

The Business Value of OwnBackup

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Executive Summary

Data is the currency of any digital business. As a result, protecting, securing, and managing data has become a boardroom priority.

IDC predicts that by 2023, most C-suite leaders will implement business-critical KPIs tied to data availability, recovery, and stewardship as rising levels of cyberattacks expose the scale of risk.

This laser focus on data protection and proactive approach is a reaction to a combination of crucial factors: growing value of data for business operations, increasingly complex data regulation and compliance needs, and the rising sophistication of cyberattacks.

According to an IDC security survey from May 2022, 50% of organizations reported an increase in the volume of cyberattacks in the previous 12 months. IDC's *Future of Enterprise Resilience Survey* (August 2022, Wave 7) revealed that 62% of organizations that fell victim to a ransomware attack experienced business disruption of "a few days to a week."

Accidental deletion and data corruption are other key reasons for data loss. IDC research shows that the average cost of cloud downtime can start at a couple of thousand dollars an hour. Backup is no longer just an insurance policy but an asset that can develop much-needed data confidence in the digital world.

Organizations that profess to be "data driven" are not willing to tolerate unavailable data or data loss, and those that have greater availability are likely to gain market advantage. Eliminating data downtime is their main priority. These data-driven organizations take DR seriously and make backup and recovery of their SaaS environments a top priority.

Business Value Highlights

552%
three-year ROI

3 months
to payback

71% reduction in
average data recovery
time

37% more efficient
data protection and data
recovery teams

12% more
productive application
developers

47% reduction
in time loss due to
data loss

65% faster
backups

5x more backups
performed

While organizations have been proactive in protecting on-premises data for compliance, business continuity, and security reasons, SaaS data protection is often an afterthought.

As this Business Value Report highlights, the value of dedicated backup and recovery for SaaS environments is multifold. It is in tangible ROI, such as reduction in data recovery times, faster metadata recovery, or reduction in time loss due to data loss (see the Business Value Highlights table). Importantly, there are also immeasurable benefits, such as being in control of data in business-critical CRM environments.

It brings confidence that data in a dedicated backup environment is up to date and retrievable depending on users' needs. These immeasurable benefits are touted as "critical" by chief security officers, data stewards, developer teams, legal teams, and CSR personas, according to IDC research. These personas ask themselves: From a risk standpoint, if we suffered catastrophic data loss, the time it would take to back up our data again would severely hamper our business operations. How can we mitigate this risk?

IDC believes intangible benefits matter to organizations that want to make data and digital trust their competitive differentiators. This is evident in how a large number of respondents in IDC's *Future Enterprise Resilience Survey* (August 2022) said they are taking critical measures as a result of increased awareness of cyber risks and subsequent data loss:

- 43% are periodically stress testing response procedures
- 38% routinely review security and data protection/recovery practices
- 33% are making CISO/CIO present to the board of directors on current security and data protection practices

IDC research explores the value and benefits for organizations of using at least one of three OwnBackup solutions (Backup & Recovery, Archive, and Sandbox Seeding) to support and enhance their Salesforce environment. Through a series of in-depth customer interviews and a methodology to determine business value, IDC found that these companies realized significant business value from OwnBackup that led to a 552% three-year ROI.

Business benefits highlighted by customers include:

- Improving the performance of backup and recovery operations using improved and automated functionality specifically optimized for Salesforce applications
- Enabling faster data backups and recovery efforts for these organizations' Salesforce data
- Boosting the productivity and effectiveness of data protection, data recovery, and other IT teams involved in backup and recovery operations
- Improving business outcomes by better supporting application development teams

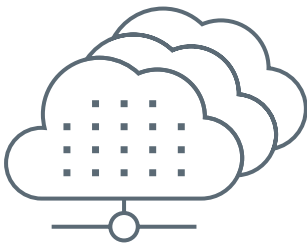
As this Business Value Report highlights, OwnBackup's Backup & Recovery "Recover" product brought resilience, protection, and SaaS data compliance in a non-disruptive way. The complementary services such as Archiving and Sandbox Seeding further boosted organizations' data resilience through cost-efficient archiving services to declutter primary Salesforce environments, and even enabled them to propagate sandbox environments at the speed and scale of their business needs.

