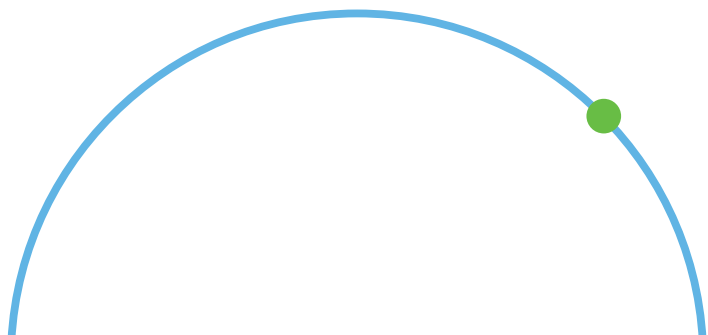
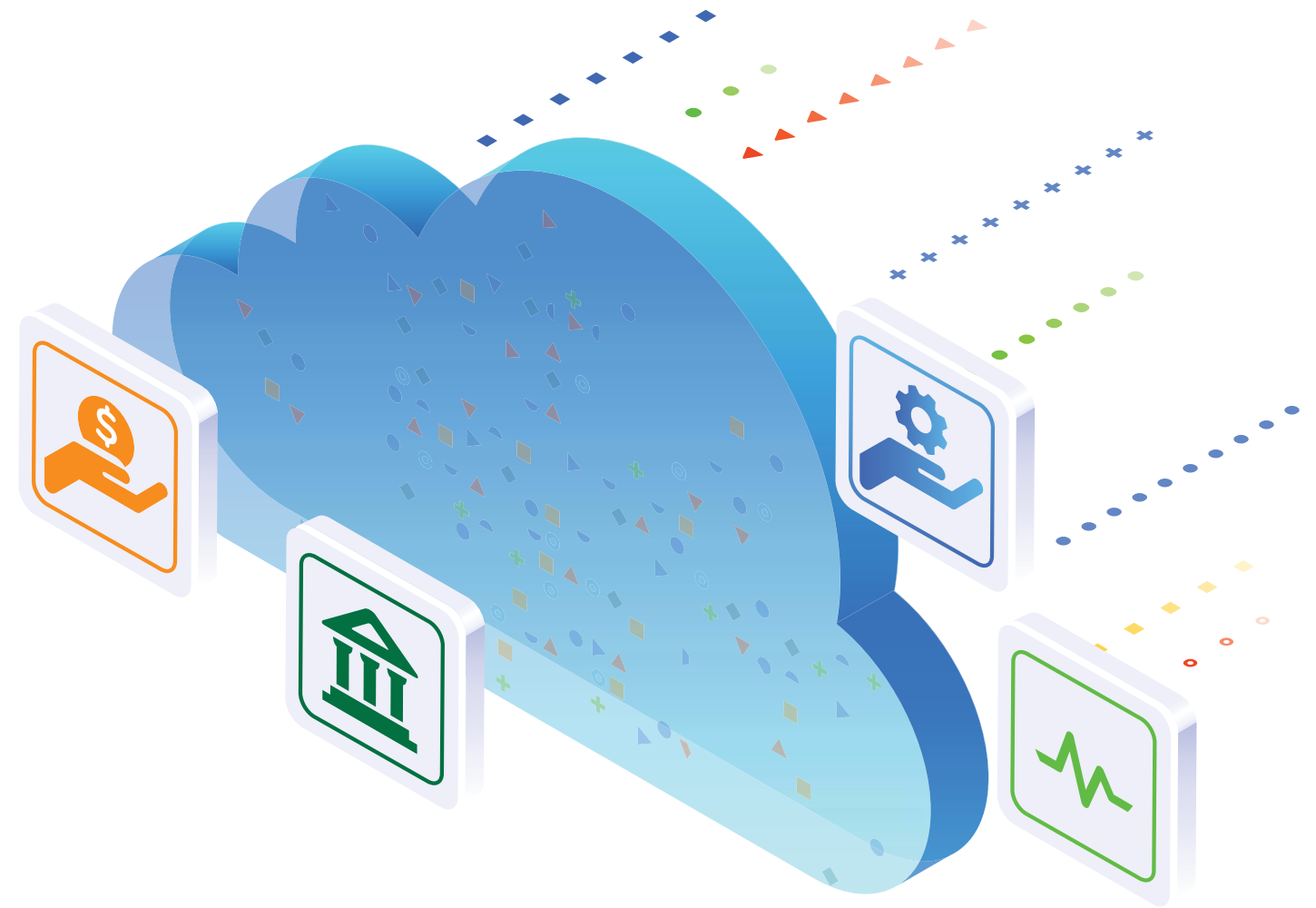




