform computing environments, it is consciously not abandoning its existing customers. ARCserve Backup and ARCserve RHA will continue to be sold and maintained as separate products, although new customers will be encouraged to purchase arcserve UDP (which effectively replaces ARCserve D2D). While no end of life has been announced for these legacy products, existing customers should consider how they can best migrate to a next-generation data protection platform over the course of the next several years. An installed base of over 43,000 customers is an arcserve strength, and CA Technologies should look to leverage that strength with effective migration programs that help preserve customer investment.

With their product strategy of platform consolidation, the arcserve management team has chosen wisely. The value proposition and feature set map closely to evolving data protection requirements. Their decision to consciously go after the MSP market with targeted features will help them compete against larger DP&R vendors like EMC and CommVault that are tackling midmarket opportunities with cloud-enabled, MSP-oriented solutions. If they can continue to retain existing arcserve customers while maintaining double-digit growth as they move forward, they will solidify their position as a formidable midmarket competitor.

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