

## Enterprise Managed PC Backup Services, 1Q09

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During the dot-com boom of the late 1990s and early 2000, online PC backup companies proliferated. Companies, such as Drivespace, @backup and dozens of others, convinced investors that online PC backup was about to emerge as a category killer application. Two years later, instead of a category killer, online PC backup turned out to be a company killer for many of these startups. In fact, inquiry load on PC backup services dropped to the point at which Gartner discontinued research in this area — until now.

Today, because of the increase in mobile workers and the increase in the number of laptop versus desktop PCs, managed PC and notebook services are making a comeback. Seagate, Symantec, IBM, Barracuda Networks and EMC have all acquired managed PC backup providers. Moreover, the advent of cloud computing and cloud storage means that new service providers can enter the market without the expense of building a massive storage infrastructure. In this report, Gartner examines why PC and notebook backup services are making a comeback and compares offerings from four service providers targeting midsize and enterprise customers.

### Key Findings

- The PC backup market is crowded and likely to get more so as "cloud" computing services reduce the cost of market entry.
- Although many choices exist for consumers and small businesses, the options for enterprises are still limited.
- Vendor viability and commitment to the PC space remain a concern as prospects evaluate solutions.
- Participation in the market by major vendors is legitimizing managed PC backup services.
- PC backup remains a low priority for many companies, but protecting mobile workers in key positions is becoming a requirement.

### Recommendations

- Evaluate the impact of data loss for data stored on corporate PCs. Where the impact could be high, implement a product or service to protect that data as part of the overall corporate data protection plan.

- Midsize organizations should consider using service providers to help them quickly implement interim or permanent solutions without heavy upfront investments in technology or internal expertise.
- Enterprises should consider using service providers for remote office PC backup if professional IT support is thin or nonexistent.
- Service providers that replicate backup data to a second data center provide more protection but are likely to be more expensive. Weigh the importance of price versus the impact of a potential service provider outage.

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### 1.0 Market Background and Evolution

Most enterprise-class organizations do not have the tools for PC backup or the procedures to ensure that PC data is being regularly backed up when user-initiated tools are available. Instead, they may rely on users to move important data to shared drives or implement some sort of local backup process on their own. Although PCs regularly connected to the corporate network can be protected using enterprise backup products, the time required to back up data and the impact on the PC's performance are often problems. Microsoft Exchange users are increasingly caching the application on the desktop, with personal stores (\*.pst files) often only on the desktop and not on protected shared network drives. With the increased deployment of mobile PC machines, and with remote and mobile computing increasing in popularity, special backup tools for occasionally connected machines are becoming a requirement. Although a recent Gartner survey showed that 65% of respondents had no interest in PC backup (see "User Survey Analysis: Storage Service Opportunities, North America, 2008," a careful evaluation of data stored on corporate PCs by some companies have identified at least pockets of users whose data needs to be protected. In the report "Options for Enterprise PC Backup Are Still Limited," Gartner looked at the option available for in-house deployment. For many companies, either because of the limited scope of the need or because of more pressing IT projects, use of a service will provide a better solution.

#### 1.1 Lack of Market Interest Defeated Many Early Providers

In 1999 and early 2000, online consumer PC backup services were all the rage. During that time, it seemed as if nearly every month yet another online PC backup-and-recovery service was briefing Gartner on its company, its solution and the millions of dollars in venture capital it had secured to get it to profitability.

If success were measured in the number of subscribers, PC backup services would have been considered an overwhelming success. For example, before going out of business Myspace claimed nearly 7 million users (the Myspace domain was an online storage company before it became a social networking namespace). Unfortunately, subscribers didn't often translate into paying customers. In fact, Gartner estimated that less than 5% of online PC backup subscribers who signed up for free services in 1999 ever evolved into paying customers. As a consequence, most of these companies either went out of business or turned to other sources for revenue generation.

In addition to "free" storage, all the online PC backup companies that failed had at least two other things in common. First, their business plans usually predicted large revenue streams based on banner advertising. Second, they focused on home users rather than businesses — at least initially. Microsoft Windows 2000 introduced customers to the concept of Web folders, which lets users manage data stored at a Web site as if it resided on their local disks. A Web folder icon appears on the user's desktop, and files placed in the folder can be used and managed almost as easily as if they resided on a PC's local drive — providing, of course, that the computer is online. Although Web folders are a convenient way of storing and sharing files online, they require users to move important data to the folder on a regular and timely basis. Unfortunately, many of the failed online PC backup companies confused backup and recovery with processes that required users to proactively move data to Web folders. Certainly Web folders offered a form of protection for the files copied to them, but they are of little or no value to users who accidentally deleted uncopied local files or needed to recover all their data in the case of disk failure.

