ESG Solution Showcase

The Return of Veritas

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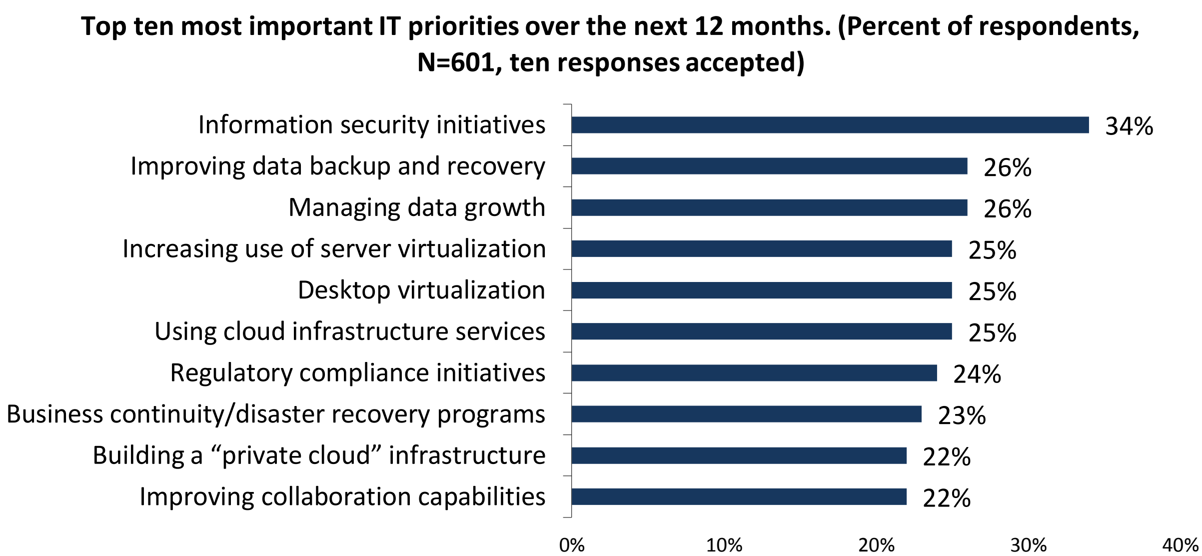
Abstract: On July 7, one of the most respected brands in data protection and data management returns: Veritas.

Overview

After almost exactly ten years operating as a combined data protection and security provider under the Symantec brand name, a venerable organization of experts—collectively known as Veritas—will again be a separate entity. Veritas Technologies Corporation, Symantec's respected information management group, is going back to its roots and dedicated focus on information management product lines as its own publicly traded company first thing next year.

The formerly combined portfolio was particularly interesting considering that, according to ESG research, the top two IT spending priorities reported by respondents (see Figure 1)[1] are tied to information security (covered by Symantec) and data protection—now to be handled by Veritas. With the split formalized, Veritas can focus laser-like attention on the second-most-cited priority (backup), the IT aspects of the seventh most-often mentioned priority (regulatory compliance), and numerous solutions that support the eighth-most-cited priority (BC/DR).

FIGURE 1. Top Ten IT Priorities for 2015



Source: Enterprise Strategy Group, 2015

[1] Source: ESG Research Report, *2015 IT Spending Intentions Survey*, February 2015.

IT Really Is All About the Data—as Is Veritas

The "new" Veritas wants to concentrate on helping IT organizations manage their data under two large banners: information availability and information insight. Those concepts do not represent entirely separate goals to Veritas; it has galvanized both under one cohesive mission statement:

MISSION: To enable organizations to harness the power of information regardless of where it resides by driving availability and revealing insights.

Veritas Information Availability

When thinking about "information availability," it is important to understand that the concept of availability encompasses more than just backup and recoverability. And for Veritas, information availability is much more than "just" NetBackup.

