

PRODUCT FLASH

VERITAS Offers "More than Just Backup" with Its Backup Exec Suite for SMBs

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IN THIS PRODUCT FLASH

This IDC Flash analyzes VERITAS' announcement of its Backup Exec 10.0 for Windows servers and the Backup Exec Suite. It also discusses the impact of this announcement on the market.

SITUATION OVERVIEW

On January 18, 2005, VERITAS Software Corp. announced VERITAS Backup Exec 10.0 for Windows servers. The new version has added more than 30 product enhancements, including important disk-based backup and virtual tape library features and extended operating system, storage, and application support. First, Backup Exec 10.0 enables multistage backup: It can store backups on disk and migrate backup data to tape on a scheduled basis. Data can be restored either directly from disk or tape directly to the host without restaging to disk. Second, with the Advanced Disk-Based Backup Option (ADBO), Backup Exec 10.0 can combine previous full and incremental backups to create a Synthetic Full Backup, reducing both network bandwidth and data recovery time. In addition, the new Off-Host Backup feature allows the Backup Exec server to back up from a remote split-mirror snapshot on the application server, minimizing backup impact on the application server and the LAN. Third, Backup Exec 10.0 expands platform support to include a remote agent for Unix or Linux servers in addition to the existing agent for Windows and NetWare servers.

VERITAS also announced the Backup Exec 10.0 Suite, which integrates backup, replication, and storage resource management. The suite includes VERITAS Backup Exec 10.0, VERITAS Replication Exec 3.1 (formerly VERITAS Storage Replicator), and VERITAS Storage Exec 5.3 (formerly VERITAS StorageCentral). VERITAS claims the suite can simplify management and enhance scalability. With the Central Administration Server Option, administrators can manage and monitor multiple local or remote Backup Exec servers from a single console. Storage Exec manages storage resources, automates data management, and helps eliminate storage of inappropriate file types on corporate resources. Replication Exec provides continuous data protection (CDP) for remote office desktops, laptops, and servers and reduces the need for remote office administrators and backup hardware by centralizing backup operations and management.

The list price for Backup Exec 10.0 starts at \$795, and the basic Backup Exec Suite package starts at \$4,280, including one year of technical support.

FUTURE OUTLOOK

VERITAS is a recognized technology and market leader in enterprise data protection. Historically, the company offered backup, replication, and storage resource management as separate products. VERITAS is leveraging its enterprise reputation and Backup Exec's brand recognition to strengthen the market position of the Backup Exec Suite. With the launch of the Backup Exec Suite, VERITAS now can offer small and medium-sized businesses (SMBs) a data protection solution across all central and remote locations, while controlling and maximizing Windows storage resources.

IDC sees SMBs as a large and underserved market for data protection. SMB customers require cost-efficient IT, simple administration, and extended data protection outside the datacenter. They need more than simply backup, but they often lack the expertise and financial resources to effectively protect their data. Therefore, many companies are currently not protecting or underprotecting data, especially in remote locations and desktops or laptops. By integrating replication software into the suite, VERITAS can both centralize backup management and extend data protection to remote locations at a relatively low cost. In addition, by integrating storage resource management functions into the suite, VERITAS is transforming a data protection offering toward data management. These features, combined with the disk-based backup, provide scalability adapting to the growth of the customer storage environment. IDC believes VERITAS' Backup Exec Suite is a good fit to the market, serving the need for SMBs at a competitive price.

To reinforce its position in the SMB space, VERITAS needs to carefully segment the market, clearly position and differentiate its offerings, and effectively deliver the message "more than just backup" to potential customers. Backup Exec 10.0 and the Backup Exec Suite will be particularly appealing to SMB customers operating from multiple locations but may leave a blank space in the lower end of the small business market. IDC believes VERITAS needs to offer another product to defend itself from disruption at the lower end of the small business market. As CDP becomes a buzzword, VERITAS needs to differentiate itself from other CDP providers and backup vendors and focus on more than just backup to position itself.

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