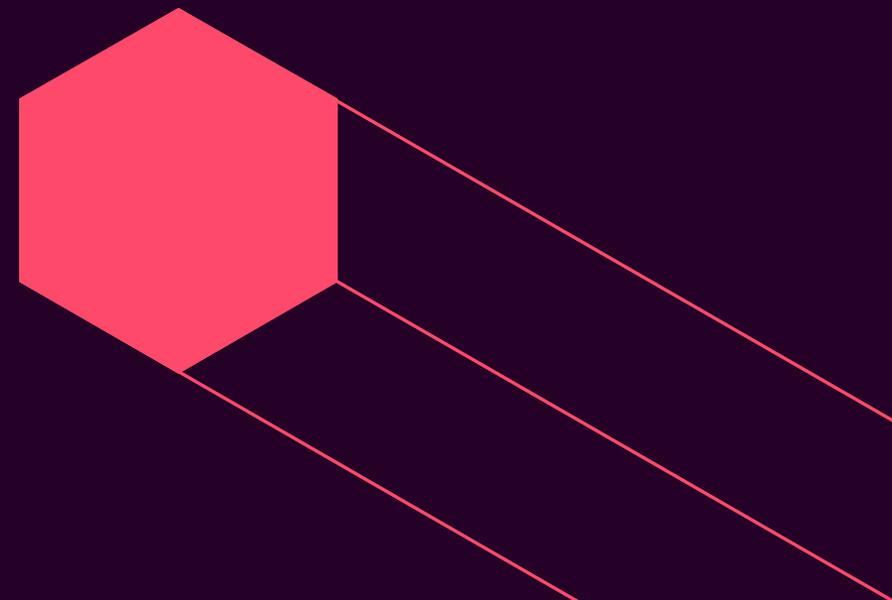


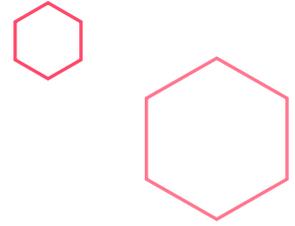
# How data protection helps the changing CIO strategy

A Commvault eBook for busy CIOs

June 2020



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**Today's CIOs** focus on overall business goals, the health of the organization, the people that make change happen.

CIOs are tasked with implementing technology that helps improve customer service, drives product innovation, and delivers a better financial result. All of this while also preventing risk, securing the organization's data, and keeping the IT stack modern, effective, and secure.

This guide can help you with the data protection focus. Find new ideas, plus see others like you who are finding cost savings, innovation and improved customer satisfaction. Let's start.

**Every day** we're all working through the COVID-19 pandemic. Each of us have goals – keeping our families safe, taking extra care of our physical and emotional health, and keeping up with our day jobs while balancing new home environments.

**Where does data protection fit** into the daily conversation now that home is our main workplace?

Many IT leaders are always thinking about data protection. For CIOs, data protection is essential, strategic, and top of mind. It is part of the cloud strategy, the digital transformation initiatives, and one way to reduce risk in “normal” environments and today.



**Most CIOs never imagined a scenario like the COVID-19 pandemic.**

**Serge Findling | IDC, Vice President of Research, Digital Transformation, IDC**



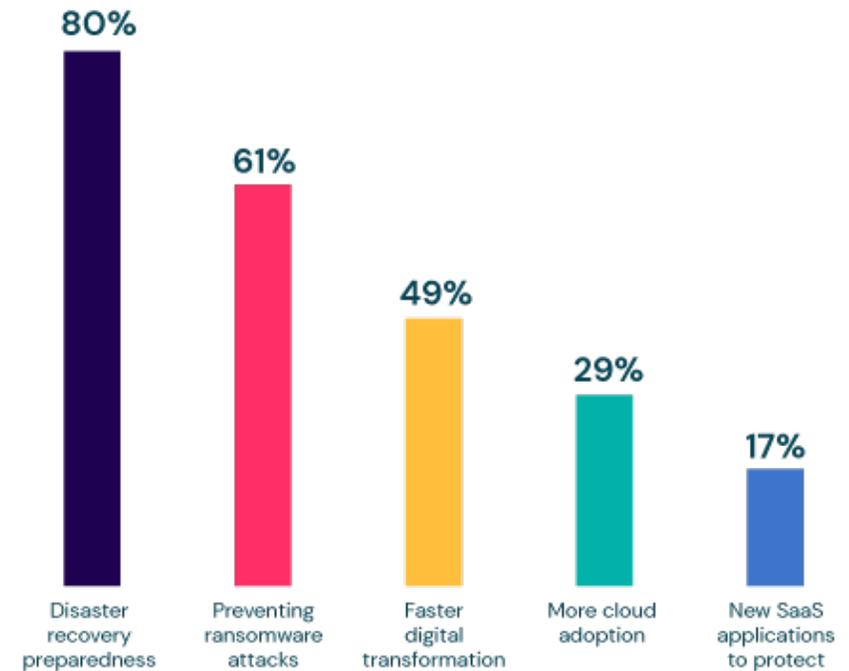
**Data protection** can help you save time, find cost savings, and keep your organization running through this global pandemic.