In 2000, Gartner predicted that 60% of online PC backup and recovery service providers would fold by mid-2002. Unfortunately for most of those companies, their employees and their creditors,

that prediction turned out to be a little kind. The early mortality rate among online PC backup service providers has been extremely high (more than 70%). Many of these pioneers were acquired by larger companies, but even that did not guarantee survival. For example, Xdrive became an AOL company in 2005, but in July of 2008, AOL determined that it wasn't meeting profitability requirements and decided to sunset the service. Recently, the new focus on delivering software as a service (SaaS) has caught the interest of large software companies, and surviving PC backup companies may get a new life. SkyDesk (formerly known as @backup) was acquired by SwapDrive, which was then acquired by Symantec in 2008 as part of its initiative to build a backup service business for the consumer and small-business market. Seagate acquired EVault (now part of the i365 business), EMC snatched up Berkeley Data Systems (Mozy), and IBM bought Arsenal Digital. In November, 2008 Barracuda Networks acquired BitLeap. All the new owners will need to modernize and update the older products, but they hope this approach will allow them to quickly enter what is again seen as an emerging market. Almost all these offerings target the consumer and small-business space and lack the management, monitoring and billing tools that are necessary to service larger companies.

## **1.2 New Technology, Cloud Infrastructure Revitalize the Market**

The recent awakening of interest in the PC backup service market comes as a result of many technologies all converging at the same time to deliver a ready market of customers and technologies that allow for the delivery of more-robust solutions at a dramatically lower price point. Some of the rekindling events include:

- Growing market acceptance of SaaS
- Improved communications infrastructures to better support transmission of data from widely available Internet connections
- Massively scalable disk storage available at low cost
- Improved backup-to-disk technology and dramatic improvements in data reduction technologies
- A growing number of mobile employees and telecommuters
- Evolving laptop dominance as the PC form factor of choice
- Increased laptop disk capacity
- Headline news stories regarding compromised identity information on lost or stolen notebooks
- Regulatory requirements for data retention

### **1.2.1 Vendor Solutions Compete on Price and User Experience**

Because they are designed to protect user data off-site and restore it when required, the basic functionality of all managed backup service providers is pretty much the same. Companies looking to win in the PC backup service market not only must provide the basic capabilities that will be common to all robust solutions, but also must do it at a dramatically lower price and in a secure way. Key components of a PC backup service are:

- New user files are copied to the service provider's infrastructure via the Internet or other network connection, in an identical file structure to that on the user's computer.

- Subsequent changes to files are updated (usually only sending the changes and not the whole file) at scheduled intervals or continuously.
- Bandwidth "throttling" is usually used to prevent the backup from impacting other Internet-intensive applications.
- Data is encrypted both in flight and at rest. Users or the service provider may manage encryption keys.
- Multiple versions of files are available to users for some period of time.
- Restores are requested by users or administrators and may be made over the Internet or via a DVD if the volume of data is very large.
- Billing is usually based on a per-PC, per-month basis, sometimes with associated fees for storage.

Although the basic purpose of external service provider solutions is the same, their implementations, user interfaces, breadth of services, security features, experience and pricing certainly are not. In fact, no two service providers highlighted in this report use exactly the same technology in their solutions. The increased use of delta change technology (backing up only changed blocks) and client-side data deduplication increases the bandwidth efficiency of managed backup services. These technologies were largely unavailable in most of the early dot-com implementations and are still not fully available from all service providers.

In addition to different architectures, service providers can have very different pricing methodologies. Consumer-centric services usually offer some amount of backup for free or provide free-trial offers. Consumer backup provider Carbonite charges \$49.95 per year no matter how much data is backed up. Newcomer Backblaze charges \$5 per device per month for unlimited storage. EMC (Mozy) charges a per-user fee, plus a fee for the amount of storage consumed each month. EMC, Iron Mountain, Symantec and others have different pricing schedules for consumers and business customers.

