

Solution Showcase

Evolve from Simple Backup to True Data Insights with the HPE-Cohesity Joint Solution

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Abstract: The current explosion of data has created a challenge for organizations that want to reuse that data more intelligently to gain insights from it and ultimately achieve a business advantage. The challenge centers on attempting to accomplish that against a backdrop of massive data fragmentation. A new joint solution from HPE and Cohesity could help—it is a secure, web-scale data management platform running on HPE's high-density, powerful, industry-leading servers.

Introduction: Gleaning Intelligence from Fragmented Data Is Hard to Do

Within many organizations, legacy point products and architectures are causing an unfortunate side-effect: fragmentation of data across systems and products. At this point, for example, midsize/large organizations are using point products from an average of five different vendors to manage their non-latency-sensitive data. The result of that approach is complexity, a lack of data portability, added costs, and inefficient operations.

Especially problematic is the number of copies being made: 82% of IT decision makers surveyed by ESG say it is a challenge for their organizations. That response percentage is high but unsurprising, considering that those organizations are storing six copies of the same data on average. Additionally, 73% of them use more than one public cloud service now, and 82% also store redundant copies of cloud-hosted data—all of which makes the data fragmentation problem even worse.¹

Evolving Toward Data Intelligence

Fragmentation is an issue in urgent need of a solution because data is now vital to business innovation. In fact, 38% of organizations with digital transformation initiatives underway expect to develop and offer new data-centric products and services in the next 24 months.² To do that right, those organizations will need more knowledge about their data's context and content.

Additionally, the role of data in supporting digital transformation, plus new regulations pertaining to data use, have affected data's role within an organization. Data directly affects business outcomes these days. But as traditional on-premises backup evolves to become more cloud-based or hybrid, the data management chasm remains. As Figure 1 shows, organizations need to get beyond focusing on where data resides or how much it costs to keep, and move toward focusing on what that data can do—i.e., how much business value it can offer.

¹ Source: ESG Custom Research for Cohesity, *Mass Data Fragmentation Is Quietly Killing Digital Transformation Efforts*, May 2019.

² Source: ESG Master Survey Results, [2019 Technology Spending Intentions Survey](#), March 2019.

Figure 1. From Backup to Data Intelligence

Source: Enterprise Strategy Group

Business Challenges

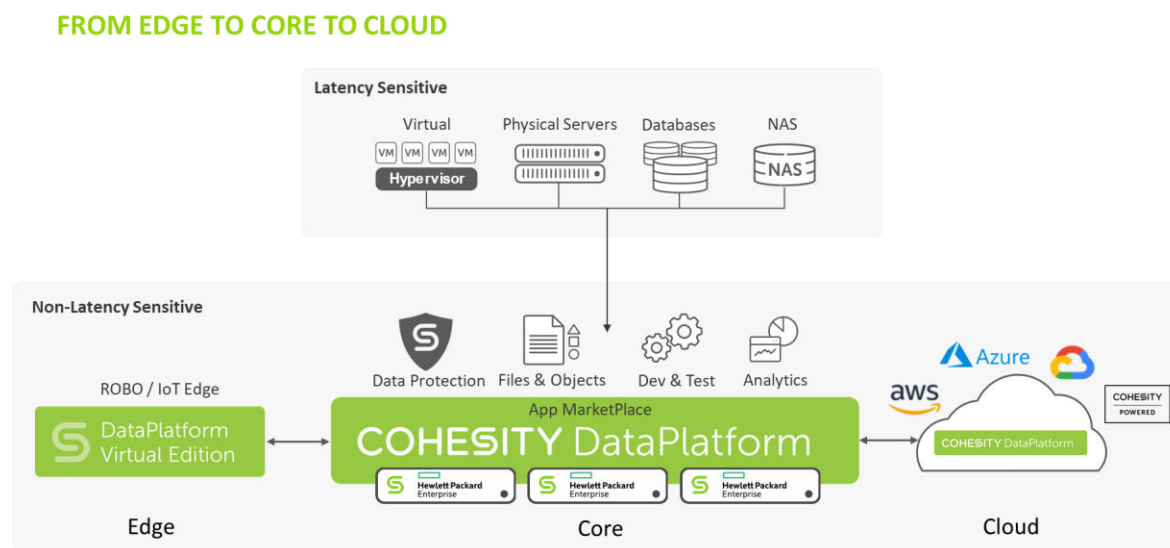
Businesses wanting to do more with their data often are interested in leveraging hybrid/multi-cloud IT environments and digital transformation programs to accomplish that goal. But they are encountering challenges such as:

- **Massive levels of data fragmentation** across both traditional and cloud-native applications, which results in cost overruns, added complexity, non-compliance risks, and IT staff burnout.
- **Lack of application and data mobility** across hybrid and public clouds, which makes it a challenge for the business to instantly recover, search, and analyze the data, leading to recurring downtime.
- **Inefficient or too-limited reuse** of backup and unstructured data, which happens because budgets spent on backup merely serve as an “insurance policy” that essentially lies dormant. That money could be used more actively to support the whole organization’s dev/test, analytics, security, and compliance needs.

Enabling digital transformation is a data-centric effort, but a hybrid/multi-cloud architecture can result in fragmentation, complexity, and added management burdens. The bright side is that organizations now have an opportunity to simplify and optimize their architectures, and by doing so, convert their data into the asset it deserves to be.