# The State of Data Management Report

Data Management as a Service



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# Introduction

In this report, we explore a topic that is gaining interest with IT leaders looking to do more with their data in the face of budget and resource constraints: Data Management as a Service, or DMaaS. A DMaaS solution provides the following through one vendor: backup & recovery, disaster recovery, archiving, file & object services, dev/test provisioning, data governance and security. This model eliminates the need to work with multiple providers and solutions for SaaS-based data management.

The idea of applying a SaaS model to what has traditionally been an IT-managed function would seem to offer several advantages, including reducing the burden IT faces in managing data infrastructure, bringing more cost predictability to the equation, scaling on demand, giving midsize companies tools to compete more effectively against larger enterprises, and accessing cloud-based apps and services to derive additional value from data.

But while all these benefits and more were cited as desirable by respondents, research revealed that when it comes to data, organizations want to be able to control their own destiny:

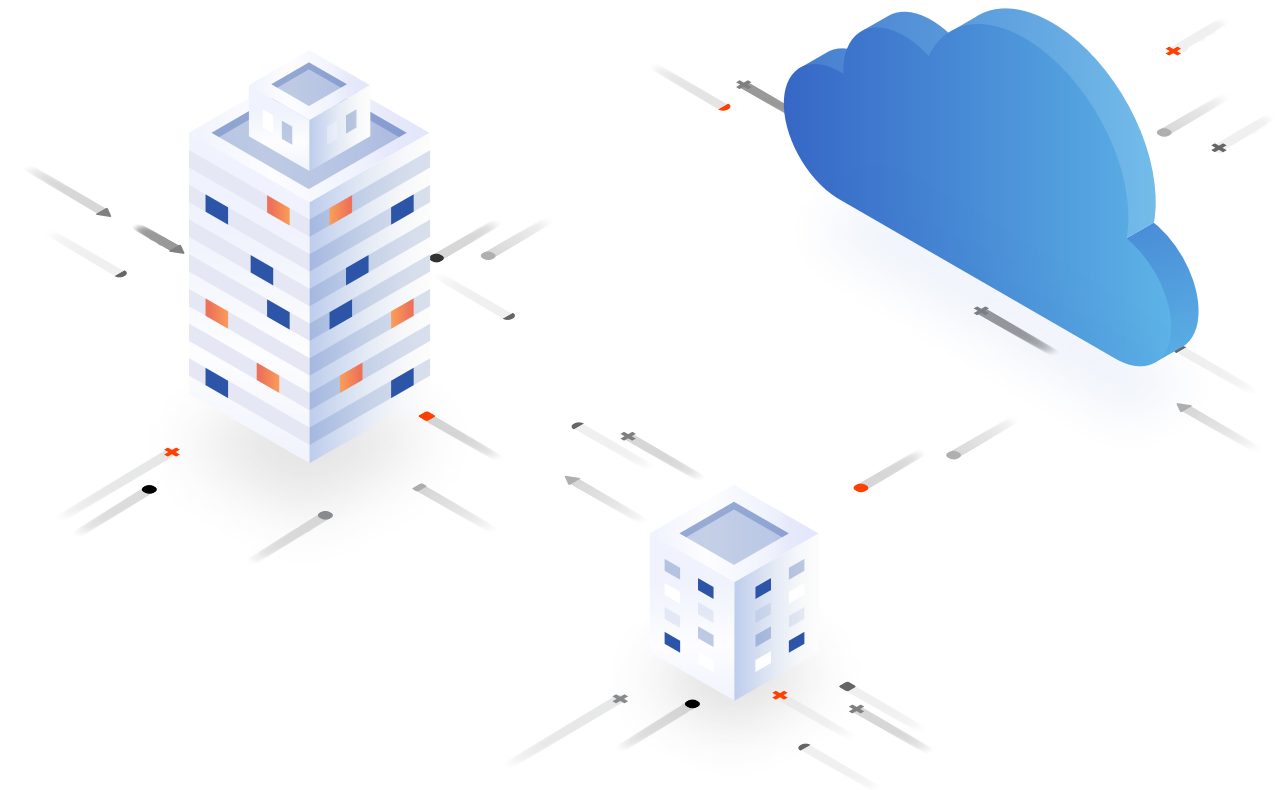
- **IT wants access to a comprehensive set of offerings in a SaaS model.**

