

Cloud and Product Independence Give Rapid Recovery a Decided Edge over EMC Avamar

By DCIG Lead Analyst Jerome Wendt

Businesses need to solve their existing backup and recovery challenges even as they position themselves to take advantage of the new opportunities that the cloud offers. Rapid Recovery's all-inclusive licensing satisfies the key backup and recovery needs that companies possess while giving them the freedom to choose from multiple cloud services from leading cloud services providers which competitors like EMC Avamar do not offer.



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FOUNDED

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INDUSTRY

Technology

SOLUTION

- Dell Data Protection | Rapid Recovery

DIFFERENTIATORS

- All-inclusive licensing
- No dependencies on other products to fully realize Rapid Recovery's value
- Freedom to use one or more cloud services options for archive, replication, or recovery
- Proven connectivity and support with leading cloud services providers

More data to backup, less time to recover it, heightened expectations to recover data with cloud services providers, and little to no time to dedicate to managing these tasks. These issues pretty well summarize the dilemma that businesses face when backing up and recovering its data. The good news is that solutions such as Dell Data Protection | Rapid Recovery can better position them to get the backup and recovery experience that they want and need than competitors such as EMC Avamar.

Corporate Baseline Backup and Recovery Expectations

Perhaps today more so than ever companies want backup and recovery solutions that:

- Archive, replicate, and recover to the cloud
- Are fast and easy to setup and then maintain and manage over time
- Give them access to the latest technologies
- Improve their business operations with minimal to no IT support
- Offer the features they need
- Provide a great deal of value for the investment
- Protect their environment

As companies search for products that support this functionality, they often encounter products such as Rapid Recovery and EMC Avamar. These two products both support Microsoft applications as well as Linux, Windows and VMware. They also offer multiple restore options and provide comprehensive phone and web support to respond to any technical issues that organizations may report.

Assessing and understanding the feature functionality of each product certainly comprises a component of every organization's decision making process. However, when two products share commonality in support for many key features important to an organization, a company must then identify which product does a better job in delivering on intangibles such as product co-dependencies and cloud support. As companies make these types of comparisons between Rapid Recovery and EMC Avamar, two key differences between them emerge.

Feature	Rapid Recovery	EMC Avamar
APPLICATIONS		
Microsoft Exchange	✓	✓
Microsoft SharePoint	✓	✓
Microsoft SQL Server	✓	✓
OPERATING SYSTEMS		
Linux (Various)	✓	✓
Microsoft Windows	✓	✓
AGENT-LESS VM BACKUP		
VMware ESX/ESXi	✓	✓
TECHNICAL SUPPORT		
24x7 Phone	✓	✓
24x7 Web	✓	✓

● Supported
 ● Unsupported / Undetermined

Rapid Recovery Stands Alone

Quantifying an intangible such as dependency on other solutions from the same provider certainly never comes easy. Part of the difficulty with this approach stems from the reality that all providers, to one degree or another, want existing and/or new customers to buy other products from them. To facilitate that, they include "hooks" in each of their products that enable them to function better together as a group than individually.

"Using Rapid Recovery, companies can solve their existing backup and recovery challenges while better positioning themselves to capitalize on tomorrow's opportunities in the cloud."

— Jerome Wendt, DCIG Lead Analyst

The drawback with this approach surfaces if and when an organization needs specific feature functionality that one may only obtain by acquiring other products from that provider. This dependency may occur if one acquires EMC Avamar as it relies upon EMC's complementary Data Domain product to perform certain functions.

Companies report that if they do not obtain a Data Domain appliance when they acquire Avamar that Avamar's value diminishes.¹ As they may not need or want a specific appliance dedicated to deduplicating backup data, they may find themselves in a situation where they have to acquire another appliance to fully realize Avamar's value.

Rapid Recovery stands apart in its product independence. By avoiding product co-dependencies, it provides the core data protection features that these companies need while mitigating the complexity associated with configuring and managing backup software.

Its all-inclusive licensing also ensures there are no future upgrade surprises if the organization needs new functionality at some later point and mitigates their need to rely upon another solution to get the value they need. By way of example, companies can use their own servers and create as many Rapid Recovery cores as they like and replicate to them at no additional licensing cost as replication is included as part of its all-inclusive license.

No-hassle Access to Multiple, Leading Cloud Services Providers

Access to multiple, leading cloud services providers provides another notable difference between Rapid Recovery and Avamar. While organizations are at various stages in terms of cloud adoption, almost all expect to use cloud services in some capacity either now or in the future. In this area, Rapid Recovery has a notable advantage in its support for the leading cloud services providers.

Rapid Recovery natively supports and provides licenses for the three primary ways (archive, replication, and recovery in the cloud) in which companies may look to use the cloud. Equally

Feature	Rapid Recovery	EMC Avamar
CLOUD SERVICES PROVIDERS		
Amazon S3	✔	●
Microsoft Azure	✔	●
Rackspace (OpenStack Compliant)	✔	●

✔ Supported ● Unsupported / Undetermined

important, Rapid Recovery has a proven track record of working with these leading cloud services providers. They plainly list Rapid Recovery as a solution that they openly and routinely support. This differs from Avamar which DCIG can find no evidence of it supporting any cloud services provider.

Rapid Recovery Positions Organizations to Solve Today's Challenges and Capitalize on Tomorrow's Opportunities

Organizations naturally want to make the best choice when it comes to a backup and recovery solution as they want a solution that meets their data protection needs, provides a good value, and positions them for the future. In this respect, both Rapid Recovery and Avamar share some commonality in providing the key features that many businesses need to protect their environment.

However, Rapid Recovery's all-include licensing that makes all of its features available at one price provides the value that companies often prioritize when making a buying decision. By then coupling that value with Rapid Recovery's cloud and product independence, companies receive a solution that solves the challenges they face today and better positions them to capitalize on the opportunities they exist tomorrow in the cloud. ■

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