

ESG IMPACT VALIDATION REPORT

Modernize Data Protection with HPE GreenLake for Data Protection

Simplify and Accelerate Data Protection to Scale with Digital Demands

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Executive Summary

As business becomes more digital, a modern approach to data protection not only reduces business risk, but also helps accelerate IT operations, further strengthening the business. Protecting your company’s data is paramount to business success.

In 2021, HPE partnered with ESG to conduct third-party research among 750 IT decision-makers worldwide to explore whether businesses that were better able to address the common challenges of data management and protection were able to deliver superior business results. The results of this research were eye opening. Organizations with superior data management capabilities, data-first leaders, move much faster than their competition, are better able to mitigate risk, and have happier and more capable users. In other words, data-first leaders create stronger, healthier businesses.

HPE, with HPE GreenLake for data protection, offers automated, efficient, SaaS-based data protection across hybrid cloud environments, including on-premises and cloud-based environments, via a predictable consumption-based model. The result improves protection, accelerates digital initiatives, and reduces the burden on essential IT personnel.

Data Protection in the Hybrid and Multi-cloud Era

Data has quickly emerged as an essential catalyst for revenue generation in the digital era of business. As a result, organizations’ desires to scale revenue and profitability lead them to create increasingly larger volumes of data from a broader variety of sources. As these digital assets quickly become more valuable, and even vital, to business success, the volume and diversity of threat vectors often increases along with the effort required to maintain regulatory compliance. To protect the value of an organization’s digital assets, it is essential to modernize data protection for all data on and off premises.

While the value inherent in business data presents a tremendous opportunity for financial success, it also presents risk to operations. The cost of downtime often includes the risk of data loss, lost revenue, and a negative impact on your business’ reputation, and the increased value of data entices bad actors, encouraging cyber-attacks often on multiple fronts. According to ESG research, 63% of organizations reported having experienced a ransomware attack in the last 12 months, with 21% stating that they experienced attacks on a weekly basis or even more frequently (see Figure 1).¹

While pervasive, ransomware is far from the only risk threatening data availability, and as a result, modernizing data protection is quickly becoming a priority among IT decision makers. For example, 57% of organizations expect to increase spending on data protection in 2022, and over a quarter (26%) of organizations identified improving data backup and recovery as a top-five area of data center modernization planned for the next 12 to 18 months.



57% of organizations expect to **increase spending on data protection in 2022**

¹ Source: ESG Research Report, [2022 Technology Spending Intentions Survey](#), November 2021. All research references included in this impact validation have been taken from this research report unless otherwise noted.

Figure 1. Frequency of Ransomware Attacks in the Past Year

Source: ESG, a division of TechTarget, Inc.

Modernizing data protection is essential to reducing the risk to organizations' data, applications, and business operations. Successful modernization, however, requires more than simply allocating more budget. Essential aspects of a modern data protection strategy must include:

- Ensuring simplicity as the data environment spans hybrid and multi-cloud environments – Infrastructure continues to become more distributed, so an organization's data protection strategy needs to understand and account for that.
- Focusing on efficiency - At scale, data movement, and therefore data protection and recovery, are costly, time consuming, and risky. The more efficiently a solution stores and moves data, the more the risk and time involved is reduced.
- Prioritizing security and ransomware protection as part of your solution – Cyber-attacks are becoming more common, and quick and effective recovery is an essential element in protection.

Technical Impact of HPE GreenLake for Data Protection

HPE, with its HPE GreenLake for data protection, embraces this need to simplify data protection across hybrid and multi-cloud environments while optimizing for efficiency and security. Incorporating multiple technologies, HPE offers users flexibility with HPE Backup and Recovery Service and disaster recovery service from the newly acquired Zerto, a Hewlett Packard Enterprise company. Combined, these technologies span multiple use cases, including, backup, disaster recovery, rapid recovery for ransomware, and long-term data retention either on-premises or in the public cloud.

As part of HPE Greenlake, HPE offers these services via a consumption-based model. As a result, the costs of data protection, disaster recovery, and/or ransomware recovery are spread into future quarters, reducing the upfront cost necessary to protect the application environment and helping to accelerate digital initiatives. Charging based on usage also helps simplify the planning process and the burden on IT personnel. For further simplicity, HPE offers multiple service-level agreement (SLA) and cost options.

HPE Backup and Recovery Service offers policy-based orchestration and automation, simplifying and accelerating the IT organization's ability to scale protection with production application demands. The management environment is delivered via a cloud-native console, further reducing the resource burden by eliminating on-site software to manage. HPE Backup and Recovery Service protects your VMware VMs on any storage along with offering the ability to recover rapidly on-premises, with support for snapshots for instant restore on integrated storage systems. In addition, all backups are secure and protected against ransomware threats either on-premises or in the cloud, with features like encryption and data immutability. Across the entire ecosystem, HPE leverages ultra-efficient data reduction technologies to minimize the cost associated with data storage and the cost and time associated with data movement.

With the integration of Zerto's Continuous Data Protection (CDP) technology, organizations can effectively "rewind" their systems to a point in time just seconds before a disaster or a ransomware attack struck. The operation is almost immediate, with the ability to restore measured in minutes. In data protection, speed of recovery is just as important, if not more important than, minimizing the loss, and with HPE, organizations can do both.