With good data management, your organization can potentially come out with advantages that help you emerge from this crisis with a stronger position to store, manage, use, and protect data.

Commvault cloud data protection customer survey, 106 samples size, June 2020 TVID: [19E-028-0C4](#)

### Top priorities through the COVID-19 pandemic

What are your top 3 data protection priorities during the current global pandemic?



TechValidate survey of 41 users of Commvault® software. Sample comprised of Commvault cloud software users.

## Data protection: The first steps during COVID-19

At the start of the global shutdowns, priorities were clear.

- Keep people safe.
- Keep customers satisfied.
- Keep people working.

Organizations switched to remote work. IT teams scrambled to support endpoint data protection, ensuring workers at home wouldn't lose vital company data.

Virtual desktop use increased dramatically – as did the need to backup virtual environments.

Ransomware attacks began –even on the most vulnerable industries like healthcare. IT teams faced a new challenge – testing disaster recovery from remote locations. Many were successful.

**To CIOs, secure backups of data became even more important.**



**Work from home is nearly 50% more likely to be named a major priority in the crisis (70%) vs. rebound (48%) phase... but in many cases is expected to further catalyze well established industry trends.**

BCG | COVID-19 IT Buyers Sentiment Survey,  
April 24-May 5, 2020



## Now, focus on security

Whether your region is reopening, open in some areas, or still suffering with high COVID-19 caseloads, one fact is true: your data must be protected.

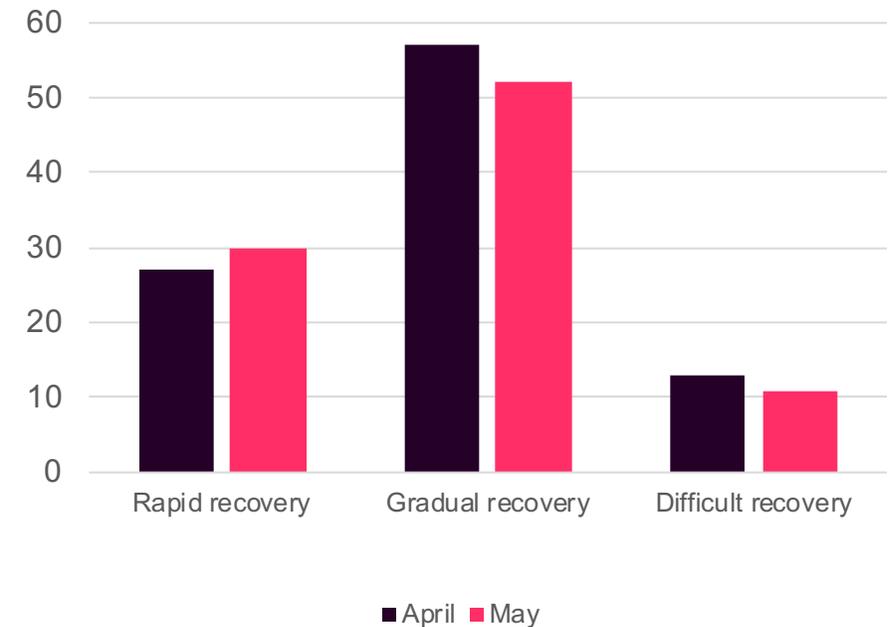
The headlines show it every day. New forms of ransomware – their names become familiar to us. Hackers who breached cloud buckets months ago are using this window to strike.

Healthcare organizations, government entities, financial institutions, law firms – ransomware attacks are happening everywhere. **How can you protect your data?**

Amid tight cost controls, IT leaders are spending precious budget to reduce risk to the organization. In June 2020, analyst firm IDC Research noted “a significant uptick in sentiment towards security spending indicates the impact in incidents and need to create new protocols to protect working from home.”