Most SaaS solutions purport to offer data management, but in reality, they only offer a Backup as a Service rather than a full range of offerings such as disaster recovery (DR), file & object management, archiving, security, and analytics. In order to obtain these extra services, customers are forced work with a slew of vendors, perpetuating mass data fragmentation.

- **IT also wants choice in how and where their data infrastructure is managed.**

Many organizations want to continue to manage some infrastructure directly while enabling third parties to manage other infrastructure for them. In today's landscape, this type of choice is often hard to come by.

Nonetheless, the survey confirmed a desire for a comprehensive DMaaS solution that offers a choice of data management offerings, and is inherently designed to work across a hybrid landscape. We invite you to examine whether a modern DMaaS solution has a place in your own IT portfolio.



# Key Findings



## 1. IT is Spending Too Much Time Managing Data Infrastructure

**40%**

of IT's time each week on average is devoted to installing, maintaining and managing data infrastructure according to respondents, leaving little time for other business-critical activities.



## 2. Conditions are Putting Budgets Under Pressure

**70%**

of respondents say their organizations are being forced to cut their IT budget over the next year. The average budget cut is 16%, with some respondents quoting cuts as high as 25-50%.



## 3. Data Management as a Service is an Attractive Option

**89%**

of senior IT leaders/organizations are likely to consider deploying a DMaaS solution, in part, due to budget cuts, but many other benefits were cited: the ability to derive more value from data and reduce stress levels within the team.



## 4. Midsize Organizations See Major Benefits in DMaaS

**91%**

of respondents from midsize companies believe DMaaS will enable their organizations to compete more effectively against larger enterprises that have more resources to manage and derive value from their data.



## 5. Today's SaaS Alternatives Don't Offer Enough Choice

**94%**

of respondents want more than just Backup as a Service when it comes to DMaaS, with 70% of respondents citing concern about having to work with more vendors to manage their data, i.e. a vendor for Disaster Recovery as a Service, another for Archiving as a Service, and so on.



# IT is Spending Too Much Time Managing Data Infrastructure

One of the more insidious effects of mass data fragmentation is the extra burden that it places on already stretched IT teams. The cost of grappling with complex infrastructure and data silos on a daily basis simply to meet basic service levels, rather than working on more valuable tasks, amounts to an average of **5 months per year.**

# 40%

of IT's time on average each week is devoted to installing, maintaining and managing data infrastructure, according to respondents, leaving little time for other business-critical activities.