Why This Matters

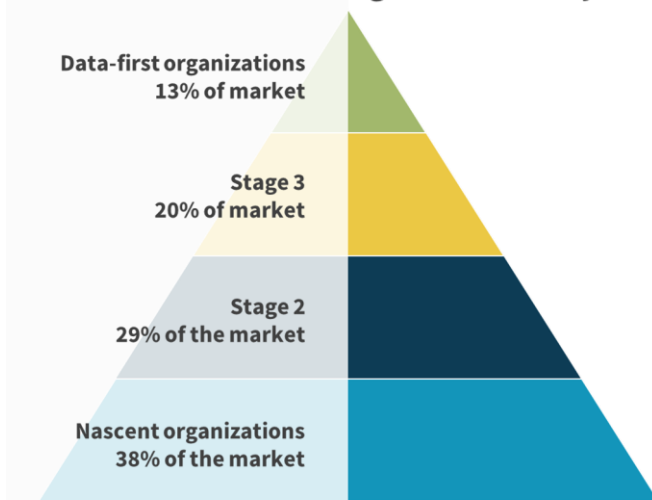
Businesses run on data, so when systems go down, the business stops. ESG finds HPE GreenLake for data protection capable of reducing business and IT risk, while efficiently protecting data and accelerating recovery from disasters and when a ransomware attack occurs. HPE's portfolio offers numerous benefits; some examples include:

- **Accelerating system recovery with Zerto** – Once a disaster or a ransomware attack happens, the race begins to restore operations. Every moment of downtime consumes IT and business resources and costs the business revenue. Minimizing the recovery point is important, but the time to recovery is possibly even more important in ransomware scenarios.
- **Automated SaaS-based data protection with HPE Backup and Recovery Service** – By simplifying data protection regardless of the location, HPE is reducing the operational burden of data protection, which reduces the risk placed on the organization. With HPE Backup and Recovery Service, there are no additional media servers, agents, backup appliances, or targets to manage and operate.
- **Consumption-based pricing and data efficiency with HPE GreenLake for data protection** – At scale, traditional solutions can reduce huge upfront capital outlays that impact budgets and delay projects from getting started. With consumption-based pricing, HPE can accelerate digital initiatives by reducing the upfront cost of data protection and, with their data reduction and efficiency technology, ensure that costs stay under control as the environment scales.

Economic Impact of HPE GreenLake for Data Protection

As business becomes digital, modernizing data protection reduces business risk and the chances of revenue loss. The risk of disaster is ever-present, and with cyber-attacks, such as ransomware, on the rise, the question is no longer "what if" but

Levels of Data Management Maturity



“when.” Can a modern data protection practice, however, impact a business’s financial strength? Recent ESG research suggests, “yes.”

ESG conducted a research study of 750 IT environments across the globe. Respondents were placed into one of four groups based on their level of progress toward achieving cloud operations for data management on-premises.² Maturity levels were determined by multiple criteria, including how much organizations leveraged specific technologies, such as an automated, AI-powered infrastructure; workload placement intelligence; and modern, comprehensive, and automated data protection technology.

The most mature organizations (referred to as “data-first” organizations) represent the top 13% of the study, while the least

mature group (referred to as “nascent organizations”) is comprised of the bottom 38% of the study. The results were game changing; data-first organization far outperformed the nascent organizations in multiple business-related aspects.

ESG found that data-first organizations were more likely to have automated or addressed many of their data-protection-related challenges and complexities. For example:

- Data-first organizations are 2.3x more likely than nascent organizations to have automated data protection.
- Data-first organizations are 3.1x more likely than nascent organizations to rate their environment-spanning protection capabilities as very strong.

As a result of those advances in data protection, data-first organizations were able to achieve the following IT and business benefits:

- Data-first organizations are 4.9x more likely than nascent organizations to be highly resilient to ransomware in terms of data loss and 2x more likely to be highly resilient in terms of uptime.
- Data-first organizations are 45% more likely to be very confident in their environment’s ability to protect them from ransomware attacks.
- Data-first organizations are 20x more likely than nascent organizations to beat competitors to market by multiple quarters.
- Data-first organizations were 11.5x more likely than nascent organizations to beat revenue goals by >10%.

Why This Matters

HPE GreenLake for data protection empowers organizations to mitigate the risk of digital environments.

An effective and comprehensive data protection strategy is a central element to being a data-first leader. When combined with other elements, these organizations face less risk, can operate faster, and deliver more products and services faster, which equates to more revenue and stronger, healthier business.

² Source: ESG Custom Research commissioned by HPE, November 2021, as summarized in this [eBook](#).

The Bigger Truth

In this modern era of business, data and digital services fuel both business operations and revenue creation. A modern data protection strategy is essential to minimizing the risk businesses face as they scale operations. The benefits, however, can extend far beyond that. By automating, simplifying, and accelerating an organization's ability to apply data protection, new initiatives can be deployed faster, and the burden on IT resources is lessened, which frees up personnel for additional tasks. Businesses that met the criteria of being data-first, which included having a modern data protection environment, far surpassed nascent organizations in revenue and competitive metrics. Winning the digital economy requires a superior data management and data protection strategy, and HPE GreenLake for data protection has the technology to help.

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