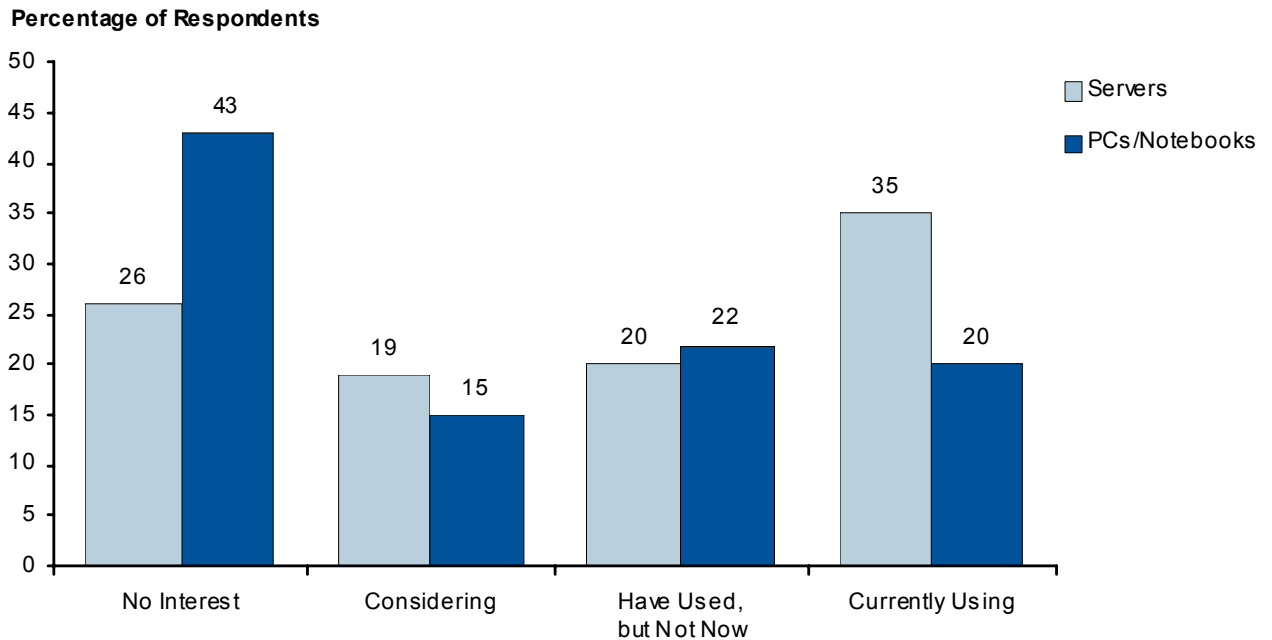
Finally, the breadth of services and methods of service delivery differ greatly from one service provider to another. Some can back up servers as well as PCs. Some support Apple as well as Microsoft operating systems. Some provide multiple services, such as e-mail archiving, or offer PC backup as part of a comprehensive PC management service. Some can provide professional services, and many offer varying levels of customer phone support. Those service providers looking to support the enterprise market need to provide the corporate IT department a way to manage the addition of new users to the service and to monitor to ensure compliance to corporate policies.

### **1.2.2 Vendor Challenges**

No matter what their business model, all managed backup service providers face similar challenges. To begin with, providers of managed backup services face many of the same hurdles as managed service providers in general. Certainly, security is top of mind. Data must be securely transmitted from the user's PC to the service provider's facility and must be hidden from prying eyes when at rest. Another factor is market maturity. The second round of the market for PC backup services is still young and is attracting a growing number of players — many of these new players will be acquired, merge, change business models or simply go out of business. For organizations considering a service provider, finding one that they believe will be in business for as long as the data will need to be stored can be a concern, although backup is for recovery, not long-term storage, so risk is limited.