Recover users emphasize that a dedicated cloud CRM backup and recovery solution is a "safety blanket" and an asset to develop data confidence. It helps them proactively identify data loss, and the complementary products give them the confidence to make bold changes or run big tests and thereby operate faster — giving them a competitive advantage in their markets. This makes OwnBackup products a strategic investment for businesses that attach a high value to cloud data.

Situation Overview

Organizational leaders are realizing the importance of multilayered security and protection architecture. Backup and recovery, as well as archiving technologies, are critical components of that architecture. Data protection — backup and recovery — is a tried-and-tested strategy to protect business data from data loss.

No Critical Data Left Behind



IDC estimates that SaaS applications will account for 60% of the cloud market in 2024.

Customers say they have large amounts of business-critical data — including customer, sales, and marketing data — in SaaS applications. With growing volumes of business-critical data now in SaaS environments such as Salesforce, using best-in-class data protection is imperative for resilience, compliance, and protection from data loss. Having a dedicated backup and recovery solution for all data — including that in SaaS environments — was in the top 3 must-have features for organizations modernizing their data protection environments. This is because savvy organizations realize that without a SaaS backup mechanism, they will be less able to protect their cloud environments. This is because the need to protect that data becomes even more critical as these environments grow.

It is not possible to capitalize on the speed, scale, and innovation of SaaS platforms such as Salesforce without ensuring data availability, compliance, and protection outside of the native environment.

This IDC Business Value Report highlights the tangible and strategic value that dedicated backup and complementary services can bring when SaaS environments such as Salesforce, Microsoft Dynamics 365, ServiceNow, and Workday, which are core to business productivity, are hardened with backup, archiving, and sandbox seeding services.

Many IT and business leaders relying heavily on SaaS for their day-do-day business operations adopt OwnBackup's Backup & Recovery and Sandbox Seeding capabilities to improve their resilience, compliance, and developer experience. What drives organizations to work with OwnBackup is its ability to protect data and metadata, recover down to a granular level, and propagate to sandbox environments without risking production environments. Users also value next-gen capabilities such as integration into the Salesforce ecosystem, automation capabilities, and ease of use. SaaS users in regulated industries also see OwnBackup's HIPAA compliance as a big factor in adopting OwnBackup to increase resilience.

One user interviewed for this IDC Business Value Report highlighted the immeasurable risks before adopting a dedicated SaaS backup and recovery solution: "From a risk standpoint, if we suffered catastrophic data loss, the time it would take to recover our data again [from weekly snapshots] would severely hamper our business operations."

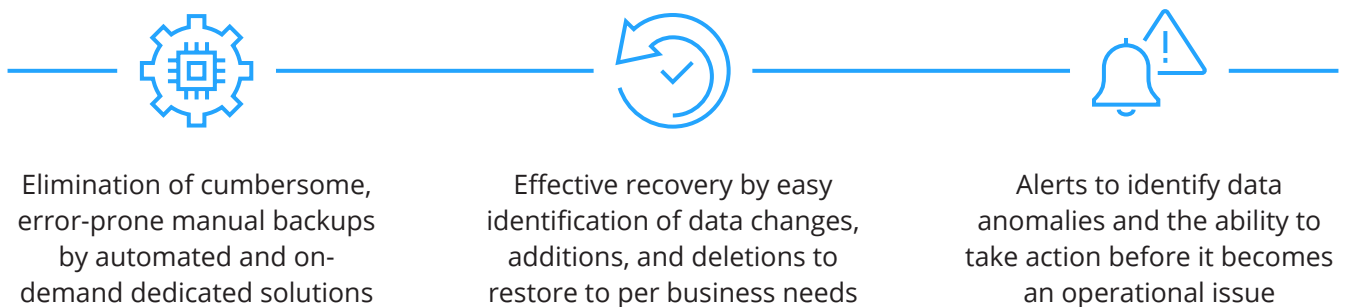
For savvy organizations, investing in backup is not a reaction to a data loss incident. Instead, they see backup as a key part of data resilience and part of their cybersecurity posture management. The value is in knowing that there is a comprehensive data and metadata backup and recovery strategy in place that in turn supports experimentation and risk management.

Beyond that, the report shows how the combination of backup and recovery, archiving, and sandbox seeding products that are external to core production SaaS environments can deliver end-to-end data resilience.