**5** months per year  
**40%** of time each week

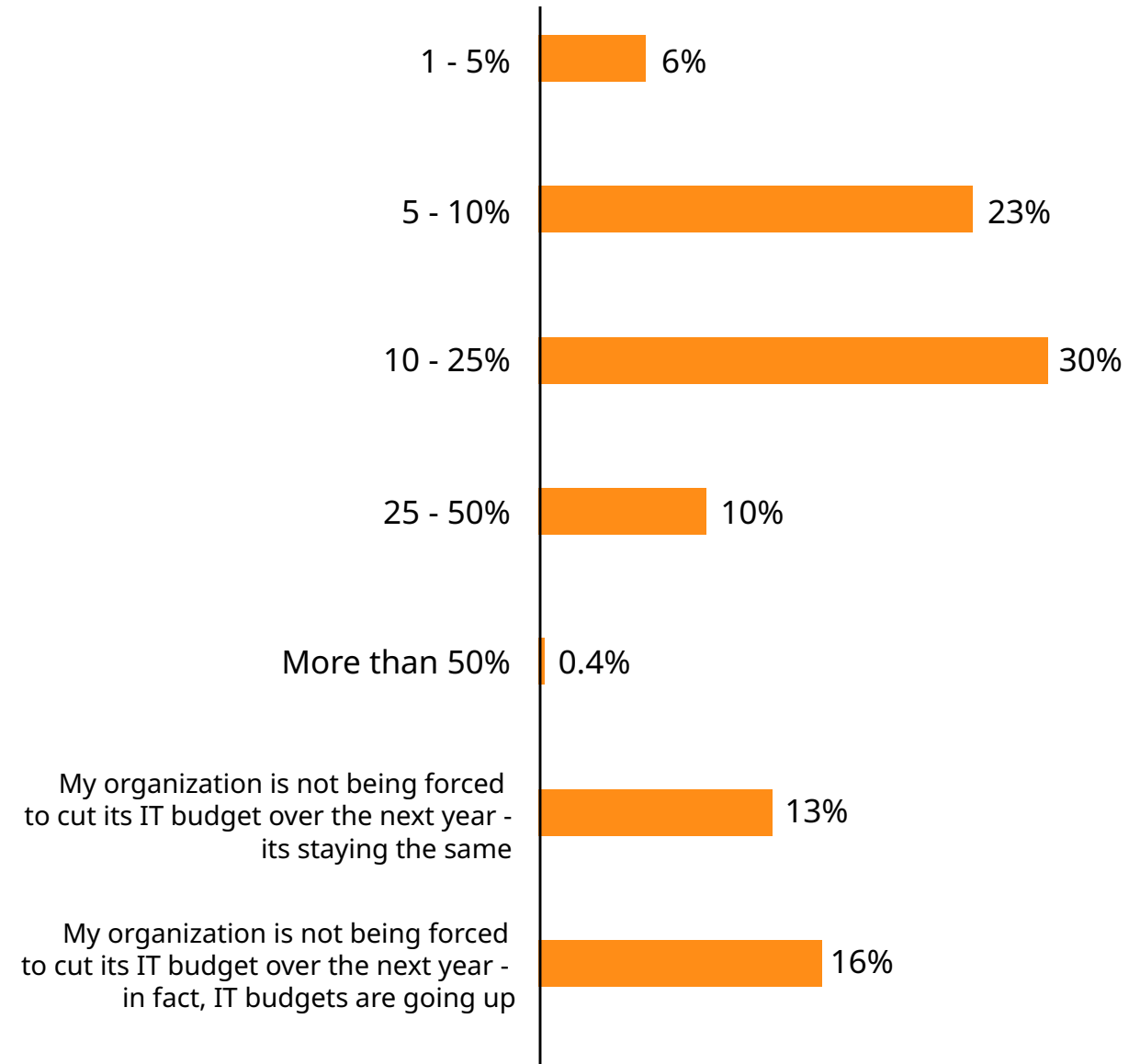


# Conditions are Putting Budgets Under Pressure

The heavy IT burden discussed in the previous section becomes especially significant when you consider the budget cuts IT teams are facing in the next year—**by almost a fifth on average**—a grim reality, especially during the pandemic. Given the acknowledged value of data as a competitive asset, it would seem all the more critical to explore modern alternatives to managing data that also make the data work harder for the business.