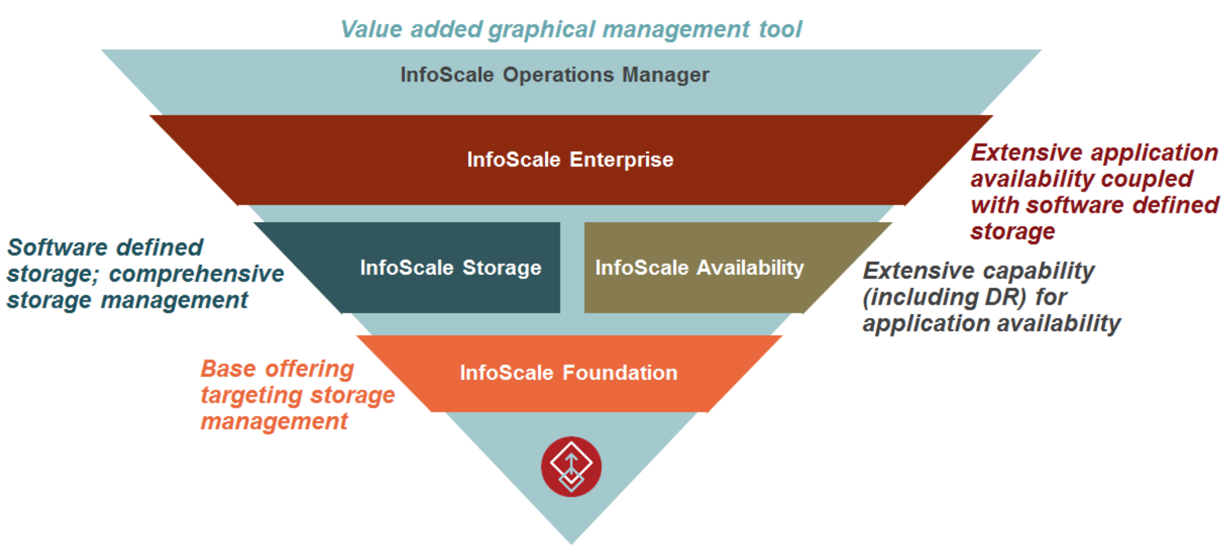
One of the best outcomes of the divestiture will be the re-emergence of a range of somewhat underappreciated storage- and IT-enablement technologies that quite frankly were too far in the shadows under Symantec's umbrella—but are at the heart of some of the world's most demanding data centers. Now, bearing the esteemed Veritas brand, some truly special technologies that never fell squarely into the former "Symantec NetBackup" or "Symantec Backup Exec" buckets will receive the promotional and customer attention that they deserve.

It's good news for the future of those solutions, and it is extremely good news for Veritas customers. These offerings are not new, unproven technologies; in some cases, they may be more relevant today than they were when they originally bore the Veritas name. ESG believes that IT organizations would likely have deployed these solutions in greater numbers in recent years had they just known more about the potential benefits they'd have gained by doing so.

Veritas Storage Foundation and Veritas Cluster Server Are Now Veritas InfoScale

The portfolio has unquestionably evolved to keep up with the times, including reflecting a recent functionality convergence and a new product brand name—InfoScale (see Figure 2). Combining software-defined storage and application high availability, Veritas helps customers build predictable hybrid clouds. On-premises storage provisioning and highly available application stacks become more visible, manageable, and automated.

FIGURE 2. **Veritas InfoScale—the Next New Generation of Software-defined Storage and Application Availability**