Overview of OwnBackup

Incorporated in 2015, OwnBackup is a SaaS data protection provider, with security and backup platform offerings dedicated to the largest SaaS ecosystems, including Salesforce, Microsoft Dynamics 365, and ServiceNow. Through capabilities such as data security, backup and recovery, archiving, and sandbox seeding, its products help organizations manage and protect the mission-critical data that drives their business. With 5,000 SaaS users globally, of all sizes and across all verticals, it is ranked in the Forbes Cloud 100 top private cloud companies and has raised over \$500 million in venture funding. Its flagship Recover product automates the backup and recovery of business-critical cloud CRM data and metadata at scale and provides flexible, granular recovery of data. It provides other key products such as Data Archiving, Sandbox Seeding, and Secure (not covered in this report) to deliver complementary capabilities that are becoming increasingly critical to develop a competitive edge and digital trust for cloud CRM users.

OwnBackup's business value includes:



- Elimination of cumbersome, error-prone manual backups by automated and on-demand dedicated solutions
- Effective recovery by easy identification of data changes, additions, and deletions to restore to per business needs
- Alerts to identify data anomalies and the ability to take action before it becomes an operational issue
- Compliance with GDPR, CCPA, and other regulations by offering the ability to identify records, then modify or forget, for subject requests; users can also customize retention periods up to 99 years
- Non-technical capabilities such as robust support services, easy-to-use interface, unlimited storage access, top credibility in cloud CRM marketplaces, customer testimonials, and fastest time to value through easy setup

OwnBackup's Products and Differentiators

Recover, OwnBackup's flagship offering, is its backup and recovery solution that proactively protects cloud CRM data. It helps users prevent the loss of business-critical data and metadata through automated backups and rapid recovery functionalities. Recover is specifically optimized to protect Salesforce data using automated, secure backups and precision recovery, protecting organizations from SaaS data loss.

Designed with security-first principles, Recover is SOC Type II certified and offers web application security controls, encryption, monitoring, and auditing features.

Users also leverage OwnBackup's other services such as its Sandbox Seeding service to innovate quickly and its Archive service to benefit from enterprise-grade security and compliant and unlimited storage to optimize storage in SaaS environments such as Salesforce.

The Business Value of OwnBackup

Study Demographics

IDC's research explored the value and benefits of using OwnBackup to better manage data backup and recovery, archiving, and seeding of development sandboxes. The project included 12 interviews with organizations that were using at least one OwnBackup solution. Interviewees had experience with and knowledge of the benefits and were asked a variety of quantitative and qualitative questions about the impacts on their IT and Salesforce operations, core businesses, and costs.

Table 1 presents the study demographics. The organizations that IDC interviewed had an average base of 4,134 employees and revenues of \$864.1 million. This workforce was supported by an IT staff of 466 engaged in managing 150 business applications on behalf of 11,999 external customers. In terms of geographical distribution, the majority of companies were based in the U.S., with the remainder in the U.K. (2) and Finland (1). A variety of vertical markets were represented, including education (3), information technology (3), financial services (2), real estate (1), professional services (1), travel and leisure (1), and utilities (1).

TABLE 1

Firmographics of Interviewed Organizations

Firmographics	Average	Median	Range
Number of employees	4,134	3,251	25 to 14,000
Number of IT staff	466	150	2 to 2,250
Number of external customers	11,999	750	45 to 57,000
Number of business applications	150	130	7 to 440
Organizational revenue	\$864.1 million	\$481.5 million	\$21.2 million to \$2.5 billion
Industries	Education (3), information technology (3), financial services (2), real estate (1), professional services (1), travel and leisure (1), utilities (1)		
Countries	U.S. (9), U.K. (2), Finland (1)		

Source: IDC Business Value Research, June 2022

Selection and Use of OwnBackup

The organizations that IDC interviewed described typical patterns for their use of OwnBackup for Salesforce. They also discussed the rationale for choosing it to prevent the loss of Salesforce-based data and metadata using automated backups and their recovery functionality. Interviewed companies stressed the need for better scalability for their data recovery operations as well as the desire to modernize their data backup

infrastructure. In some cases, the need for a new approach was influenced by the fact that IT teams found existing data backup operations challenging because they were largely based on manual processes rather than automating key functions. The need to mitigate risk was also called out. It should be noted that while most of the interviewees did have some backup and recovery-related setups in place before deploying OwnBackup's solutions, a couple of organizations did not have anything in place. Study participants made detailed comments on these benefits:

Needed to scale up data recovery operations (education):



What led us to OwnBackup was that our team and our Salesforce footprint at the university have been steadily growing. We have a lot of data and applications running on the Salesforce platform, so we got to a point where we were doing regular integration-fed backups into an on-premises data repository and just keeping things stored there. However, security is one of the top-of-mind things, so we try to make sure we have secure solutions and our customers' best interests in mind. So, we decided it was time for us to find an enterprise-level application to protect our Salesforce data in case of any kind of data loss or damage.