The biggest challenge faced by vendors today is highlighted in Figure 1. A user survey conducted in September of 2008 in North America found that while 35% of respondents either use or are considering using PC/notebook backup services, 43% are adamantly opposed to using these services, and another 22% have used these services in the past but have since canceled. This is unwelcome news for Barracuda Networks, EMC, IBM, Seagate and Symantec, which have recently launched PC/notebook backup services or acquired companies to deliver them. Respondents either don't understand the value proposition of managed PC/notebook backup services or don't properly value the data on endpoint user devices. Or, historical experience with poor service solutions may have soured them on using services. Gartner believes PC backup services will be further challenged in the future by a move by some companies to thin clients and virtual desktops as companies increase the use of SaaS solutions, and the increase in Web-based collaboration suites, all of which reduce the volume and criticality of data stored on user endpoints. This, coupled with recent high-profile security breaches, means that organizations are becoming eager to reduce the distribution of data and grant access to confidential data only in real time on an as-needed basis.

**Figure 1. Interest in Online Backup Services for PCs and Servers**



Note: Number of respondents = 108

Source: Gartner (December 2008)

## 2.0 Comparing Service Providers

Although customers have dozens of service provider options, it's not that difficult to narrow the field rather quickly. The first hurdle is the desktop/laptop computer operating system. All service providers can support Microsoft Windows. Not all can handle Mac, and even fewer can support Linux. Figure 2 provides a checklist to use when evaluating the company requirements.

**Figure 2. PC Backup Requirements Checklist**

<b>Our Requirements</b>	
User computers to be backed up	
Windows (which version), Mac, Linux, etc.	
Number of each type to be backed up	
Number of PCs and number of mobile devices	
Regional location of devices	
Retention requirements	
Recovery time and point objectives	
Planned migrations from/to in-house solution or other service provider	
Backup of encrypted endpoint devices? (which encryption)	
Requirements for initial backup (online only or "seeding" appliance)	
Large-volume restore media requirements (none, DVD, appliance)	
Data center certification requirements (SAS 70, PCI, etc.)	
Setup fees, if any	
Licensing fees, if any	
Per-gigabyte fees	
Estimated monthly run rate	

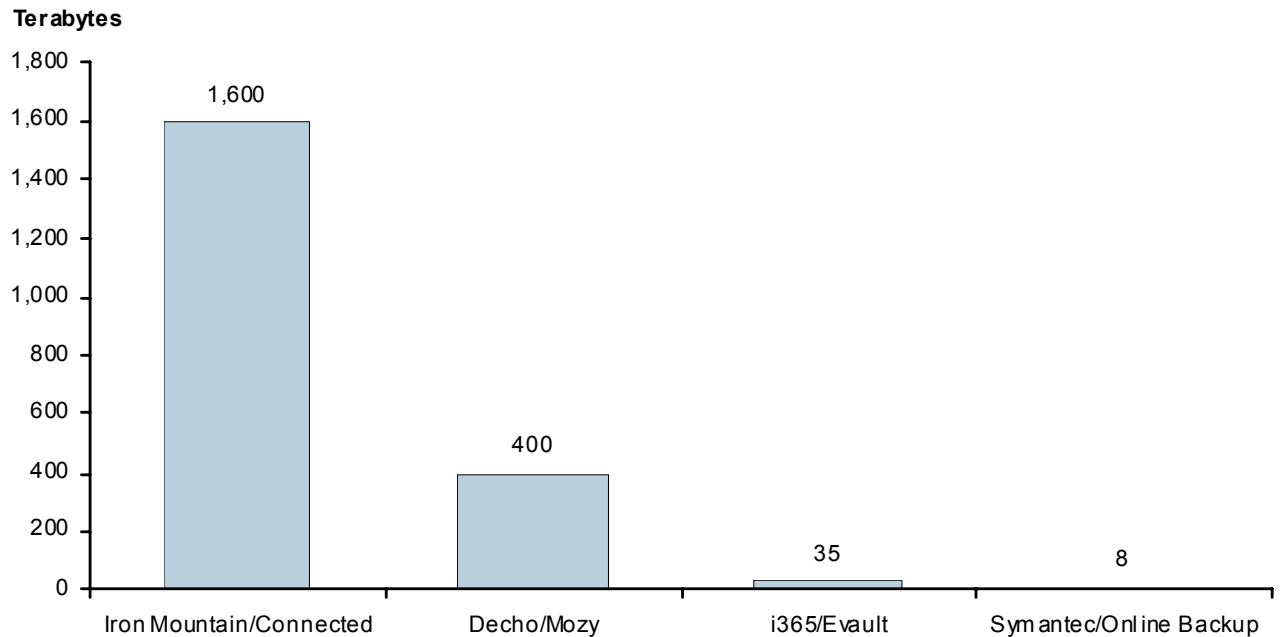
Source: Gartner (January 2009)

## 2.1 PC Backup Service Providers Targeting the Enterprise

Users have many choices for managed PC/backup backup services — more when resellers are considered. For the purpose of this report, Gartner limited the number of providers by eliminating service providers catering primarily to consumers and/or small businesses. The field was further narrowed by eliminating service providers utilizing identical technology. For example, Amerivault is not included, because it licenses technology from i365 that is covered in this report. Users are cautioned not to exclude resellers or technology licensees from consideration when making service provider selections. Better pricing and superior customer support may be available even though the base technology is the same.