IDC COVID Tech Index Survey, Stephen Minton, Jun 2020

## Question: What is your expectation for the control of COVID-19?

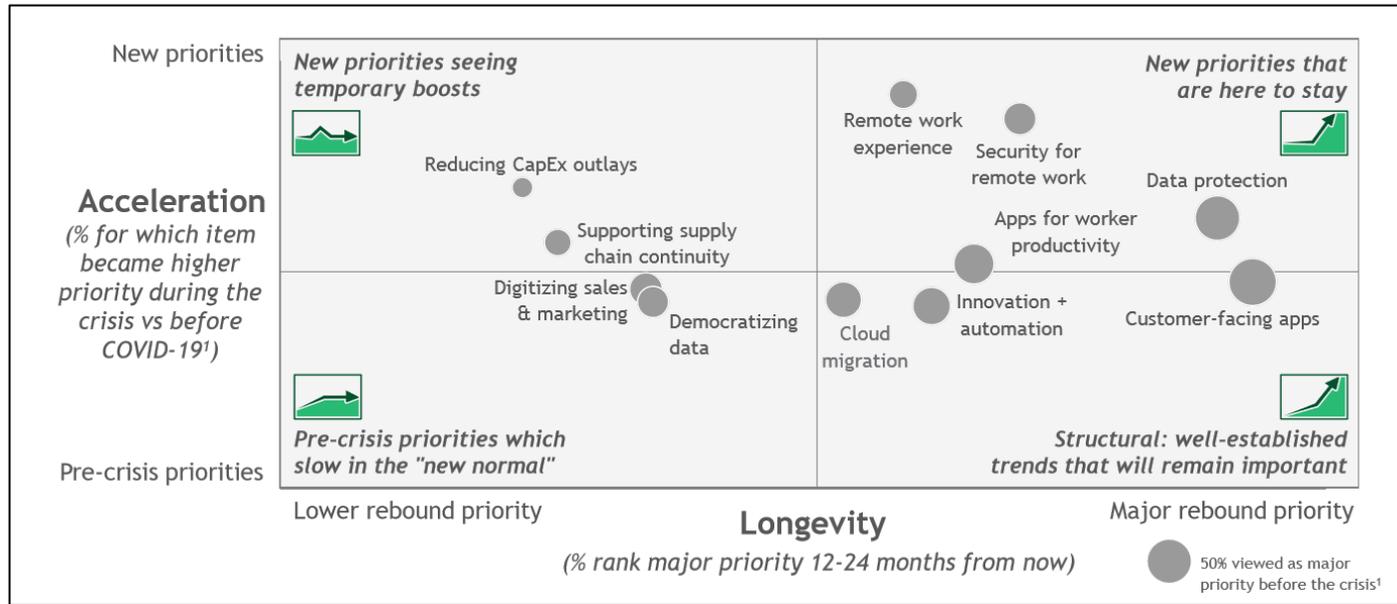


IDC COVID Tech Index Survey June 2020

In our “new normal,” **data protection is seen as a priority** – and a priority with longevity.

In a BCG survey, IT buyers saw data protection as a priority that increased in priority during the COVID-19 crisis and will continue for at least 12-24 months.

Data protection is more than backup. Today’s organization needs to properly store, protect, manage and use data.



BCG COVID-19 IT Buyers Sentiment Survey, April 24-May 5, 2020

**Proper data protection helps the organization to:**

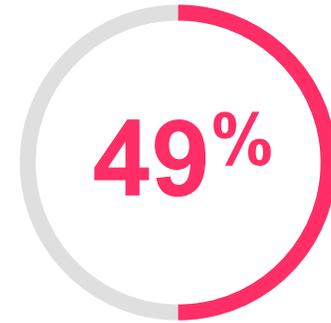
- Use data for customer insights, product innovation and competitive advantage
- Comply with regional and industry regulations
- Rapidly recover data in case of emergency, whether ransomware attack or natural disaster

**With the global move** to remote work, organizations of all sizes scrambled to find ways to maintain productivity. When workers can't physically be in an office or data center, cloud is a flexible option for accessing and using data from any remote location.

CIOs want to quickly take advantage of cloud. It's not just moving to the cloud; it's about "transforming with cloud" ([Infosys, CIO Magazine](#)).

With data in the cloud, organizations can take advantage of big data analytics, artificial intelligence, machine learning, internet of things, blockchain, and edge computing. Fast, secure cloud data migration is critical.

- Cloud adoption is usually part of a larger, multi-year digital transformation project.
- COVID-19 has accelerated or reprioritized digital transformation projects.



**49% of surveyed** Commvault cloud customers said faster digital transformation is a top 3 priority during the current global pandemic.



**We saw 2 years of digital transformation in 2 months.**



**Microsoft**

<https://www.microsoft.com/en-us/microsoft-365/blog/2020/04/30/2-years-digital-transformation-2-months/>

## About 1 in 3 companies are accelerating cloud migrations<sup>1</sup>

Cloud data migration is a critical part of a cloud initiative. Customers who were using Commvault for cloud data migration prior to the global crisis share their success.

**“Moving into the cloud has been really simple.”**

Ben Roper, Enterprise Backup and Recovery Specialist, Parsons Corp [Customer video](#).

**“Everything Commvault promised, it delivered... We got the integration with Amazon S3 and S3 Glacier up and running almost instantly.”**

Harold Knapp, network operations director, The College of the Holy Cross, [Case study](#), [Webinar](#)

**“Commvault enabled us to efficiently configure a cloud backup environment and dramatically reduced the workload for migrating data.”**

Byeong-Sub Park, Senior Manager, Information Operations Team, Yura Corporation [Case study](#)

BCG COVID-19 IT Buyers Sentiment Survey, April 24-May 5, 2020



### Cloud migration

**34%** accelerating cloud migrations in response to COVID-19

**46%** expect cloud migration to be a major priority over next 12-24 months

## Snapshots of cloud data protection

How are leading enterprises using Commvault cloud data protection?  
Let them tell you.



Using multiple public clouds – Amazon AWS, Microsoft Azure, Google Cloud Platform – plus on-premises data, AstraZeneca has a Commvault data protection environment includes APIs to snapshot data, move data, back up data, destroy data and move it between clouds as well.

**See the video** with Scott Hunter, Global Infrastructure Services Director, AstraZeneca

Read more <https://www.commvault.com/blogs/im-lovin-it-customers-turn-to-commvault-in-the-cloud>



With an already robust Commvault deployment in place, we're now leveraging Commvault's cloud capabilities to shed ownership of our technology infrastructure; instead, we're investing heavily in the cloud to keep our IT operations running.