Looking for a backup solution that fits the digital transformation journey (real estate):



I joined the company for the purpose of digital transformation. We were just running an accountancy package and Office with Outlook and a file server. I joined to introduce efficiencies with these technologies, so we introduced Salesforce. That validated our interest in a long-term business strategy. As part of that, the backup piece became more important because business-critical data started being hosted onto the platform.

Data backup was challenging and very manual (travel and leisure):



We have got the backups, objects, and bits and pieces that you can get quite regularly but to then restore that into your organization is particularly challenging. You have to tie lots of tables back together again if you are going to go and say you have lost a case, or a case has been deleted or whatever it might be to try and restore that. Having so many objects makes it incredibly tricky and cumbersome. The cost, if you are going to lose that data, is quite high. The native solutions weren't particularly useful for quick solves.

Looking for a reliable disaster recovery solution (education):



It was really just the need for a reliable product to help mitigate the risk of being located in a hurricane region.

Table 2 provides a snapshot of OwnBackup usage and interviewees' IT environments. On average, there were six business applications in play used by 1,169 internal end users. In addition, OwnBackup supported a substantial portion of interviewees' revenue base (50%). Additional metrics are presented.

TABLE 2

Organizational Usage of OwnBackup

OwnBackup Use	Average	Median
Number of countries supported	6	3
Number of sites/branches	131	7
Number of applications	6	6
Number of internal users	1,169	750
Number of Salesforce instances	2	2
Percentage of revenue being supported	50%	53%

Source: IDC Business Value Research, June 2022

Business Value and Quantified Benefits

IDC's Business Value methodology evaluated and quantified the benefits for companies that have adopted at least one of three OwnBackup solutions. While this study focuses on the quantifiable benefits such as efficiency gains and cost savings, organizations highlighted some non-quantifiable benefits such as peace of mind knowing that backups are in place and that any data can be recovered easily while staying compliant. Using OwnBackup solutions, companies were able to improve the performance of backup and recovery operations with improved and automated functionality specifically optimized for Salesforce. In addition, they found they were able to boost the productivity and effectiveness of data protection, data recovery, data storage, and sandbox seeding in the context of development operations, and in turn benefit other IT teams involved in backup and recovery operations. Study participants highlighted these and other significant benefits:

Ensuring data continuity with minimal effort (education):



None of us have to think about OwnBackup because we know every morning that our backup is complete. It will tell us quickly if there are any issues and then we can check them out. Usually there are none. From a management standpoint, our team is overburdened and understaffed, so we don't need technologies that eat up our days. OwnBackup allows us to scale.

Improving security and compliance (academic institution):



We keep data as long as we are legally supposed to keep it. OwnBackup's archiving allows us to resurface the meaningful data over the course of a student's journey, which can be five to six years.

Developers have an improved setup (professional services):



The biggest benefit is the speed with which we can do certain things because of OwnBackup. Given that we are evolving into a more typical organization, we can develop faster. Before, we had to spend huge amounts of effort and hours doing certain tasks. Also, whenever there is an issue regarding data, if some data is deleted by mistake or saved in the wrong way, now we have only to see when that data was updated and hold it back.

Faster time to market (real estate):



OwnBackup gives us the confidence to iterate quickly without putting business continuity at risk. If I could summarize what OwnBackup does in one sentence, it would be giving the ability to do quite a lot of development work so we can use Salesforce to mold our business processes to our way of working. This is what we believe gives us our unique advantage.

Protecting deployments with automated and visible backups (utilities):



We didn't have data seeding capabilities, so data was always a challenge when we needed to start and ramp up a new sandbox. When we had storage issues and limitations in Salesforce, they needed to provide those new sandboxes manually. We knew backup was happening, but we couldn't monitor it. Now, we are backing up before and after a critical release and this creates a lot of flexibility for us to minimize any potential impact to production or projects.