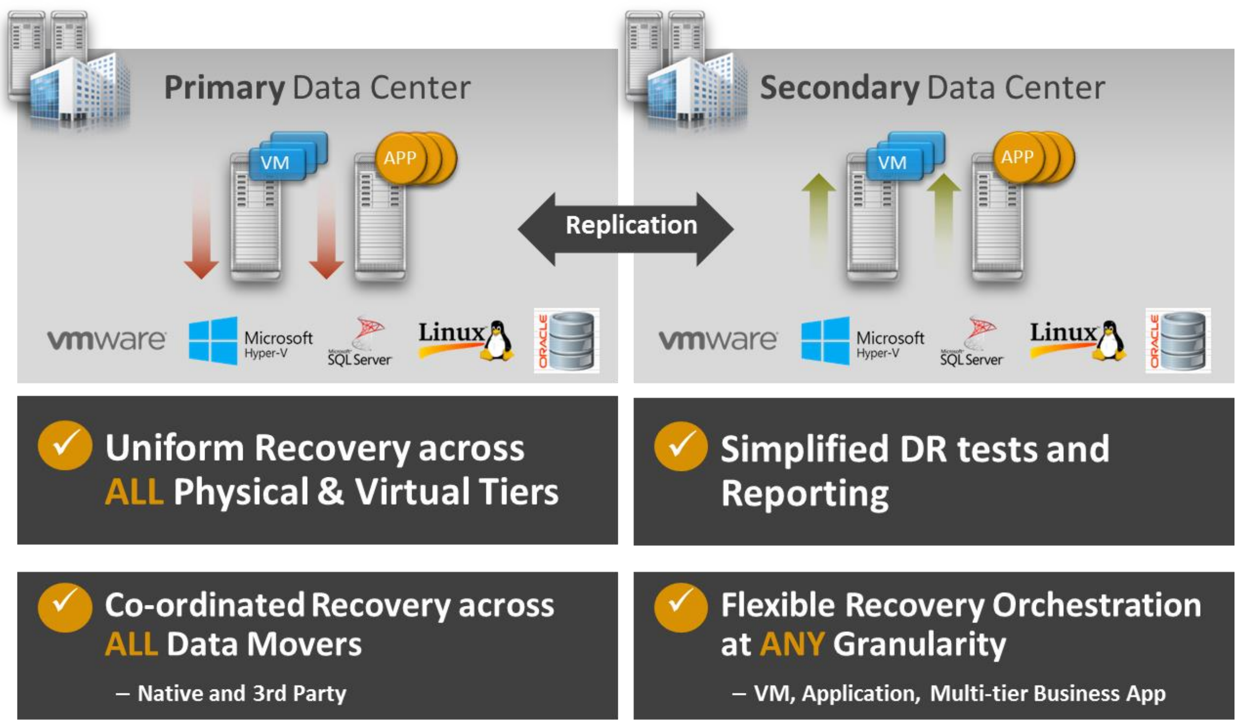
Source: Veritas, 2015

It's also interesting to note that the Storage Foundation and Veritas Cluster Services (VCS) technologies are still so well respected and market-appropriate that, even for the last ten years under a completely different company banner, customers and the market at large often continued to use the Veritas name when describing them. Ironically, just when VCS and Storage Foundation could officially begin using the Veritas moniker again, the product lines are converging under the Veritas InfoScale name.

Veritas Resiliency Platform

Some technologies under the Veritas brand grew up or evolved (e.g., InfoScale). In other cases, Veritas has been innovating in quite new directions based on increasingly demanding business needs and new solution approaches applicable to today's modern IT organizations. One notable example is the hybrid IT residency architecture known as Veritas Resiliency platform, or VRP (see Figure 3). Migrating across internal (and eventually external) clouds gets a whole lot simpler.

FIGURE 3. Veritas Resiliency Platform



Source: Veritas, 2015

Veritas NetBackup and NetBackup Appliances

Of course, the data protection technology most synonymous with Veritas is NetBackup (NBU), which continues to evolve in its own right with the imminent release of NetBackup version 7.7. According to Veritas, the latest enhancements include:

- **Reduced complexity**—as a unified data protection platform (instead of niche products) with application/platform-centric "intelligent policies," deliverable through turnkey backup appliances.
- **Scale with growth**—specifically designed for large environments through scale-out architectures, enhanced cloud performance while reducing cloud storage usage, and accelerated backups/recoveries of critical workloads.
- **Increased agility**—through vSphere and Hyper-V/SCVMM instrumentation, self-service consoles for customers and providers, and data insights gained from integration with Veritas Information Map.

And although ESG would not expect the NetBackup brand to be renamed in the short term, the word "backup" in that moniker is actually misleading at this point, considering the breadth of data protection agility that NBU 7.7 offers. Today, the product encompasses not only backup, but also snapshotting, replication management, and an ability to interface with archival technology represented elsewhere within the Veritas portfolio.

It is also worth noting the continued market adoption rate of the converged backup infrastructure offered by the NetBackup Appliance products. Just as new clouds are built on the back of simplified compute, processing, network, and hypervisors, these appliances deploy similarly streamlined data protection all in one go. Veritas believes that IT organizations are embracing this low-hassle model with vigor and abandoning legacy solutions cobbled together from multiple vendors.

Veritas Information Insight

Part of the Veritas mission centers on creating new value from data. That value comes from having more, and better, insight into the nature of the data. While information *availability* centers on the durability and recoverability of data (recognized as a major IT priority), it is *also* important to note that, in order to gain the kind of agility that businesses require, more value needs to be extracted or distilled out of the IT infrastructure delivering that information.

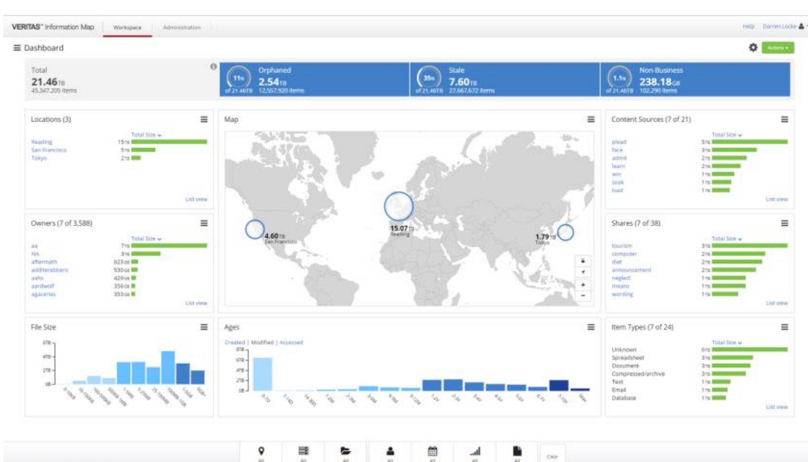
Data Insight

Data Insight is the Veritas file analysis tool that offers visualization of unstructured data in on-premises repositories such as file servers. Through deep unstructured data analytics and integration workflows, Data Insight gives IT organizations the ability to understand what their data is, who the owner is, and who has access. They use this to avoid potential compliance liabilities and avert potential data loss. This summer, Data Insight 5.0 extends those analytics to Box cloud storage integration and introduces a new way to look at user risk, based on anomalous file activity and behavior trends.