The software solution from Commvault fills gaps in native cloud tools and has cut across every use case McDonald's Cloud Services team requires, providing optimized and effective backups across databases.

Commvault's solution tunes performance across AWS and Microsoft Azure cloud servers and drives cost savings through deduplication and compression. McDonald's realizes value from a trusted, innovative team with Commvault.

Douglas Leonard, Director – Cloud Services,  
McDonald's Corporation





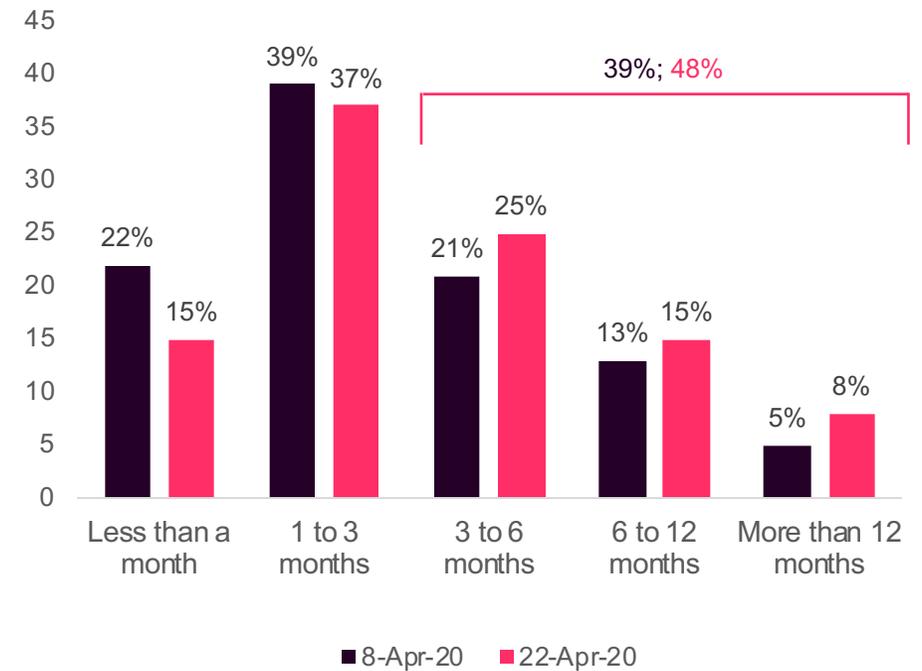
## When will it be business as usual?

Every day we see a new development in the COVID-19 global journey. Countries who have flattened the curve are trying to open offices with social distancing. There are cautious attempts at visiting restaurants and theme parks. States are testing phased opening of business and citizen services.

In many other countries and regions, stay at home orders are driving more needs for online services, deliveries and virtual experiences. People have new needs, adjusted expectations of customer service, and constantly changing needs.

CFOs who responded to the PwC (PricewaterhouseCoopers) COVID-19 CFO Pulse Survey mid-April survey agreed – it’s a gradual process.

## If COVID-19 were to end today, how long would you estimate it would take for your company to get back to business as usual?

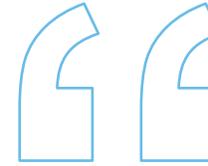


PwC COVID-19 US CFO Pulse Survey  
April 8, 2020: base of 313; April 22, 2020: base of 305

## Data protection: An IT opportunity for driving value

There are three key ways that data protection can be a significant part of your next steps during these changing times.

- 1. CIOs and IT organizations are on the front line for as organizations continue remote work, virtualization, and online business**
- 2. IT must deliver cost savings while enabling the enterprise to adapt**
- 3. Leadership – in IT and the business – can make data protection a strategic imperative**



**This crisis is a powerful booster to the digital transformation. A ‘wait-and-see attitude’ is likely to have costly outcomes — driving some organizations over the edge as their leaders are driving blind.**

**CIOs must also see COVID-19 as an opportunity to advance the value of IT, delivering more services and more efficiency for the business.**

Serge Findling | Vice President of  
Research, Digital Transformation, IDC



IDC, Post-COVID-19: A CIO Recovery Guide — Scenario Planning Your Responses, Serge Findling, April 2020,