IDC's analysis found that these companies realized a significant business value from one or more OwnBackup solutions that culminated in a 552% three-year ROI (see Table 9). The benefits and costs that IDC used to determine this 6.5 to 1 ROI will be discussed in the following sections.

Improved Backup Infrastructure and Operations

Given the volatility of current business environments, the ability to execute and maintain fast and reliable data backup and recovery operations is essential for companies of all types and sizes. IDC predicts that by 2023, most C-suite leaders will implement business-critical KPIs tied to data availability, recovery, and stewardship as rising levels of cyberattacks expose the scale of data at risk.

To meet these challenges, OwnBackup offers a backup and recovery solution that proactively prevents the loss of business-critical data and metadata through the use of automated backups and rapid recovery operations. OwnBackup's solutions protect data stored in Salesforce through automated, secure backups, advanced comparison tools, precision recovery, comprehensive archiving features, and easy sandbox seeding.

Table 3 breaks down OwnBackup's product utilization among the three specific offerings that were included in the study. Backup & Recovery was being used in 91% of interviewed companies, Sandbox Seeding in 64%, and Archive in 36%.

TABLE 3

OwnBackup Product Use

OwnBackup Product Usage	Average
Backup & Recovery	91%
Sandbox Seeding	64%
Archive	36%

Source: IDC Business Value Research, June 2022

Study participants identified a variety of key benefits related to their use of OwnBackup Backup & Recovery. They said the solution proved its value in terms of advanced functionality and reliability when disaster recovery drills were conducted. They also cited the benefits of ease of management through a user-friendly and visually intuitive interface. The ability to free up staff time to work on other priorities and tasks was also noted. Study participants commented on these and other benefits:

Peace of mind and quick recovery time (IT):



I would say that the biggest benefit is peace of mind. Knowing that all of our data is backed up, knowing the steps that we need to take to retrieve it if something does happen. We went through a disaster recovery exercise. All of the IT groups went through a disaster recovery exercise within the last six months, and we were the only ones that passed it with flying colors. It was based on the ease of use of the product. It's intuitive. We ran through every possible scenario: We lost all of the data in a particular table, we lost a small subset of data in a particular table, we lost metadata, ran through all those scenarios and we were able to recover everything over the course of a couple of hours.

Ease of management (utilities):



The fact that it's a cloud-based solution is also very important for us because we don't have the ability to do that internally. It was cheaper that way by having lots of servers, processes, and programming scripts running and doing the backup, but harder to maintain. The solution itself is very user friendly, very intuitive, and very point and click to give us visual demonstrations of the processes that are running.

Easier to investigate issues (IT):



If someone submits a ticket with a glitch in Salesforce that started three days ago, they can look back three days and see if there were any major changes. One of my team's great uses of OwnBackup is as an investigation tool and of course the ability to restore.

Frees up staff to work
on other priorities
(professional services):



OwnBackup gives us time to build what we need faster and also to focus on other priorities. So, instead of forestalling those other priorities, we now have more time to take them on sooner.

IDC then looked at the impacts of OwnBackup on data protection teams, the primary IT staff responsible for handling data backup and recovery in interviewed companies. These teams were able to automate routine data backup and data recovery tasks. Combined with the ease of use, these improvements helped to boost overall staff productivity.

Table 4 quantifies these impacts. As shown, **average team productivity increased significantly (37%). These improvements translated into an average annual salary savings of \$238,400 for each organization.**

TABLE 4

Data Protection Staff Impact

Data Protection Impact	Before OwnBackup	With OwnBackup	Difference	Range
Management of data protection and data recovery, FTE equivalent per organization per year	6.5	4.1	2.4	25 to 14,000
Equivalent value of staff time per year	\$650,000	\$411,600	\$238,400	2 to 2,250

Source: IDC Business Value Research, June 2022

Study participants reported that using Backup & Recovery translated into fewer disruptive and productivity-draining incidents of data loss. Importantly, they substantially reduced the time it took to handle data loss problems (47% faster), which in turn minimized end-user friction and impacts on customers (see Table 5).