# 70%

of respondents say their organizations are being forced to cut their IT budget over the next year. The average budget cut is 16%, with some respondents quoting cuts as high as 25-50%.



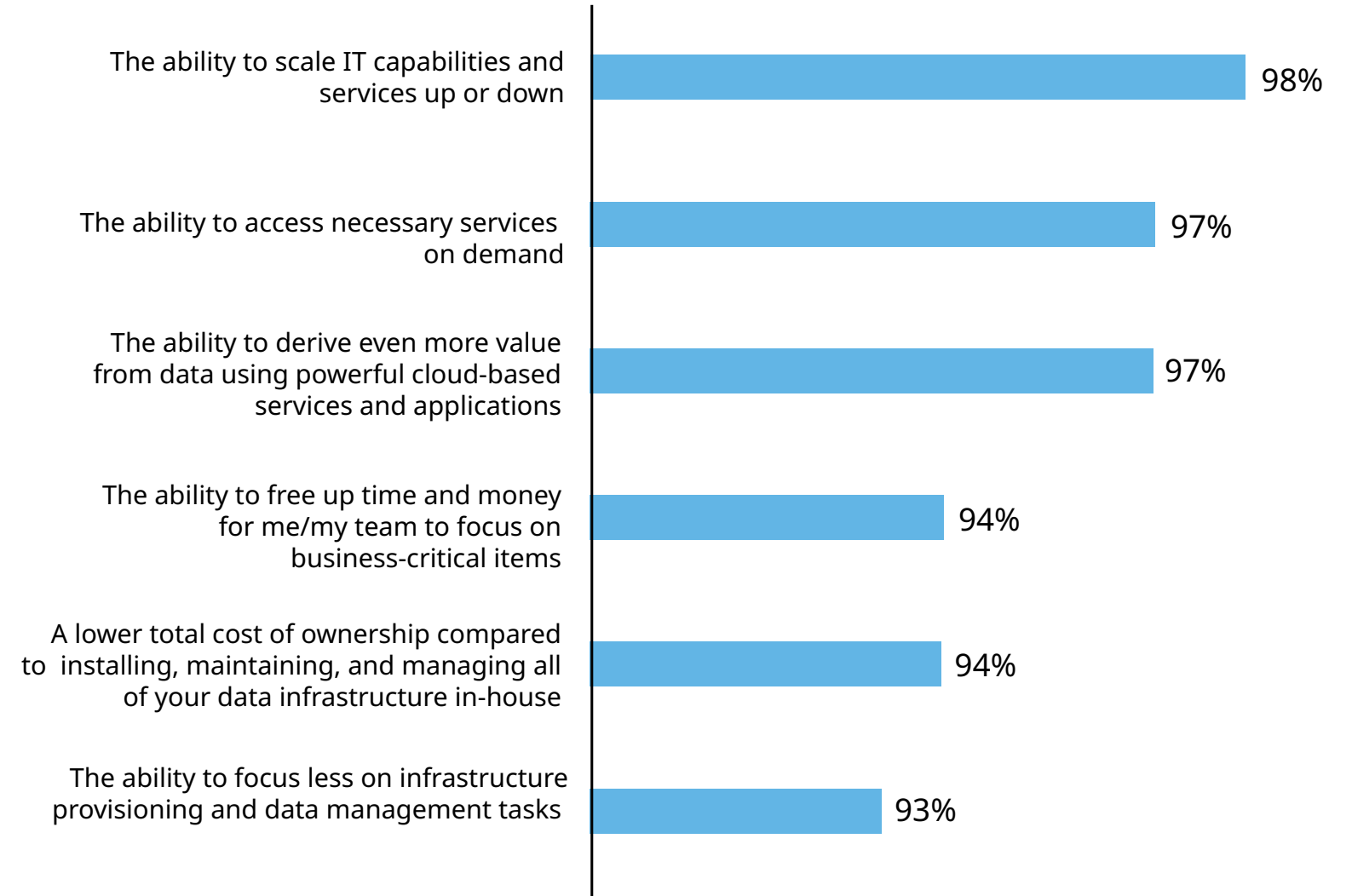


# Data Management as a Service is an Attractive Option

One approach to addressing the dilemma faced by IT is to look at modern alternatives to data management that also can be delivered in an as a service (i.e. DMaaS) model. This would not only allow senior IT leaders to free up operational resources for more important projects and reduce stress levels, it could also open up new possibilities for deriving value from data through cloud-hosted services not previously available to them.

# 89%

of senior IT leaders/ organizations are likely to consider deploying a DMaaS solution, in part due to budget cuts, but many other benefits were cited: the ability to derive more value from their data and reduce stress levels within the team.



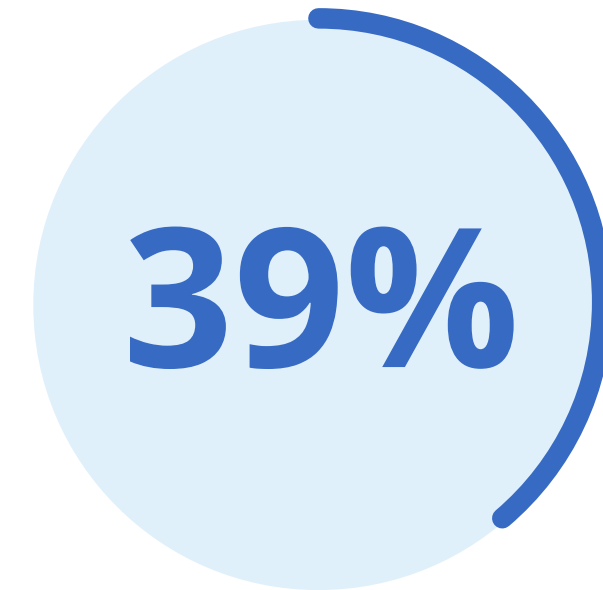