Data protection: An IT opportunity for driving value

## 1. Continue remote work

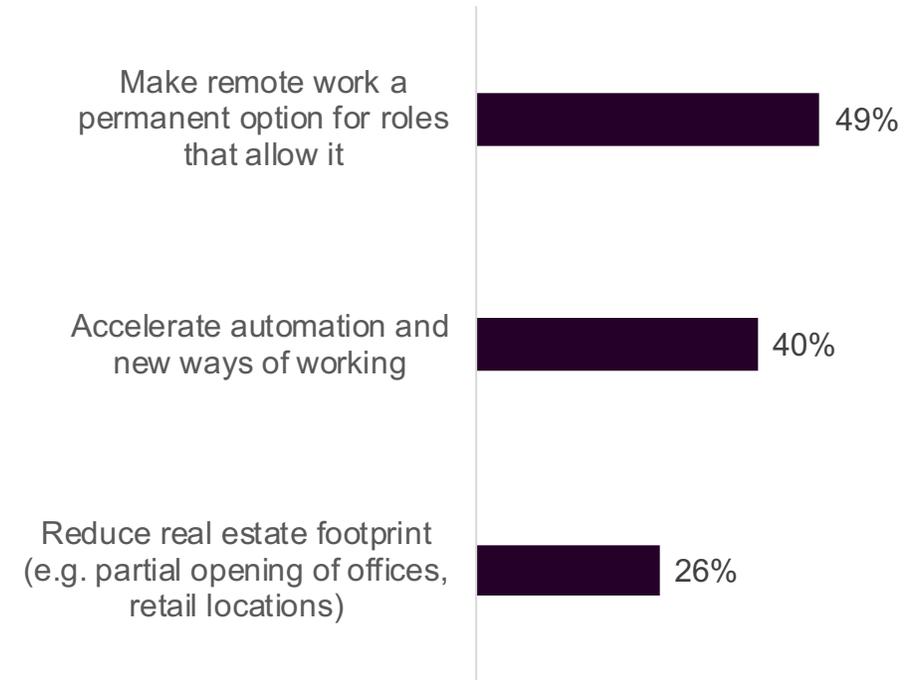
Organizations that quickly moved to remote work made concessions.

While industry experts were asking IT to consider security and data management, everyone worked very quickly to accommodate corporate demands.

Now may be the time to go back and adjust data protection policies to accommodate the new normal workplace.

**Now is the time to ask key data protection questions...**

**Which of the following is your company planning to implement once you start to transition back to on-site work? (Select all that apply.)**



PwC (PricewaterhouseCoopers) COVID-19 CFO Pulse Survey  
April 22, 2020: bases of 305

## Big questions for remote work and data protection

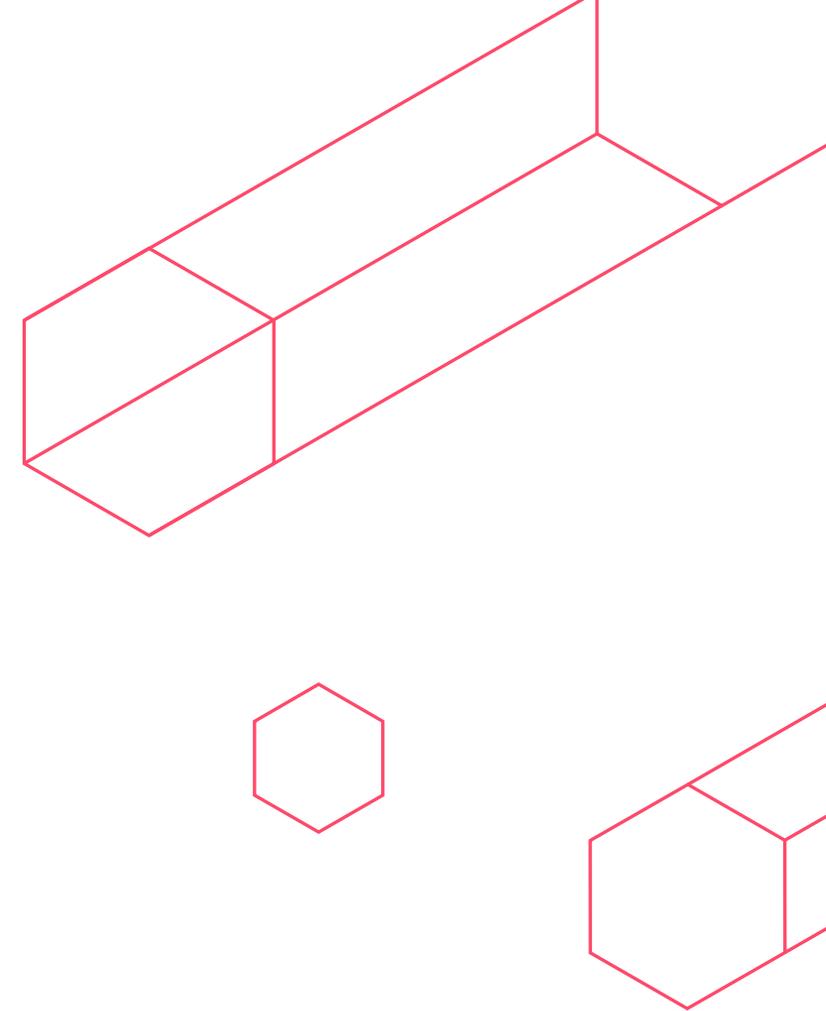
**Are employee devices protected by endpoint backup?** Check out the free trials of Metallic, providing endpoint backup for remote devices.

**Did you expand data protection when you added an Office 365 trial?** Think of the critical data in your Office 365 trial environment. Commvault can support your trial environment, then smoothly transition to support the Office 365 production environment at the end of your trial. High availability is not the same as data protection.

**Do you really have backup and recovery for the key SaaS products critical to your business?** SaaS needs backup. Salesforce, SAP HANA, industry specific SaaS applications – they all need data protection.

**Can you quickly recover virtual environments?** Employees not used to working from home make mistakes. If you need to recover a single file from a virtual machine, do you have granular recovery for just that one item, or do you need to recover an entire VM?

