

# Magic Quadrant for Disaster Recovery as a Service

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## Summary

Disaster recovery as a service is now a mainstream offering that is supported by more than 250 providers. Data center managers should use this Magic Quadrant to help them evaluate DRaaS providers.

## Strategic Planning Assumption

From 2016 through 2020, the use of either DRaaS or IaaS to support the failover of production applications will grow by more than 200%.

## Market Definition/Description

This document was revised on 12 July 2016. The document you are viewing is the corrected version. For more information, see the Corrections ([http://www.gartner.com/technology/about/policies/current\\_corrections.jsp](http://www.gartner.com/technology/about/policies/current_corrections.jsp)) page on gartner.com.

### **Disaster Recovery as a Service – Current State**

During the past year, disaster recovery as a service (DRaaS) configurations, pricing policies and service tiers have all undergone significant changes. For several providers, hybrid configurations (that is, customer configurations that include both physical and virtual servers) represent the majority of production service instances, with several configurations containing more than 200 servers. Providers' monthly service pricing and cloud usage policies have become increasingly fragmented as a direct result of increased infrastructure as a service (IaaS) pricing competition and the more flexible cloud usage policies from hyperscale cloud providers, such as Amazon, Microsoft and Google.

In response to increased pricing pressures, several DRaaS providers have augmented their service with an additional lower-cost option for applications that can withstand longer recovery times. Furthermore, evolving usage policies have facilitated a far more flexible use of public cloud services – not just for recovery exercising, but also for application failovers and lower-tier production workloads (for example, development and test).

What was once a single service management use case has now split into two separate use cases. The first is one that supports increasingly customer managed self-service. The second is a managed hosting use case for more complex configurations (that is, configurations that contain 100 or more servers in a hybrid configuration).

This use case change became clearer in light of the results from the Magic Quadrant reference customer survey. At one extreme, many organizations are electing to implement self-service that provides more direct end-user control for a lower monthly service cost. However, the opposite is beginning to happen for more complex configurations that drive the need for more direct provider management and, typically, require custom recovery time service levels.

As evidence of continued DRaaS market growth, 20 providers met the inclusion criteria and participated in the 2016 Magic Quadrant, a 43% increase over the 14 providers that participated in 2015. Another point worth noting is that the provider responses to the 2016 Magic Quadrant survey were unprecedented in both their response depth and quality. The result was that many providers improved their quadrant positions over 2015. However, Gartner continued to find that, in many cases, smaller providers with well-managed customer care programs continued to have high overall customer satisfaction ratings (that is, 4.5 or better on a scale of 1 to 5) from their reference customers.

### **Market Evolution, Growth and Segmentation**

DRaaS emerged to address the need of IT organizations – which did not have the required staffing and/or secondary center facility – to support increasingly aggressive recovery-time targets. The growth of DRaaS was also facilitated by the increased use of, and IT buyer comfort with, public cloud services for production applications.

In recent years, IT disaster recovery (DR) as a whole and DRaaS specifically have gained momentum for small and midsize organizations due to improved affordability and functionality. Gartner estimates the DRaaS market will nearly triple in the next three years to a revenue point of \$3.4 billion by 2019 (see "Predicts 2016: Business Continuity Management and IT Service Continuity Management" ). In addition, DRaaS interest has grown significantly among large enterprises during the past year, as Gartner witnessed a 77% increase in inquiries from these organizations throughout 2015.

While vertical industry adoption of DRaaS has been fairly broad, the top five DRaaS customer percentages by vertical industry, as reported by the provider participants, include financial services (not including insurance) at 16%, healthcare providers at 11%, other IT services providers (especially SaaS providers) at 10%, professional services organization (including accounting, consulting, engineering and law firms, among others) at 7%, and discrete manufacturing firms at 5%. Collectively, these vertical industries account for nearly 50% of the installed provider base.

