

# Radically simple long term data retention

Cloud data retention delivers immediate cost savings

## The challenge

Organizations are struggling with a 61% compound growth rate for data,<sup>1</sup> which creates the need to refresh on premise storage infrastructure every two years. As data grows, so does its business value making it a prime target for malicious attacks. In response, new compliance and privacy regulations have been generated requiring organizations to store data for longer periods of time. Some verticals, such as pharmaceutical and life science companies, are required to store large petabyte datasets eternally.

Long term data retention has traditionally been the domain of on premise tape, disk libraries or off site tape archival services. Traditional data protection solutions rely on hard disk appliances that struggle to scale as datasets grow. In an effort to reduce cost and complexity, cloud-based services have become the preferred method for data backup and data retention.<sup>2</sup>

## The solution

Druva solves data protection, compliance and data retention challenges with a cloud-based solution. Our SaaS architecture eliminates dependence on hardware and software to reduce your on premise data center footprint and significantly reduce costs. From a centralized console, IT can globally define automated workflows to protect, manage and define policies for backup, disaster recovery, security and data retention.

Data retention policies allow Druva to transparently move data from the Druva Cloud Platform to Amazon S3 Glacier Deep Archive without ingress or egress charges. On average, data recovery takes 36 hours, which is 72 hours faster than off-site tape recovery.<sup>3</sup>

## Business challenges

- 61% CAGR data growth results in doubling storage capacity every two years.
- Traditional storage management, replication and backup add complexity and inefficiencies.
- 2X storage capacity increases costs, derives expensive storage refresh cycles and time consuming cycles of maintenance and updates.

## Benefits

- Druva delivers a 30% cost reduction for long-term data retention with global deduplication and automatic tiering into Amazon S3 Glacier Deep Archive.
- Fifteen days of the latest backups are retained in warm storage to meet application recovery time objectives.
- Global data retention policies free up IT to work on strategic projects by automating tiering of data into lower cost storage layers.

“A major challenge for us in some of our remote locations is that we don't always have a full IT staff to manage the backup process... with Druva, we significantly reduced the resources needed to comply with backup policies.”

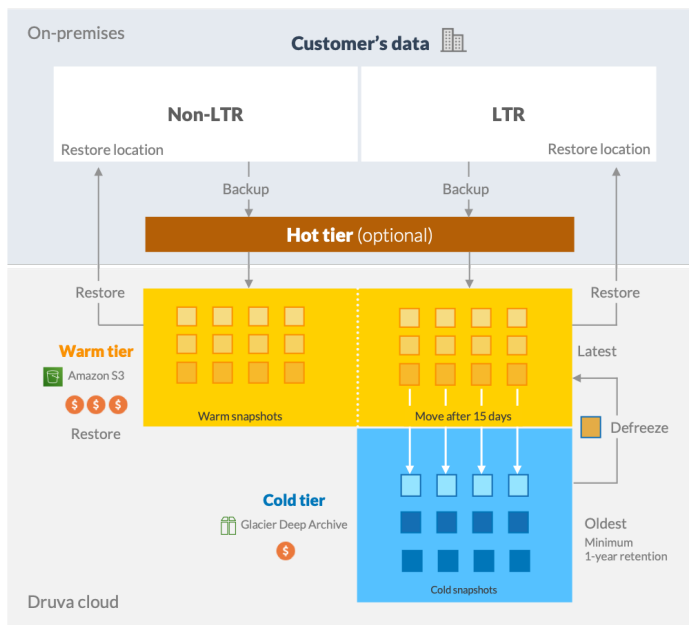
— Mark Partridge, Director,  
Global Infrastructure Services Syncreon

1 IDC, 2018

2 ESG, 2020

3 Defrosting time of 36 hours is only an estimate and not guaranteed by either Druva or Amazon Web Services (AWS)

## Intelligent tiering for long term data retention architecture



### How it works

At the time a backup workflow is defined, customers can create a long-term data retention rule that is enabled with a single click. To receive maximum storage benefits, data must be retained for 365 days or longer.

### Single-click activation of long-term data retention

Restoring your cold data from Glacier Deep Archive is as simple as choosing the appropriate snapshot and clicking “defreeze.”

## Restoring data from Glacier Deep Archive

### Summary

Druva removes the cost and complexity associated with both data protection and data retention. Our SaaS platform eliminates the need for dedicated hardware and software while reducing your on premise data center footprint. Data retention policies orchestrate intelligent tiering of data into lower storage layers freeing up IT from manually moving data. Our cloud data retention capabilities delivers additional savings by replacing tape infrastructure for cold data storage.

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Druva is the industry's leading SaaS platform for data resiliency, and the only vendor to ensure data protection across the most common data risks backed by a \$10 million guarantee. Druva's innovative approach to backup and recovery has transformed how data is secured, protected and utilized by thousands of enterprises. The Druva Data Resiliency Cloud eliminates the need for costly hardware, software, and services through a simple, and agile cloud-native architecture that delivers unmatched security, availability and scale. Visit [druva.com](http://druva.com) and follow us on [LinkedIn](#), [Twitter](#) and [Facebook](#).