**Are you protected against ransomware?** Sadly, ransomware attacks are still happening during the pandemic. Is your data safely protected from a ransomware attack? Can you recover data quickly to keep the business up and running?



## Commvault customers are confident with remote work

For many Commvault customers, remote work was a smooth transition. Some organizations added endpoint data protection to cover the devices of remote workers. Others adopted Microsoft Office 365 and simply expanded their Commvault data protection to cover the new SaaS implementation.

As IT professionals also moved to a remote work format, they were able to continue to store, protect, manage, and use data. Critical business data was still accessible to employees. In fact, 2 out of 3 surveyed Commvault customers who are using cloud data protection, said Commvault cloud data protection helps their organization have more accessible data.

**“We are able to ensure data backup of employees who are currently working from home<sup>1</sup>.”**

Senior IT Manager, Medium Enterprise Industrial Manufacturing Company



**2 out of 3 surveyed**

Commvault cloud customers said cloud data protection helps their organization have more accessible data<sup>2</sup>.

<sup>1</sup> TVID: 0F6-4B8-996

<sup>2</sup> TechValidate survey of 43 users of Commvault software; TVID: E83-6D4-EBB

**How is Commvault cloud data protection helping your organization to be ready through the global pandemic?**

“Our Office 365 data is protected.”

IT Architect, Medium Enterprise Insurance Company

“We are running the same mode, just with remote workers.”

IT Manager, Medium Enterprise Government Company



**Allowing adoption of cloud-based solutions to enable remote work.**

IT Professional, Medium Enterprise Government Company

Commvault cloud data protection customer survey, 106 samples size, June 2020  
TVID [E83-6D4-EBB](#), [0F6-4B8-996](#), [690-41C-06A](#), [4ED-A63-65E](#), [5E9-9C1-CA1](#)

## 2. Deliver cost savings

The first focus is the health and safety of your people. Can you help your people – especially your IT team – complete more work in less time?

Commvault customers are finding time savings with streamlined data protection:

- **1 FTE** (full time equivalent). Global RF semiconductor manufacturer [Quorvo](#) was able to save 1 FTE with Commvault. Now the IT team can focus more time on value-added work.
- **50% less time on data recovery**. After data loss from a ransomware attack, [NPC System](#), a Korean ERP solution provider, switched to Commvault. They credit the intuitive Commvault user interface and table-level recovery feature with saving time spent on data recovery and maximizing productivity.
- **30% overall time savings**. [The College of the Holy Cross](#) replaced tape backups with cloud. The Commvault direct integration to Amazon S3 and Amazon S3 Glacier saves time and work.



People are the top priority; however, cash is the second priority.

IDC



IDC, Post-COVID-19: A CIO Recovery Guide — Scenario Planning Your Responses, Serge Findling, April 2020

**“ Many CFOs have focused on  
how they can manage their cash  
pressures to ride out the crisis. ”**

**PWC**

COVID-18 US CFO Pulse Survey April 8, 2020:  
base of 212; April 22, 2020, base of 305

## 2. Deliver cost savings

Can your IT team find cost savings in unexpected places?

Commvault customers are finding cost savings from data protection best practices.

- **\$2.5 million NZD**, an expected 3-year savings by Spark New Zealand, who switched to Commvault. New Zealand's largest telecommunication and digital services company also was able to cut 30 work hours per week by streamlining data protection with Commvault.
- **> £1 million**, that's what the University of Leicester estimates they have saved from deduplication since deploying Commvault in 2010. Additionally, the UK research university estimates £700,000 in hardware cost savings plus 1,800 hours saved by simplifying management.
- **£60,000** over three years, French ecommerce retailer Le Redoute UK estimates their savings from just data protection licensing. The firm also is saving 12- 24 hours in weekly backup administration time by streamlining work with Commvault.



La Redoute

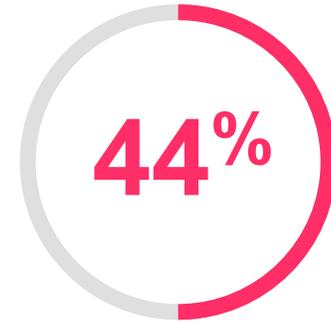
WC COVID-19 US CFO Pulse Survey April 8, 2020: base of 212; April 22, 2020, base of 305

- Cash is the second priority behind people. Budgets have shifted – or have been cut. With an already tight IT budget, where can you find more cost savings? Data protection may be your answer.
- According to PwC, what will continue to be of importance to organizations are projects that are “considered important to future growth — including digital transformations, customer experience, or cybersecurity and privacy.”

## Commvault customers find cost savings

Many Commvault data protection customers find cost savings – IT budget money that can be saved. Money can be saved with deduplication and compression of data, reducing the cost of storage and the amount of data the needs to travel to the cloud. Save on cloud spend by automating SLA-based data archiving, seamless moving data into a less expensive storage tier.

Others consider cost savings from automation, freeing up staff to do more strategic work. Speed and scalability in data protection help IT staff securely complete projects in less time. At the end of the day, a great data protection experience can mean more confident – and more productive - employees.