Even though substantial market growth and increased provider service maturity have occurred, it is still difficult for many organizations to know whether they are making appropriate decisions or asking all the right questions of prospective DRaaS providers. These providers all offer a wide range of supported server platforms, service onboarding methodologies, recovery time service levels and different pricing policies. In addition, provider contract lengths can range from as little as one month to as much as three years. Master service agreement conditions regarding customers' rights to terminate for cause can also vary by provider.

Another significant consideration that has become more visible during the past year has been the importance of service contract terms and conditions for the detection, customer notification and required cloud infrastructure remediation associated with unexpected data breaches that occur

inside the provider cloud. This has been a direct result of the increase in external malicious attacks and broader availability of ransomware.

Historically, DRaaS has been thought of as having its heaviest adoption in regulated industries, such as financial services, retail and healthcare, which have government regulatory pressures to protect data. However, DRaaS providers in this Magic Quadrant reported adoption and strong interest across all verticals, as the number of knowledge workers has increased and dependence on application and data availability has a direct impact on business performance. This was evidenced by the fact that the percentage increase in average deal sizes for many providers exceeded the industry revenue growth rate (between 25% and 30%).

Despite the rapid evolution of the DRaaS industry, there are still service contract, service monitoring and pricing attributes that need improvement, according to the reference customers. The most cited area for improvement in 2015 by provider reference customers – service cost-effectiveness – was third in 2016 (cited by 21% of reference customer respondents), with contract flexibility (28%) and the utility of the provider service portal (24%) being the first and second most cited improvement opportunities. Quality of technical support was rated as the most significant provider strength by 41% of the reference customers, with end-to-end service quality (35%) and service cost-effectiveness (31%) ranking second and third, respectively.

## Magic Quadrant

**Figure 1.** Magic Quadrant for Disaster Recovery as a Service



Source: Gartner (June 2016)

## Vendor Strengths and Cautions

### Acronis

Acronis goes to market with Acronis Disaster Recovery Service – formerly nScaled – which is part of the Acronis Cloud offerings. Other solutions include Acronis Archive, Backup, Cloud Storage, E-Discovery and Files. Acronis Backup and Disaster Recovery services are sold as a bundled offering. Acronis' U.S. data centers for DRaaS are located in Ashburn, Virginia, and Dallas, Texas. In addition, Acronis has two European DRaaS data centers located in London, the U.K., and Frankfurt, Germany. Acronis itself has a direct presence in 25 countries. The Acronis DRaaS offering is sold either as a self-managed or fully managed service.

In 2015, Acronis invested heavily in its strategy to develop relationships with distributors, cloud resellers and service providers. The support team is available to provide day-to-day help desk support, to support clients during a disaster failover and to actively assist with the failback process. This support is available 24/365. Almost all of Acronis' current production customers have hybrid recovery configurations.

## **STRENGTHS**

Acronis has strong experience in the support of hybrid recovery configurations.

Acronis' run books are easy to build and are fully automated.

Acronis' recovery testing is flexible and allows nondisruptive automated test activation and scheduling in a segregated environment.

Acronis received a high reference customer satisfaction score for service quality.

## **CAUTIONS**

Acronis has limited experience with managing configurations that exceed 200 server nodes.

In contrast to the automatic intracloud replication supported by some providers, Acronis' clients have the optional ability to replicate from the protected client location to multiple Acronis sites. In the event of a major disruption at the primary Acronis service delivery data center, the client can orchestrate failover to the alternative data center. The clients can also request Acronis to assist with failovers at the alternative location. This approach has been taken to limit the operations' impact across multiple Acronis data center targets.

Currently, Acronis' regulatory compliance, in addition to Statements on Standards for Attestation Engagements (SSAE) No. 16, is limited to the Health Insurance Portability and Accountability Act (HIPAA) and Gramm-Leach-Bliley Act (GLBA).

Opportunities for improvement that were cited by Acronis reference customers include service cost-effectiveness and service contract flexibility.