TABLE 5

Data Loss Impact

Data Loss Impact	Before OwnBackup	With OwnBackup	Difference	Range
Average duration of impact of data loss (hours)	2.4	1.3	1.1	25 to 14,000

Source: IDC Business Value Research, June 2022

IDC then examined impacts on data backup operations. Organizations were able to manage five times more backups by deploying Backup & Recovery (see Table 6). The backup footprint could also be readily expanded, as one study participant working in the IT sector noted: “Previously, we only backed up 20% of our organization. Now, we are backing up 100% including attachments and files. We could not have physically accomplished that with the other tool we were using.” In addition, Archive offered a number of other advantages including reduced storage costs and ease of demonstrating compliance.

Combined, these solutions helped automate key tasks, thereby enabling organizations to improve from data backup windows by 65% and to reduce overall staff time required to perform backups by 84% (see Table 6). It is worth noting that, after adoption, there was a 436% leap in the number of backups that interviewed companies were able to perform monthly. This would help enable organizations to reduce the amount of data loss mentioned previously because more frequent backups would reduce the delta between a backup and any potential data loss incident.

TABLE 6

Data Backup Impact

Data Backup Impact	Before OwnBackup	With OwnBackup	Difference	% Benefit
Average number of backups performed per month	16.1	86.1	70.1	436%
Average data backup window (hours)	7.8	2.7	5	65%
Average staff time needed per backup performed (hours)	2	0.3	1.7	84%

Source: IDC Business Value Research, June 2022

IDC then focused on data recovery impacts from organizations using Backup & Recovery (see Table 7). Study participants reported that, when routine glitches or more serious incidents arose, it was easier to recover their data, regardless of the amount of data lost. Table 7 quantifies these improvements, showing that, after adoption, average data recovery times improved significantly (71%).

TABLE 7

Data Recovery Impact

Data Recovery Impact	Before OwnBackup	With OwnBackup	Difference	% Benefit
Average data recovery time (hours)	4.3	1.3	3.1	71%

Source: IDC Business Value Research, June 2022

Business Improvements

Interviewed companies reported that the performance enhancements enabled by OwnBackup as applied to their Salesforce usage offered downstream improvements for business operations and results. They noted that, using combinations of OwnBackup's Backup & Recovery and Archive solutions, they could be more confident in managing a growing volume of critical data that was generated or housed in Salesforce environments. Improvements in the application development process, through OwnBackup Sandbox Seeding, were also called out as especially beneficial. Study participants noted that, after adoption, they could create and push data templates from production or QA environments to enhance the quality of work being done by their development teams. Another key benefit for development teams was that OwnBackup's solutions helped free up space in size-constrained sandbox environments that these teams could then utilize. Through a combination of Backup & Recovery, Archive, and Sandbox Seeding, organizations also noted that OwnBackup helped them to better handle sensitive and regulated data in development operations. Study participants elaborated on these benefits:

Users have more confidence (education):



It has helped us with their many different tools from business cases and has improved our confidence in the Salesforce platform. Users are more confident in storing their data and having their data housed in Salesforce knowing that it's protected through OwnBackup.

Increased business confidence (professional services):



It has to do with confidence because we have a lot of data. With OwnBackup, we can update 50,000 records with confidence because we know if something goes wrong, we can easily go back through all these records.

Frees up storage space for developers to work with (utilities):



We have storage limitations in the Salesforce environment, and we are not able to replicate all the data we have in the environment for a specific project. So, the fact that we can create data templates easily in OwnBackup and then push data from production or the QA environment to this lower environment has created more quality in the development work. We're able to test the valid business scenarios faster, and that is a big improvement for us.

Helps to handle sensitive regulated data (education):



We had to build an application that did contact tracing within 2 weeks using HIPAA data. We were very quickly able to spin up a separate organization that could have protected data. We needed to archive it and be able to anonymize it — specifically to put that anonymized piece into sandboxes so we could develop with it. OwnBackup could hide all that. We were able to have a meaningful discussion around how to drive the application and get it done in 2 weeks. In one 30-minute phone call, OwnBackup was able to tell us to do 'X, Y, and Z'. Quickly, we were backed up for that second organization with HIPAA data.

IDC also evaluated impacts on the application development teams of interviewed companies, tasked with delivering highly usable software to support business goals. As can be seen from previous comments, interviewed companies reported that OwnBackup's solutions provided these teams with more capacity to create multiple data templates, which they were able to then leverage for their day-to-day development tasks.