### How is your IT department being changed by the global pandemic?

44% of surveyed Commvault cloud customers said their IT department has more reliance on automation during the current global pandemic.

TechValidate survey of 41 users of Commvault software; TVID: B0E-EFD-371

## How is Commvault cloud data protection helping your organization to be ready through the global pandemic?

“By greater efficiency in deduplication and backup. This gives more time and cost savings, which in turn allows us to devote more time to manage other tasks.”

IT Director, Educational Institution

”Easy management.”

IT Staff, Educational Institution

“

**Just relying on backups to keep working.**

IT Director, Educational Institute

”

Commvault cloud data protection customer survey, 106 samples size, June 2020  
TVID [B0E-EFD-371](#), [75C-4FB-BB8](#), [745-061-536](#), [2CF-19C-73E](#)

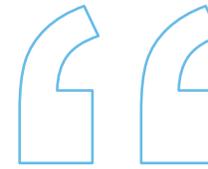
Data protection: An IT opportunity for driving value

### 3. Make data protection a strategic imperative

In these challenging times, we all want to help one another. CIOs can take this opportunity make a difference.

Commvault C-level customers know they have an impact on the overall organization:

- **Improving efficiency.** People need access to data – and quickly. Eran Gutman, CIO of Shikun and Binui, the leading real estate and construction firm in Israel, explains that with Commvault he knows where the data is and can ensure that he can back up the data.
- **Choosing what’s best for the business.** Each cloud offers different business advantages. Xiang Song, Chief Technology Officer for CITIC Technology Development Company, an industry internet service provider, knows he can reduce complexity of managing cloud data with Commvault.
- **Plan for future growth.** The amount of data under management will just keep increasing. Gareth Burton, CIO Europe for Laing O’Rourke, a large-scale construction firm, planned for future data growth. Commvault offers scalability, yet a clear approach to data management.



The COVID-19 pandemic is an opportunity for CIOs to make a difference, stepping up and helping beyond their historical domain.

CIOs most urgently rework their plans and adapt to the unknow business environment laying ahead.

Serge Findling | Vice President of Research, Digital Transformation, IDC

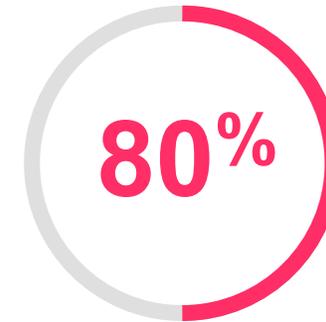


IDC, Post-COVID-19: A CIO Recovery Guide — Scenario Planning Your Responses, Serge Findling, April 2020,

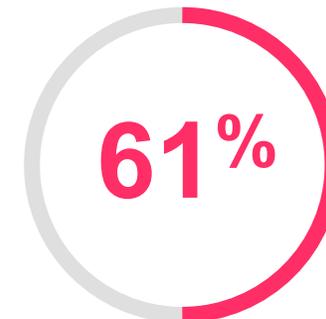
## Commvault customers stay strategic

Business demands have not stopped during the global pandemic. Leaders need access to sales data. Ransomware attacks have increased. Disaster recovery is a top concern.

Commvault customers are confident that they can be ready for the next data challenge. Immutable storage of backup data protects critical business workloads – SaaS apps, PaaS databases, IaaS virtual machine environments. Your business-critical data, protected.



**80% of surveyed** Commvault cloud customers said disaster recovery preparedness is a top 3 priority during the pandemic.



**61% of surveyed** Commvault cloud customers preventing ransomware attacks is a top 3 priority during the current global pandemic.

TechValidate survey of 41 users of Commvault software; TVID: B42-BA8-078;  
TVID: C08-6D3-E00

## How is Commvault cloud data protection helping your organization to be ready through the global pandemic?

“No real change. Just an assured awareness that our existing investment is meeting our strategic requirements before, during and after the global pandemic.”

IT Manager, Medium Enterprise Professional Services Company

“More reliable access to data.”

System Administrator, Large Enterprise Healthcare Company



**It's as it always has been, protecting our SaaS Salesforce and our on-premises workload without us having to worry, so we can focus on supporting the business.**

IT Staff, State & Local Government



Commvault cloud data protection customer survey, 106 samples size, June 2020  
TVIDB42-BA8-078, C08-6D3-E00, 441-717-C33, 6C4-E64-9B4, 3F8-B59-C40

## Commvault wants to partner with you

### Today IT leaders are focusing on five data protection projects:

- **Endpoint protection** Protect your employee devices, whether working remote or returning to an office. Commvault gives you oversight of where data is being stored or used, and whether it is being adequately managed or protected.
- **Ransomware protection** Bad actors are attacking your data. Commvault helps you ensure that backups of mission-critical data are being stored off-site and air-gapped. Plus, rapid data recovery keeps the business running if you are attacked.
- **Cloud data migration** Quickly take advantage of cloud. Commvault native integration into AWS, Azure and Google Cloud, makes cloud data migration fast and secure.
- **Office 365 data protection** SaaS offerings like Office 365, Salesforce, SAP Hana and more need enterprise grade backup and recovery. Commvault seamlessly covers SaaS data protection.
- **Sensitive data management** Know and manage your data, complying with regulations. Control data sprawl, data governance, search and sensitive data regulation with Commvault.