# Midsize Organizations See Major Benefits in DMaaS

Although DMaaS can potentially benefit organizations of any size, the survey revealed that midsize companies could really benefit from this SaaS offering by leveling the playing field with larger more resourced enterprises. The level of urgency could not be more acute. On average, midsize organizations state they have lost **on average 39% of deals** to larger organizations, who have a greater ability to manage their data as a competitive resource.

## 91%

of respondents from midsize companies believe DMaaS will enable their organizations to compete more effectively against larger enterprises that have more resources to manage and derive value from their data.



of deals/accounts have been **lost to larger enterprise organizations** because they have a better ability to manage and derive value from their data, on average





# Today's SaaS Alternatives Don't Offer Enough Choice

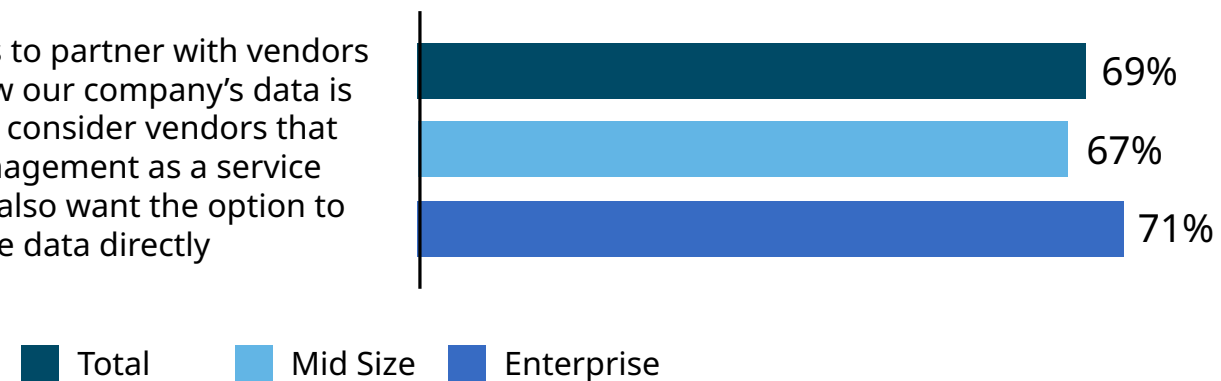
In fact, many respondents expressed hesitations about doing business with “one trick pony” alternatives given their limited scope. 70% of respondents cited concerns about having to procure services from multiple vendors to completely manage their data, as they fear doing so would likely increase workloads, budgets and lead to mass data fragmentation.