## **Axcient**

Axcient's current DRaaS offering is primarily a self-managed solution sold both directly and through partners, such as managed service providers (MSPs) and system integrators. Forty percent of Axcient's DRaaS revenue is currently from MSPs. Axcient also has a strong base of small or midsize business (SMB) customers, as well as a growing base of midsize enterprise customers in the U.S. It currently has two service delivery data centers, one in the U.S. and one in Canada, and it is expanding its presence in Europe and Asia in 2016.

Axcient provides a web-based portal, which is called the "remote management console (RMC)." MSPs or users can select new devices to be protected, verify the devices' status, receive alerts, recover file and system images, and virtualize individual servers and an entire office. Axcient supports the replication of production systems, virtual machine (VM) images and data to the cloud via a premise-based appliance, the Axcient Virtual Appliance (launched in 2014), endpoint device agent (launched in 2015), or the agentless Axcient Virtual Manager (scheduled to be launched later this year).

## **STRENGTHS**

Axcient's per-server or per-virtual-host pricing is simple and all-inclusive, and its self-service model makes its pricing competitive.

Administration of Axcient's GUI is simple and easy to use.

Currently, 70% of Axcient's production configurations are hybrid (that is, support a mix of both physical and virtual servers).

Reference customers ranked Axcient highly in service quality, secure operations and service cost-effectiveness.

## **CAUTIONS**

Axcient remains primarily the provider of a self-service DRaaS solution. Customers requiring a broader range of management services can turn to Axcient's large partner community.

While Axcient does have a rapidly growing professional services organization, its size is not yet that of several of the other provider participants.

Axcient has limited direct experience with production customers in the large-enterprise segment. Currently, only 10% of Axcient's installed base is made up of organizations with more than 1,000 employees.

Currently, all interfaces and documentation are provided in English only.

## **Bluelock**

Bluelock's DRaaS solution suite enables customers to recover VMs, physical server images and related production data inside Bluelock's own internally managed cloud that is supported by service delivery centers in Indianapolis, Indiana, and Las Vegas, Nevada. The service family has three tiers, each of which has its own recovery time target and price point:

DRaaS Run supports the ability to very rapidly recover physical and virtual machines.

DRaaS Ready supports the ability to rapidly recover physical and virtual applications in minutes.

DRaaS Restore supports the ability to recover backups of applications and files in the cloud in more flexible time frames.

Each variant includes cloud resources, documented evidence of recoverability and recovery health scores accessible through its customer interface, Bluelock Portfolio. VM and production data replication from the primary data center are supported via hypervisor-based replication software supplied by Zerto or Veeam. Non-hypervisor-based replication is supported through the use of Vision Solutions' Double-Take or Commvault's VM Backup and Cloud Recovery, or with a client-chosen tool. Bluelock's customer base is made up of primarily midsize and large enterprises due to its managed service approach and willingness to tailor its solution configurations.

## **STRENGTHS**

Bluelock received the highest reference customer satisfaction scores among all providers in this Magic Quadrant.

Bluelock has strong professional services and robust onboarding, training and run book development processes, which are demonstrated through its Recovery Assurance Program.

Bluelock Portfolio allows customers to track and manage service costs and recovery objectives, schedule tests, and access run book documentation as well as past test validation certificates.

Support for both intracloud and intercloud hybrid recovery configurations is available with Bluelock.

## **CAUTIONS**

Because of the demand for provider-managed services among its customer base, Bluelock DRaaS is largely a managed service.

Service delivery is geographically focused in North America.

No support is currently in place from Bluelock for bare-metal restore of non-VMware servers or storage area network (SAN)-to-SAN VM replication.

Little integration with on-premises management utilities (apart from vCenter and vCloud Director) is supported by Bluelock.