Information Map

One of the more exciting ways Veritas is helping its customers gather insights from their vast troves of unstructured data is through its new Information Map offering. Information Map initially leverages the NetBackup catalog and the Veritas Information Fabric technology platform to visualize metadata in a more graphical way. Veritas describes it as a simple, cloud-based tool providing a single view of all the unstructured data across an organization. Other metadata sources beyond NetBackup will be added in the future. Basically, the goal is to create a global view of all of an organization's information (see Figure 4).

FIGURE 4. Information Map



Source: Veritas, 2015

Enterprise Vault v11 and EV.cloud

Yet another highly respected brand that will likely see a resurgence of interest and customer-recognized benefits is Enterprise Vault. It provides what many IT industry watchers believe are the gold-standard capabilities for long-term data retention and information governance—both are key IT requirements for managing data growth. Together, the latest versions deliver:

- **Policy-based retention and lifecycle management**—allowing organizations to implement standard data retention polices across e-mail, unstructured data files, instant messaging, web content, and other types of content.
- **Archiving for Office 365 e-mail or traditional on-premises platforms—**through direct integration with Microsoft Office 365 mail and Microsoft Exchange Server, as well as any other cloud or on-premises e-mail system that supports SMTP or IMAP e-mail.
- **Compliance automation and defensibility**—by creating an immutable e-mail and data retention audit trail, providing options for e-mail supervision for regulations such as Dodd-Frank, and enabling documented e-discovery process workflow for legal hold and collections.

eDiscovery Platform

Many organizations need additional tools for identifying relevant items for compliance and/or legal scenarios. To satisfy this need, Veritas offers the eDiscovery Platform, an end-to-end e-discovery solution that simplifies each stage of electronic discovery lifecycles. With modules purpose-built for legal collection, early case assessment, review, and production, the eDiscovery Platform provides a single solution for culling out junk and performing rapid analysis. With direct collections from Enterprise Vault, Enterprise Vault.cloud, and other common data repositories, the eDiscovery Platform allows Veritas customers to search the archive, collect a targeted set of documents, and accelerate a review process. According to Veritas, the Veritas eDiscovery Platform presents a cost-effective approach to e-discovery and provides relief from the ever-increasing nature of legal fees.

One Veritas 'Truth'

Perhaps the most important truth (Veritas means truth in Latin) is that there is *one Veritas story*, not categories of "availability" or "insights" or "data protection" or any other moniker. Some products in the portfolio may be 70/30 availability-centric compared with Insight-enabled today. Others might be 40/60 centered the other direction, with some product convergence being inevitable. Veritas' opportunity is to combine its portfolio authentically into a cohesive story and go-to-market strategy that significantly exceeds just "backup" (or other data protection term) to truly be the hardware-independent overlay across enterprise infrastructures—enabling better levels of information availability and insight.

Although the old Symantec company failed to combine its information security and information management technologies in any meaningful way, the new Veritas has the potential to reset expectations and demonstrate that it actually is greater than the sum of its (product) parts. If it does, the broader portfolio will differentiate itself far more than any incremental features could ever hope to, by legitimately embedding availability and insight as standard facets of information management. And the industry's massive NetBackup and Enterprise Vault customer base is the ideal starting point.

The Bigger Truth

Quite frankly, ESG is excited for and earnestly interested in watching this new Veritas come to market. Many traditional data protection companies offer robust backup/snapshot/replication mechanisms to provide a modern approach to data protection. But in this case, the added potential of adjacent resiliency, data management, data insight, and preservation technologies within the Veritas portfolio could add significantly more value and differentiation—certainly above and beyond the ways that NetBackup, as good as it is, might have been able to innovate on its own.

If this corporate re-emergence is executed well, Veritas has the potential to radically transform how enterprise IT organizations manage their data through a combination of heightened IT resiliency and increased value: Specifically, these enterprises would enjoy better data availability and insight than they could get from perhaps any other prominent information management vendor doing business today. What will be interesting to monitor is how quickly the new Veritas organization can finish its separation from Symantec, continue to refine its core story to encompass the entire portfolio, and reintroduce itself to the broad enterprise customer base with a new mission and a focused, innovative approach to data management.

In much the same way that the well-known "Prodigal Son" parable alludes to someone who went on a journey, realized who they were truly meant to be, then returned as a better version of the original, Veritas has emerged from its Symantec acquisition. And, its emergence is marked by renewed vigor and the potential to regain all of its luster as a principal innovator in data protection.