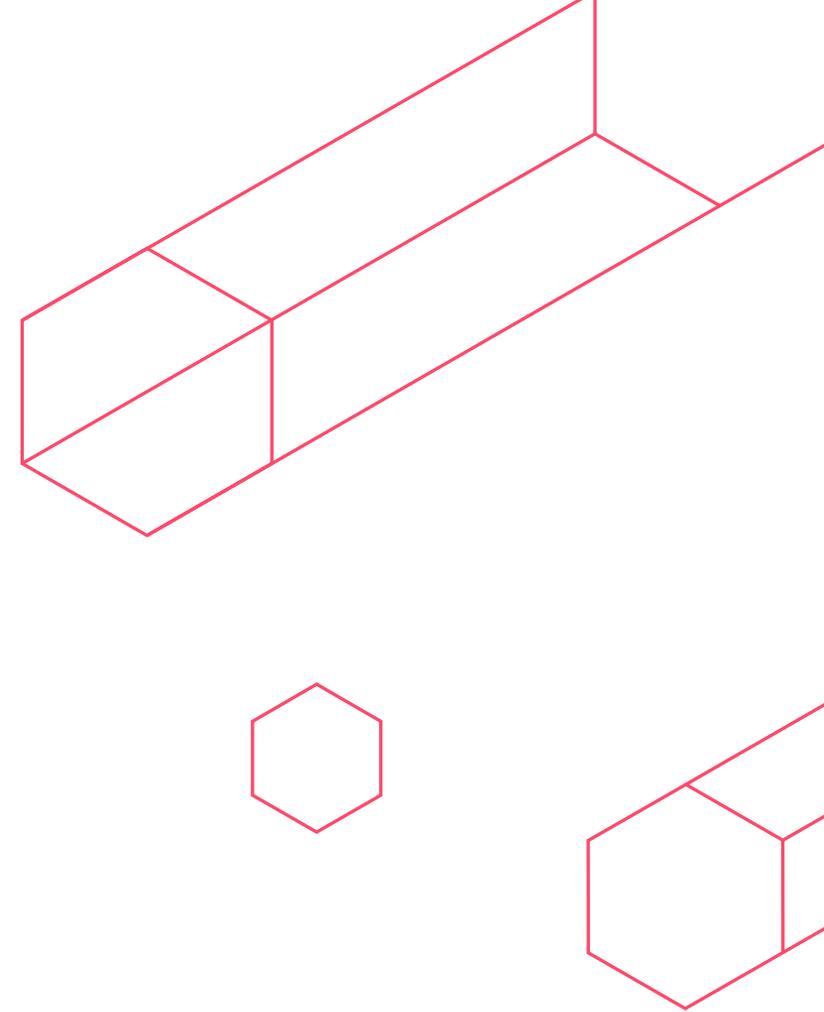
## Data protection: Essential during COVID-19

At the start of the global shutdowns, Commvault asked our customer community what they needed most during this time. The customer feedback was consistent: reassurance that a live person would answer the support phone.

Commvault has made strong offers to help our data protection customers.

- Free trial access to Metallic SaaS-based endpoint backup and recovery
- Open access to the Commvault elearning video library
- More live and on-demand webinars with technical experts, industry analysts, and business leaders.

These data protection initiatives are helping to transform work environments, keep data secure and move more data to the cloud for broader workforce accessibility.



**The amount of data that companies must store and manage is not going anywhere. Increasingly, even more of that data will be stored, managed, and increasingly also analyzed in the cloud.**

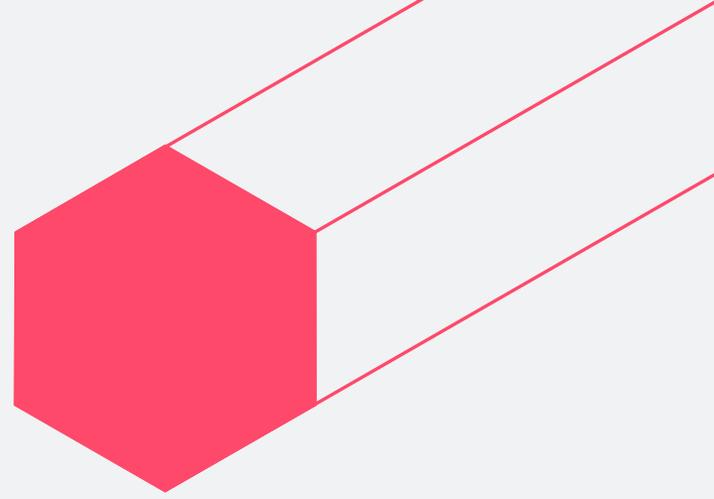


**When all is said and done, we expect to find that early adopters of cloud and other digital technologies were best positioned to ride out this kind of storm with the least amount of disruption from an operational perspective.**



**Stephen Minton**

Program Vice President, Customer Insights & Analysis, IDC, May 2020 ([Link](#))



**Learn more about  
essential data protection  
and how your organization  
can be ready**

Visit [commvault.com](https://commvault.com)