Figure 3 shows the relative size of the service providers covered in this report by the total number of terabytes under management at their data centers (replication storage was not considered since not all service providers replicate to a second facility). The low number of terabytes shown for Symantec is attributable to the company's recent entry into this market. The number includes the backup of PC and small servers for consumers, small and midsize businesses (SMBs) and enterprises. Iron Mountain has a separate managed service offering for servers, so most of its managed data represented in the graph is for PC data with a strong base of corporate customers.

**Figure 3. PC Backup Service Providers by Total Terabytes Managed as of June 2008**



**Source: Gartner (January 2009)**

The service providers covered in this report represent a subset of available PC backup services worldwide. Although they all market to consumers, Gartner chose these service providers because they all claim a focus on midsize and large enterprise businesses as well. Other commonalities that are of importance to enterprises include:

- Unique technologies and proprietary code.
- Agents must be installed on endpoint devices.
- Support for bandwidth throttling.
- Open file management.
- Backups begin from where they left when a network connection is restored.
- Encryption for data on the fly is standard, and all offer options for encryption for data at rest.

Service providers differ in the following areas:

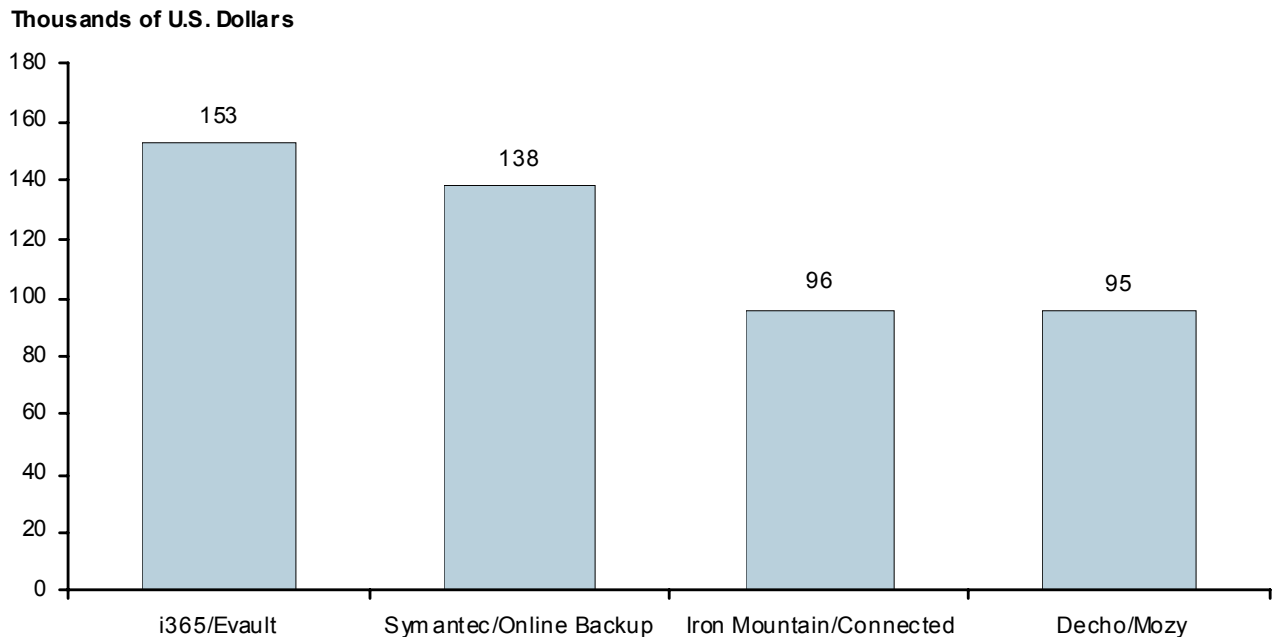
- Pricing methodologies
- Back-end infrastructures
- Security features
- Data reduction capabilities
- Web-based administrative tools