In general, application development teams were more efficient because they had opportunities to test and experiment with actual data without running the risks of messing up production environments or exposing sensitive data. One study participant working in the utilities sector noted how his application development teams could take on new projects more easily: "We're able to create something very quickly for a new project if we need to. This provides a lot of benefit for the business, and we can drive their development agenda. Another benefit is ease of use and the flexibility the tool gives us to have access to old data. This gives us peace of mind."

Table 8 illustrates these impacts. After adoption, application development teams experienced a 12% productivity boost. This was the equivalent of adding 1.3 FTEs to their teams without having to actually hire those additional FTEs. This resulted in an annual productivity-based business value of \$127,400 for each organization.

TABLE 8

Development Staff Impact

Development Staff Productivity Gains	Before OwnBackup	With OwnBackup	Difference	% Benefit
FTEs per year per organization	10.4	11.7	1.3	12%
Value of development team per year per organization (based on FTEs)	\$1.04 million	\$1.17 million	\$127,400	12%

Source: IDC Business Value Research, June 2022

ROI Summary

Table 9 presents IDC's ROI analysis for study participants' use of three OwnBackup solutions.

IDC projects that interviewed companies will achieve three-year discounted benefits worth an average of \$860,900 per organization (\$73,600 per 100 users) through improved Salesforce backup and recovery operations, better data protection staff productivity, and improved business operations such as improved application developer productivity.

These benefits compare with total three-year discounted costs of \$132,000 (\$11,300 per 100 users). These levels of benefits and investment costs are projected to result in an average ROI of 552% with a break-even point occurring in three months.

TABLE 9

Three-Year ROI Analysis

Three-Year ROI Analysis	Per Organization	Per 100 Users
Benefit (discounted)	\$860,900	\$73,600
Investment (discounted)	\$132,000	\$11,300
Net present value	\$728,900	\$62,300
ROI (NPV/investment)	552%	552%
Payback (months)	3 months	3 months
Discount factor	12%	12%

Source: IDC Business Value Research, June 2022



Summary of Benefits

Based on interviews and the OwnBackup solutions used by study participants, IDC has classified benefits achieved by OwnBackup customers with the OwnBackup solution (Backup & Recovery, Archive, and Sandbox Seeding) that most closely links to each benefit. While IDC's interviews evaluated the impact of all OwnBackup solutions, meaning that all results shown in this study are aggregated across OwnBackup solutions used by interviewed customers, the nature of the OwnBackup solutions and the benefits achieved by customers suggest close association, as shown below, between OwnBackup solutions and specific benefit areas:

TABLE 10

Benefits of OwnBackup Solutions

OwnBackup Solution	Benefit	Impact
Backup & Recovery, Archive, and Sandbox Seeding	Management of data protection and data recovery, FTE equivalent per organization per year	37% reduction in required staff time
Backup & Recovery and Archive	Average duration of impact of data loss (hours)	47% reduction
	Average number of backups performed per month	437% more backups performed
	Average data backup window (hours)	65% reduction
	Average staff time needed per backup	84% reduction
	Average data recovery window (hours)	71% reduction
Sandbox Seeding and Archive	FTEs per year per organization, application developers	12% reduction

Source: IDC Business Value Research, June 2022



Challenges/Opportunities

The SaaS data protection market is fast emerging as a hot target for many backup vendors that have been looking to identify new market opportunities amid a very mature and slow-moving traditional data protection market.

OwnBackup could face competition from incumbent data protection vendors that add SaaS protection capabilities. However, as an early mover and with its dedicated, SaaS native data protection, security, archiving, and sandbox seeding capability, OwnBackup has established its credibility in this space.

Two key challenges that OwnBackup will need to overcome are related to organizational attitude toward SaaS data protection. Many organizations don't yet fully understand the risks of leaving SaaS data out of their data protection architecture and are not willing to invest in it. Secondly, many organizations consider relying on native backup capabilities on the SaaS platform itself to meet all their needs.

Organizations are also at different levels of maturity in adopting SaaS backup, archiving, and sandbox seeding technologies, preferring a combination of multiple vendors. But IDC believes, over time, the complexity of managing multiple products will make enterprises pick a platform that can cater to multiple use cases. OwnBackup's broad portfolio and its growing capabilities — organic and through acquisitions — help it build a feature-rich platform to meet multiple use cases, making a strong platform choice.

