Veritas Expands Its Portfolio with the Enterprise Data Services Platform
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IDC's Quick Take
Veritas' Enterprise Data Services Platform is a modern solutions architecture that delivers services from core products (specifically, NetBackup, InfoScale, and Information Studio) from a unified platform. These services can be delivered via appliance or software only. A common data repository (NetBackup) underpins and enables a range of backup, disaster recovery, data orchestration, compliance, and high-availability services. This strategy will resonate particularly well with enterprises looking to modernize their IT infrastructure to support next-generation applications (e.g., IoT applications, artificial intelligence, machine learning).

Product Announcement Highlights
On June 20, Veritas announced its Enterprise Data Services Platform, described as a unified set of technologies that can abstract the complexity of enterprise IT. The platform is designed around NetBackup 8.2 and delivers three core services: application availability, data protection and recovery, and infrastructure/application insights. These service categories form three pillars of the data services platform, which are described simply as "availability," "protection," and "insights." This announcement encompasses several technology- and strategy-related announcements – some of which are net-new products and functionality, while others are repackaging of existing technologies. A summary of these capabilities is:

- **NetBackup 8.2:** NetBackup remains the foundation of Veritas' business and the enterprise data services platform. NetBackup is positioned to control all services within the "protection" pillar of the data services platform. Several new capabilities were announced to coincide with the launch of Veritas' new platform approach, including but not limited to cloud disaster recovery (on AWS), cloud archive (on Glacier and Azure), integration with vRealize plug-in, VMware agentless support, Microsoft SQL AG support, and backup from snapshots. Key takeaways are:
  
  - Veritas' portfolio strategy will always revolve around NetBackup as the company's core offering. What's different in this release is the significant amount of support added for backup and DR in virtual environments. NetBackup's capabilities in virtual environments lagged behind key competitors, but over the past year, Veritas has focused on filling gaps and providing significant new features and pricing options for backup in virtual environments, thereby enhancing its competitiveness in this key market.
  
  - Much of the cloud backup and DR capabilities added to NetBackup existed in a product called "Veritas CloudPoint." As part of the announcement, the features of CloudPoint are now subsumed within the NetBackup portfolio – which will certainly be a welcome change to customers.
  
  - The changes in archiving capabilities are also important to note. Veritas is now making a clear distinction between NetBackup and Enterprise Vault archiving capabilities and strategy – where NetBackup will focus on public cloud archive (hence the focus on Glacier and...
Azure), while Enterprise Vault will focus on active archiving services for compliance, search, and policy management, primarily within the Microsoft Office ecosystem.

- **InfoScale**: InfoScale is Veritas' software-defined storage platform. InfoScale is now positioned prominently to control all services within the “availability” pillar of the data services platform. New capabilities associated with the launch include high availability in AWS EC2 instances, enhanced security features, and support for IPv6. InfoScale also added a host of new third-party integrations with storage and infrastructure providers, including Ansible, Chef, Nutanix, AWS, and Pure Storage. Key takeaways are:
  - InfoScale is designed to abstract storage resources from a host of infrastructure platforms, either on-premises or in the cloud, and ensure application performance and availability. InfoScale is part of the fast-growing software-defined storage market, and the success of this product, and by extension of the availability pillar, will be key to Veritas' long-term success. Positioning InfoScale as part of a data services platform should provide more exposure to existing NetBackup customers and also provide a logical adoption path for customers looking to modernize their infrastructure (storage and compute) resources for mission-critical apps in ERP, OLTP, or BI environments. Historically speaking, it has been difficult to bridge the gap between secondary storage functions like backup and recovery and primary storage workloads attached to mission-critical apps. InfoScale is now positioned in a way to make this a reality for Veritas, and this will be the key development to watch.

- **Information Studio**: Information Studio is a new product within the "insights" pillar of the data services platform. Information Studio helps users understand their secondary storage data and enact policy (e.g., locate Personally Identifiable Information [PII] and apply a data policy). Information Studio provides visualization for unstructured data from a variety of secondary data sources, either on-premises or in the cloud. Information Studio offers users a range of preconfigured visualizations for pattern recognition and data management policies. Information Studio will leverage NetBackup as its key data source; no agent is required to run the service. Key takeaways are:
  - Information Studio essentially combines the capabilities of two existing products: Veritas Information Map and Data Insight. This combination is significant to users because previously data would need to be visualized and analyzed on one platform, while policies and actions would need to be applied on a different platform. This made management and continuity across platforms difficult. Information Studio simplifies this process with a single dashboard while continuing to build out integration with third-party data repositories.

- **APTARE IT Analytics**: Veritas APTARE IT Analytics is a new service within the "insights" pillar, which provides a unified view into a user's storage and backup infrastructure. Features include storage capacity planning, utilization, and backup management across all on-premises and cloud repositories and backup targets. APTARE IT Analytics can also be used to provide IaaS-like billing and chargeback capabilities between the IT department and different business units consuming storage and backup resources. Key takeaways are:
  - Veritas acquired Aptare in early March, and this announcement provides some clarity on how Aptare will fit into the wider Veritas portfolio and strategy. Aptare will act as the control center for Veritas' insights data services – focused purely on infrastructure.
operations. This is an important distinction and complementary to the way that Information Studio is positioned. Aptare's strengths will be magnified when working in tandem with Information Studio. With these two services, Veritas can now provide visualization, monitoring, and management of resources at both the infrastructure level (backup location, storage capacity, and performance optimization) and the data level (data access, PII allocation, data migration, etc.).

**IDC’s Point of View**

The release of Veritas Enterprise Data Services Platform comes at a time of important change for Veritas. It is the first significant product and strategy announcement since Greg Hughes was appointed CEO in early 2018, and since the acquisition of Aptare in March.

As CEO, Greg Hughes has driven a strategy focused on portfolio simplification and modernization. The release of Veritas' data services platform is the initial fruit of this labor. This update is also significant because it creates a simplified product strategy, which spans the entire Veritas portfolio. This is something Veritas has struggled to develop and maintain in the past. The vendor has simplified product and pricing SKUs for some of its core solutions in the past – specifically NetBackup. But the data services platform is designed to provide a deeper level of product integration, not just pricing simplification. Veritas seeks to achieve this by using a single design language, a single metadata engine, and a unified user experience across the entire data services platform. This should allow users to consume a set of services – built out of the NetBackup, InfoScale, or Aptare portfolios – all based on a single secondary storage metadata catalogue. Services can then be added to the platform depending on the levels of protection, availability, and data analysis needed by the customer.

Several infrastructure providers have launched a unified data platform or data services strategy over the past two to three years. In fact, IDC has defined and sized an analogous market, which we call the Data Services for Hybrid Cloud market. Data services for hybrid cloud includes solutions for data protection, data security and compliance, data integration and orchestration, and data location optimization. We expect this market to grow to $66 billion by 2022, and Veritas' data services platform is positioned to be a significant player. Veritas' differentiation in this market will be its ability to offer data services, which span deployment models from software only to fully integrated appliances. Solutions like Veritas' Flex Appliance is a great example of how Veritas is modernizing its appliance portfolio to enable the delivery of more modern cloud data services. As the data protection market continues to evolve beyond the once-per-day backup to tape common during the client/server era, vendors must continue to provide higher levels of service and accommodate more complex environments. Veritas’ enterprise data services platform is designed to meet the needs of these future deployments and should be viewed as a significant step in the right direction.

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