- Ability to capture initial backup data via appliances or DVDs
- Scheduled or continuous backups

## 2.2 Considerations in Evaluating Vendor Pricing

Comparing vendor pricing is difficult because of the wide range of pricing models and the various forms of discounting available. Figure 4 provides Gartner's estimate of the relative annual cost to back up 1,000 PCs and notebooks assuming each is backing up 10 gigabytes of data each. Gartner verified that no vendor setup or licensing fees would be required for this exercise.

**Figure 4. Annual Service Fee to Back Up 10 Gigabytes of Data on Each of 1,000 PCs/Laptops**



Source: Gartner (January 2009)

To accurately compare one service provider's prices with another, Gartner recommends the following steps:

- Define a likely scenario and ask each vendor to provide a monthly price and identify any setup fees. Because different service providers utilize different billing methodologies, it can be difficult to compare prices without a scenario. Some charge by the total amount of data protected, while others charge a flat price per user and total amount of storage consumed at the service provider's data center. Still others bill on the maximum amount of backup capacity assigned to individual users. In any case, it should be possible for the service provider to estimate a monthly "run rate" based on volume and service levels. For vendors that charge by amount of stored data, the vendor's approach to compression, single-instance store or data deduplication will have an impact on the cost. Discuss the vendor's approach to deduplication and estimate the additional savings possible with a vendor that is more efficient at removing duplicates.

- Determine the importance of the vendor's infrastructure. Is SAS 70 certification for the service provider's data center? How about PCI certification? How important is it that the service provider replicates backup data to a second data center for BCDR purposes?
- Remember that bandwidth isn't free — Transferring large files can burn up bandwidth and one way or another the customer will pay for it. Again, the vendor's approach to compression, single-instance store or data deduplication, as well as delta backups, can have an impact on the cost.

### 3.0 Decho Corp., an EMC Company Mozy Enterprise

<http://www.mozy.com>

EMC acquired Berkeley Data Systems, the company behind the Mozy online backup service, in October 2007 as a springboard into SaaS. Berkeley's commodity storage architecture — coupled with the Mozy management and monitoring features — delivers a SaaS foundation platform that EMC can build services and applications on. In November of 2008, EMC combined Mozy with Pi Corp., a February 2008 acquisition of a company developing technology for a data-centered personal information service, to form Decho, a wholly owned subsidiary of EMC. Gartner believes the focus of this new company is on consumers and companies comfortable with "the consumerization of IT."

Mozy was predominantly a consumer play (MozyHome) when EMC acquired it, although Berkeley Data also offered a business-based service (MozyPro). In 2008, EMC added MozyEnterprise, a premium backup offering for businesses, with enhanced security features, as well as rapid deployment options and enhanced support. Organizations using MozyPro include Paravida, Freethechildren.com and Vanderbilt University. The MozyEnterprise offering is still in early release, with only a few customers, including General Electric and Boeing. The General Electric deal is planned to grow to 350,000 seats. Because the primary focus of Decho is SMBs and consumers, the future of EMC's thrust into enterprise SaaS is unclear.

All Mozy versions currently support Microsoft Windows 2000 and newer Windows operating systems. Mac support is currently offered to MozyHome and MozyPro customers. MozyEnterprise customers have the option of loading their initial backup to an appliance that gets shipped to EMC to speed initial backups. Changed data is backed up every two hours or whenever an Internet connection is available. Data deduplication is at the file level only.

The Mozy back end is a commodity disk and server infrastructure that employs common error-correction algorithms as a low-cost alternative to redundant array of independent disks storage. All Mozy services are hosted at data centers in Utah and Ireland. Plans for 2009 include additional locations around the world. Over the past year, some customers have openly complained of long rebuild times and associated rebuild problems. Mozy claims to have corrected these problems.

MozyPro lists at \$3.95 per month per desktop/laptop plus \$0.50 per month per gigabyte. MozyEnterprise lists at \$5.95 per month per desktop/laptop plus \$0.50 per month per gigabyte.

