

Data Protection - VTL, D-to-D, CDP, and the Impact on Tape

OBJECTIVE

Understand what is driving user adoption of disk-based data protection and the methods being deployed today and in the future.

In this seminal study IDC will pinpoint the opportunities – by business size segment, by product technology, by class of storage, application class and by outcomes driving value: backup window, retrieval times, recovery times, reduced costs, and reduced complexity. Results will include five year product segment forecasts.

VALUE FOR SUBSCRIBER

- Will gain insights into user forecasts for disk-based data protection technologies such as Virtual Tape Systems (VTS), Disk-to-disk copying (D-to-D) and Continuous Data Protection (CDP).
- Will understand impact on tape and tape automation.
- Will understand where newer technologies sweet spots map into market.
- These insights will be actionable in investment planning, market positioning and sales messaging and tactics

POTENTIAL QUESTIONS

- What are user strategies for data protection?
- What are users specific adoption plans?
- What are users buying criteria and what products are in the bid?
- What are the barriers to user deployment of specific technologies?
- How do plans change among small, medium, large and extra-large businesses?
- What needs (requirements) are not being met with current data protection technologies?
- What are the priorities for those needs (requirements)?
- What role does the remote office play in rollout of new data protection technologies?
- How do needs, objectives and plans change with different storage development stages?
- What are the core outcomes users are seeking?
- Is the data protection copy local or remote?
- How current and correct are users perceptions about these data protection products?
- What marketing messages are resonating?
- What is the prognosis for tape?
- How much of the ATA or SATA disk market is associated with data protection?
- How does CDP cross the chasm and move off the bleeding edge?
- Based on different implementations of data protection – does the decision maker change?
- How do storage grids impact the market life-cycles for discrete data protection products?
- Add-on study: What levels of encryption are users deploying and why?
- Add-on study: Where and at what level do users want to implement encryption?

METHODOLOGY

This study uses a combination of focus groups, in-depth interviews and a web-based survey.

SCOPE OF STUDY

The study focuses primary research within North America. Forecasts are modeled to world wide levels. The time period is 2006-2010. Covers data backup, replication, restoration and archiving activities driven by the potential of infrastructure element failure. Does not include virus, hacking or theft issues. A separate add-on study is available covering storage cryptography and encryption security issues.

SUBSCRIBER PROFILE

Organizations interested in understanding dynamics and opportunities and changes to data protection products and strategies. Customers interested in impacts of disk drive-based products on use of tape.

DELIVERABLES

Focus Groups:

- Transcripts, summary and DVD

In-Depth Interviews

- Transcripts, Excel workbook of quantitative data

Web Survey

- Results integrated into final report. Excel workbook of banners available on-request.

Mid-project Presentation

- Webinar at 50% of in-depth interviews - Power Point

Final Presentation

- Webinar and/or at IDC discretion, on-site presentation, Power Point inc Exec Summary

Final Report

- Word document

PRICE

\$40,000 -- Primary Sponsor

PROJECT SCHEDULE

Pre-sale Cut-off Data	January 3, 2006
Project Start Date	January 3, 2006

PROJECT TEAM

Co-Lead Analysts:

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