In terms of opportunities, data resilience is getting more boardroom attention. Protecting, securing, and managing business-critical data proactively has become a top priority.

With SaaS data becoming business critical, more businesses are now considering dedicated data protection for these environments. As a vendor that is designed to meet the specific needs of SaaS backup, compliance, and innovation, OwnBackup has the potential to seize a large part of this growing market.

OwnBackup has also built a strong presence in the SaaS ecosystem and marketplaces, giving its platform more credibility.

OwnBackup users cite several benefits and differentiators, and this user feedback is one of its key strengths. Its customers highlight the following capabilities as delivering key business value:



User experience and ease of use



Documentation



Complete data management experience — backup of both data and metadata



Sandbox seeding automation/simplicity in innovation



Salesforce integration



Protection and compliance (data anonymization, HIPAA compliance, permissions log, local/regional instances)



Speed and automation

As SaaS adoption continues to accelerate, OwnBackup's TAM increases too.

Lastly, with its protection, security, compliance, and sandbox seeding capabilities, OwnBackup has the opportunity to capture the mindshare of a wider group of personas including DevOps teams, CRM specialists, SaaS super users, compliance and governance teams, and CISOs.

Conclusion

Forward-thinking organizations are increasing their IT spend to protect data.

According to IDC research, 64% of large organizations spend more than 10% of IT budgets on data protection, compared with just 17% of organizations in 2019.

The impact of proactive SaaS data protection goes well beyond resilience to positively impact speed of business, innovation experience, exemplary compliance, granularity, and cloud strategy integrity.

IDC interviewed 12 organizations to understand the impact of OwnBackup's solutions on their Salesforce-related data backup, archiving, sandbox seeding, and recovery operations. These organizations reported multiple business and IT benefits centered around greater confidence in having their business-critical data on OwnBackup's solutions. As such, these organizations would achieve a 6.5 to 1 ROI.



Appendix

Methodology

IDC used its standard Business Value/ROI methodology for this project. The methodology is based on gathering data from organizations currently using OwnBackup as the foundation for the model. Based on interviews with organizations using OwnBackup, IDC performed a three-step process to calculate the ROI and payback period:

1. **Gathered quantitative benefit information during the interviews using a before-and-after assessment of the impact of using OwnBackup.** In this study, the benefits included security staff time efficiencies, development productivity gains, reduced costs associated with risk, and higher revenue.
2. **Created a complete investment (three-year total cost analysis) profile based on the interviews.** Investments go beyond the initial and annual costs of using OwnBackup and can include additional costs related to migrations, planning, consulting, and staff or user training.
3. **Calculated the ROI and payback period.** IDC conducted a depreciated cash flow analysis of the benefits and investments for the organizations' use of OwnBackup over a three-year period. ROI is the ratio of the net present value (NPV) and the discounted investment. The payback period is the point at which cumulative benefits equal the initial investment.

IDC bases the payback period and ROI calculations on a number of assumptions, which are summarized as follows:

- Time values are multiplied by burdened salary (salary + 28% for benefits and overhead) to quantify efficiency and manager productivity savings. For this analysis, based on the geographic locations of the interviewed organizations, IDC has used assumptions of an average fully loaded salary of \$100,000 per year for IT staff members and an average fully loaded salary of \$70,000 per year for non-IT staff members. IDC assumes that employees work 1,880 hours per year (47 weeks x 40 hours).
- The net present value of the three-year savings is calculated by subtracting the amount that would have been realized by investing the original sum in an instrument yielding a 12% return to allow for the missed opportunity cost. This accounts for both the assumed cost of money and the assumed rate of return.
- Because IT solutions require a deployment period, the full benefits of the solution are not available during deployment. To capture this reality, IDC prorates the benefits on a monthly basis and then subtracts the deployment time from the first-year savings.

Note: All numbers in this document may not be exact due to rounding.

About the Analysts



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Harsh V. Singh is a senior research analyst for the Business Value Strategy Practice, responsible for developing return-on-investment (ROI) and cost-saving analysis on enterprise technological products. Singh's work covers various solutions that include datacenter hardware, enterprise software, and cloud-based products and services. His research focuses on the financial and operational impact these products have on organizations that deploy and adopt them.



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About IDC

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