**69% of respondents also say their organizations want choice** in how their company's data is managed, including managing some of their data directly in-house. For this reason they would not consider DMaaS-only vendors as a viable option.

# 94%

of respondents want more than just Backup as a Service when it comes to DMaaS.

My organization prefers to partner with vendors that offer choice in how our company's data is managed. We will not consider vendors that just offer a data management as a service model (DMaaS) as we also want the option to manage some data directly



# Conclusions

As in previous surveys, we discovered both enthusiasm for modern approaches to data management as well as a gap between expectations and reality - this time with respect to SaaS deployments.

There's no doubt that DMaaS is a promising and timely option, reducing in-house IT burdens and budgets and increasing opportunities to derive value from data. There is also a significant competitive component that really resonates for midsize companies. But it's also clear that the available "one trick pony" alternatives aren't providing enough choice, either in the breadth of services offered or how and where the data should be managed. Respondents showed reluctance to do business with vendors who only offer a single service such as backup, or did not provide equal levels of support for non-SaaS environments.

The need to fill these gaps is all the more critical given the tougher economic climate and associated downward pressure on budgets. **IT cannot afford to spend 40% or more of its time maintaining inadequate infrastructure at the expense of more strategic projects** that would help support the business. Data is well known to be a differentiating asset in the digital age, but few organizations are able to fully reap the value of their data today.

However, organizations seem to embrace comprehensive modern alternatives that span multiple use cases, put customers in the driver's seat with their data, and make it easy to unlock the value of a resource that today largely remains untapped.



# Methodology

Cohesity commissioned independent market research company Vanson Bourne to conduct a quantitative research study into the adoption, usage and perceptions of data management as a service (DMaaS) across mid-size and enterprise organizations in the US.

The research was carried out in August and September 2020. Five hundred senior IT decision makers were interviewed, evenly split between midsize businesses (\$100M to \$1B revenue) and enterprises (\$1B+ in revenue), from 8 different vertical industries.

Interviews were conducted online using a rigorous multi-level screening process to ensure that only suitable candidates were given the opportunity to participate.

# About Cohesity

Cohesity makes it simple for organizations to backup, manage, secure, and derive value from their data—in the data center, edge, and cloud. Customers can use Cohesity software to manage data infrastructure directly, or have it managed for them through a Cohesity SaaS service, or both. Cohesity solves [mass data fragmentation](#), makes data compliance a snap, and helps businesses thwart ransomware attacks.

Cohesity was named a Leader on the Gartner Magic Quadrant for Data Center Backup and Recovery Solutions and a Leader in “The Forrester Wave™: Data Resiliency Solutions. The company is featured in the 2020 Forbes Cloud 100, CRN’s Coolest Cloud Companies of 2020, and is the top-ranked Leader among 16 vendors in the GigaOm Radar for Unstructured Data Management. Visit our [website](#) and [blog](#), follow us on [Twitter](#) and [LinkedIn](#), and like us on [Facebook](#).

# About Vanson Bourne

Vanson Bourne is an independent specialist in market research for the technology sector. Their reputation for robust and credible research-based analysis, is founded upon rigorous research principles and their ability to seek the opinions of senior decision makers across technical and business functions, in all business sectors and all major markets. For more information, visit [www.vansonbourne.com](http://www.vansonbourne.com).

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