A Powerful Combination: The HPE and Cohesity Solution

First, though, businesses need a robust, modern platform to solve [mass data fragmentation](#) and simplify data management. Fortunately, [HPE](#) and [Cohesity](#) have recently added momentum to their partnership to jointly create just that type of solution. The two respected IT vendors have combined the web-scale simplicity and efficiency of Cohesity software with the power and density of HPE’s industry-leading certified Apollo and ProLiant Gen 10 servers. The joint solution (see Figure 2) is available from HPE directly or from certified partners. It also comes with world-class support and services from Cohesity and HPE, including HPE Pointnext advisory services.

Figure 2. HPE-Cohesity Joint Solution Architecture

Source: HPE and Cohesity

Use Cases for the HPE-Cohesity Data Management Solution

The solution's most interesting aspect is that it makes data available for additional powerful uses beyond data protection:

- Security: anti-ransomware/vulnerability scanning**—The solution is well suited for creating a cybersecurity sandbox. It enables IT—on an ongoing basis and nondisruptively—to identify what might be happening to data, and then take action. Cohesity's built-in security features also help prevent, detect, and respond to ransomware attacks. The CyberScan application, available on the Cohesity MarketPlace (offering both Cohesity and third-party apps), will make it easier for IT to scan backup copies, not just the production copy, to identify, isolate, and quarantine vulnerabilities.
- Cloud disaster recovery**—This solution is distinctive because it has been designed from the ground up with hybrid/multi-cloud in mind. The Cohesity software is a cloud-native, fully integrated, software-defined solution providing additional value in the form of data mobility, automation, and process orchestration for DR in the cloud.
- IT development and testing**—Development teams want data sets that are fresh and complete to better support them as they test features and roll out applications. Modern dev/test teams release capabilities almost constantly, and they prefer to obtain testing data using quick, automated self-service. The HPE-Cohesity joint solution gives them direct access to data sets by creating zero-cost clones of real-time backup data—no more dealing with cumbersome, manual IT processes (i.e., asking IT to make a clone, waiting for it to be ready, etc.).
- Analytics**—The solution also enables business analysts to leverage/reuse data assets. Think of a team that is creating a new model to boost sales. Giving those analysts an easy way to access fresh, accurate data (in a manner completely nondisruptive to production IT) is vital. They can even leverage Cohesity MarketPlace apps to run analytics on the data on the same platform—eliminating the need to create yet another separate silo just for analytics.
- Compliance**—Compliance is about understanding what is “in” your data, including running processes to flag information that should be treated differently. Compliance and data reuse go hand in hand. For example, IT may not want to give certain departments access to sensitive data. This solution helps prevent that from happening, through its Google-like search and recoverability capabilities across backup, file, and object data. Also key to reducing financial/reputational risk: being able to run compliance processes *nondisruptively* against the data to identify what actions need to occur to achieve compliance.

What Using a Data Management Solution Will Really Give You

Those scenarios can all be leveraged not just on backup data, but also on all file and object data consolidated onto the Cohesity DataPlatform—offering another way for organizations to eliminate redundant point products and legacy solutions. Essentially, this integrated, cloud-native data management platform eliminates data silos across backup and recovery, file and object, dev/test, and analytics workloads. One of its main strengths, in fact, is its ability to support diverse workloads from virtual and physical servers to relational and NoSQL databases and traditional and containerized applications. That capability can help organizations reduce operational burdens and costs and allow their IT teams to focus on strategic initiatives that add business value.

The HPE-Cohesity solution's integrated data protection approach eliminates the need for separate backup software, target storage, dedupe appliances, media servers, master servers, tapes, and cloud gateways—in favor of a single integrated solution that scales nondisruptively. Importantly, it also comes with HPE Nimble snapshot integration for faster backup and recovery and improved application performance. That integration is yet another proof-point for the power of the combination. Organizations gain simplicity and efficiency through the Cohesity DataPlatform software, and security, density, and power through HPE's servers.

IT can also have peace of mind, knowing they're safeguarding their data and applications with immutable snapshots, secure multi-tenancy, and instant ransomware recovery using an enterprise-grade solution combining secure-by-design Cohesity software with two of the world's most secure industry-standard servers—HPE Apollo and HPE ProLiant Gen 10. These servers have built-in, silicon-level firmware protection, encryption, and breach detection that protects them from manufacturing to deployment.

Organizations will get the best of both worlds. They'll optimize the value of their data management investments with predictive insights from smart, self-monitoring storage via AI-driven HPE InfoSight for Servers. And, they'll gain insights from secondary data via unified visibility through the Cohesity Helios management UI and Cohesity MarketPlace apps.

The Bigger Truth

Fragmentation hinders data reuse and hampers organizations' efforts to achieve data intelligence. It is a source of budget woes and operational inefficiency. Modern organizations need to better leverage data by using it to support positive business outcomes. In this context, the HPE-Cohesity partnership makes perfect sense. It is the marriage of two best-of-breed portfolios available through a single trusted partner (HPE) that have already been adopted by many organizations that want to quickly and efficiently cross the data management chasm.

Leveraging data assets is not optional anymore. Organizations are data-centric now and are digitally transforming many facets of their operations. Therefore, they need a cutting-edge platform to eliminate mass data fragmentation, simplify backup and recovery, and do more with their backups and unstructured data in general. Any organization interested in being more AI-driven, more compliant/secure, and more hybrid/multi-cloud capable would be well-served to take a close look at Cohesity data management software on certified HPE Apollo and HPE ProLiant Gen 10 servers.

Take a closer look at the HPE-Cohesity Joint Solution.



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