#### 3.1 Strengths

- Cost-effective SaaS platform
- EMC brand, capital and marketing
- North American and European data centers

## 3.2 Challenges

- Balancing the consumer focus of Decho with the enterprise focus of EMC
- Competing against Iron Mountain's large referenceable base of corporate customers
- Backup data not replicated to a second site for business continuity and disaster recovery
- Justifying MozyEnterprise price differential for limited incremental functionality

## 4.0 i365, a Seagate Company — EVault SaaS

[www.i365.com](http://www.i365.com)

The EVault PC backup service offering traces its roots back to a company named VytalNet. VytalNet was an early pioneer in managed backup services, inventing a technique allowing backup of only the blocks that have changed (often referred to as "delta" changes). EVault rolled out software products and managed backup services based on VytalNet intellectual property in 1997 and acquired the company in 2001. Seagate purchased EVault in 2007, coupling it with an acquired disk recovery company to form Seagate Services. In September of 2008, Seagate rebranded the services division (encompassing acquired companies EVault, ActionFront Data Recovery Labs and Metalincs) into "i365, a Seagate Company." i365 provides managed backup for servers, PCs, eDiscovery, business continuity planning and disaster recovery testing and on-site managed backup service. EVault is both a managed service provider and an independent software vendor, licensing its backup software to businesses and competing with online server providers, as well as PC backup service providers, such as Amerivault and SunGard. The i365 online backup services were rebranded into three offerings: EVault SaaS Backup, EVault SaaS Plus and EVault SaaS Small Business Edition. EVault's licensed technology, formerly InfoStage, was rebranded i365 EVault Data Protection. The same technology used to back up servers is used to back up PCs; there is no separate PC backup offering. EVault claims 600 PC backup customers, 98% are SMBs covering a small number of PCs. The largest single enterprise-level PC backup customer protects just over 1,600 PCs with the service.

i365 backups are on a scheduled or continuous basis at the customer's discretion. Initial backups can be over the Internet or via a storage appliance that is used on the new customer site for the initial full backup and then shipped to i365. Similarly, large restores are provided via a shipped appliance or DVD. Encryption and decryption is done at the customer site. Backup of changes is at the block level.

Historically, a North American service provider, i365 operates from seven Tier 3 and Tier 4, SAS 70 data centers in North America. Some are privately owned, and some are at SunGard facilities. The company recently expanded to Europe and now has an SAS 70 facility in Luxembourg with plans to add additional data centers in the U.K. and Germany. Current storage infrastructure is EMC and Hitachi Data Systems storage area network (SAN) storage, but the company is currently architecting a low-cost storage grid.

i365 has three pricing models. The Small Business Edition targets users with under 30 gigabytes of storage that pay a flat fee per desktop (\$9.95 or higher) plus \$1.95 per gigabyte. The i365 EVault SaaS has two retention options (30 day and 30 days plus 11 monthly backups). EVault SaaS plus targets larger businesses. Pricing is based on a one-time setup fee, a one-time plug-in fee for each desktop and the amount of compressed data protected.

## 4.1 Strengths

- Financial viability as a part of Seagate

- Referenceable base of long-term server backup service customers
- Customer data replicated to multiple data centers
- Service partner and reseller network in the U.S. and Europe

## 4.2 Challenges

- Managing potential channel conflict between direct managed service business and partner service offerings using the EVault technology
- Current high cost of SAN storage infrastructure
- Small number of enterprise PC backup service customers

## 5.0 Iron Mountain Digital, a Division of Iron Mountain — Connected PC Backup Service

[www.ironmountain.com/digital](http://www.ironmountain.com/digital)

Founded in 1951, Iron Mountain is a public company with more than 20,000 employees and 2007 revenue of \$2.7 billion, primarily from the storage and protection of paper records and electronic media. In 2004, it acquired PC backup company Connected, complemented by the acquisition of server backup company LiveVault in 2006. In addition to using them as the basis of its managed backup services, the company also licenses both technologies for in-house solutions. Managed backup services fall under the company's data protection and recovery solutions, which also includes off-site tape vaulting, technology escrow and disaster recovery support services. The managed PC backup service is called Connected Backup for PC. In 2007, Iron Mountain also announced a Connected-based backup solution for servers.

Although 43% of subscription customers are consumers, Iron Mountain claims more than 800 corporate accounts and 3,500 business accounts with 2.5 million enterprise users worldwide. Their largest subscription customer protects more than 20,000 PCs using the service. Iron Mountain currently manages over 1.6 petabytes of customer backup data.

Iron Mountain replicates backup data to data centers in the U.S., Canada, Europe and Australia. All but Australia are redundant. Pricing is based on a per-user monthly fee based on the amount of protected user data. Backups are on a scheduled basis or can be set up to be user-initiated. Large restores are provided via a shipped appliance, DVD, CD-ROM, DVD-ROM, or Universal Serial Bus disk. Encryption and decryption is done at the customer site. The product sends only files that haven't been backed up on any of the other previously backed up PCs for the customer. When a file is changed, it sends only the blocks that have changed, not the full file.

Unique to Iron Mountain as a backup service provider is an endpoint security option called DataDefense based on licensed technology. The optional service encrypts a customer's notebook so that data is unreadable if the notebook is lost or stolen.

## 5.1 Strengths

- Largest and very referenceable base of enterprise PC backup customers
- Part of a large (more than \$1 billion), profitable, public company
- Focus on business users

- Worldwide reach, either directly or via EDS, with data centers for PC backup in multiple geographies

## 5.2 Challenges

- Reputation for high prices
- Limited market awareness of service offering
- Limited sales focus on digital recovery services part of Iron Mountain business

## 6.0 Symantec — Symantec Online Backup

[www.symantec.com](http://www.symantec.com)

Symantec is primarily an infrastructure software company servicing businesses and consumers with products and services for security, availability, performance and data protection. With the acquisition of Veritas in 2005, Symantec became the market leader in server backup software. In early 2008, Symantec launched the Symantec Protection Network (SPN), SaaS platform, which Symantec will use to deliver a range of service offerings. The Symantec Protection Network targets business customers with its Symantec Online Backup managed backup services for servers and PCs/notebooks. Symantec Online Storage for Backup Exec is a service that provides Backup Exec software customers the ability to move backup data off-site to a Symantec facility. For consumers, Symantec's Norton 360 PC protection suite offers an option of backing up PCs to a service managed by SwapDrive, which Symantec acquired in June of 2008. Gartner anticipates that Symantec will migrate some of the larger SwapDrive business customers to SPN. In October 2008, Symantec announced that it would acquire MessageLabs, a provider of online messaging security with more than 8 million end users at more than 19,000 companies ranging from small business to the Fortune 500. Symantec will capitalize on cross-selling and upselling its SaaS offerings into the MessageLabs customer base.

Symantec is the newest of the PC online backup services profiled in this report and, therefore, is protecting the smallest amount of customer data. The company did not provide specifics on the number of customers or number of laptops and desktops protected, but with only eight terabytes of customer data protected at its facility, Gartner assumes the numbers are very low compared with the industry leader Iron Mountain. Gartner estimates only 5% of customers are enterprise class, 85% are SMBs (Symantec's target customer) and 10% are consumers.

Symantec provides backups only on Windows PCs and servers. Backups are on a scheduled or on a continuous basis, most usually with three snapshots daily. Initial backups can be over the Internet or via a storage appliance that is shipped to the customer. Encryption and decryption are done at the customer site. Symantec does not do any kind of single instancing or other kind of data deduplication in the data store.

Symantec replicates backup data to company data centers in the United States — one owned and one with a colocation provider. Pricing is based on the capacity of storage consumed at the Symantec facilities. Prices range from \$0.92 to \$1.83 per gigabyte per month for one year of retention. Storage infrastructure is based on industry standard controller-based platforms, but a major revamping of the company's infrastructure is being architected and should deliver more competitive prices when in place.

## 6.1 Strengths

- Symantec's leadership in the backup product market
- A large, public company with strong financial viability

- Long company experience in the SaaS market through its antivirus products business

## **6.2 Challenges**

- No enterprise references; new to market as a backup and especially as a PC backup service provider
- No Mac or Linux support
- Service not designed specifically for PCs; no data reduction
- Available in North America only

## **RECOMMENDED READING**

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"The Storage Utility: From Outsourcing to the Cloud"

"Outsourcing E-Mail Archiving, 1Q08 Update"

"Report Highlight for User Survey Analysis: Storage Service Opportunities, North America, 2008"

"Options for Enterprise PC Backup Are Still Limited"

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