## **C&W Business**

The current market for C&W Business includes 42 countries in the Caribbean/Latin American region, including Colombia, Panama, Honduras, Guatemala, Puerto Rico, Dominican Republic, El Salvador, Trinidad and Tobago, Jamaica, Grenada, Curacao, and Barbados. Currently, C&W Business supports two regional customer service centers (CSCs): one in Bogotá (Spanish and English) that supports the Latin American region, and one in Trinidad and Tobago (English) that supports the Caribbean region. Technical support services are provided in both English and Spanish. During the next few years, geographical support will broaden to include North America, as well as some European countries.

The C&W Business DRaaS offering is largely hypervisor-agnostic. Supported hypervisors include Oracle VM, PowerVM (for the IBM i/OS and AIX operating systems), VMware vSphere, Hyper-V and Xen. Its DRaaS offering is sold as a fully managed service, and the service portal integrates recovery support for all hypervisors and system types within a customer's recovery configuration. Geminare's technology is used as the foundation for the provider's recovery cloud service management system. In addition to DRaaS, the company offers connectivity, managed network services, IaaS, desktop as a service (DaaS) and colocation services.

## **STRENGTHS**

The C&W Business availability service-level commitment is 100%.

C&W Business was well above the provider median in terms of the number of actual disaster declarations that had been serviced.

C&W Business received perfect (five out of five) customer satisfaction scores for its hybrid configuration support and account management quality from its reference customers.

C&W Business also received the highest reference customer satisfaction rating on contract flexibility.

## **CAUTIONS**

The customer management portal for DRaaS was recently augmented to include additional hybrid delivery capability, but it may not be as robust as some competing portals.

Regulatory compliance (Payment Card Industry [PCI] only) is not as broad as that of many of the other providers in this Magic Quadrant.

Although support from C&W Business is available in both English and Spanish, the management portal text is currently provided only in English.

The breadth of related professional services from C&W Business is somewhat limited.

## **Carbonite (EVault)**

Carbonite (EVault's) DRaaS offering is EVault Cloud Disaster Recovery. It is highly customizable and is sold either as a self-managed service or as a provider-managed service. EVault Cloud Disaster Recovery is a managed service that supports customer recovery of VMs, bare-metal system images and production data inside a managed cloud.

Recovery testing and recovery operations are largely provider-managed, requiring close management coordination between the service customer and technical support. Guaranteed SLA tiers include a one-hour recovery time objective (RTO) and a five-minute recovery point objective (RPO); a 24-hour RTO with an RPO target between four and 24 hours; and a 48-hour RTO tier with a four- to 24-hour RPO SLA.

## **STRENGTHS**

Guaranteed service tiers, with corresponding RTO- and RPO-based service-level targets, are available from Carbonite (EVault).

Virtual CPU and storage capacity can be overprovisioned to 15% beyond the allocated capacity at no extra charge.

Daily data integrity checking is performed by Carbonite (EVault's) service management software.

Carbonite (EVault's) language support is the most extensive of all the providers in this Magic Quadrant.

## **CAUTIONS**

Because EVault Cloud Disaster Recovery is primarily provider-managed, few service manageability tools for customers are supported.

Carbonite (EVault's) operations control compliance with regulations, such as PCI, Federal Information Security Management Act (FISMA) and International Traffic in Arms Regulations (ITAR), is limited.

Provider portal functionality for most service tiers (except for the one-hour SLA tier) is limited with Carbonite (EVault).

Reference customers for Carbonite (EVault) cited a need for improvement in the areas of account management and professional services.

## **Databarracks**

Databarracks' DRaaS virtual data center is sold in the U.K. both directly and through channel partners. The fully managed solution is based on a reserved server pool that is set at a percentage of the client's normal operations. This is the fixed resource reservation; however, this reservation is not limited, and a client can increase the allocation of either virtual processors, RAM or storage resources beyond this reservation up to the configuration of any or all of the protected VMs.

Databarracks uses PlateSpin, Veeam, Zerto, Asigra and Commvault technology to power its DRaaS offering. In addition to DRaaS, the company also offers IaaS. Databarracks is seen as possessing strong sector-based knowledge when serving the legal vertical, which accounts for approximately one-third of company revenue.

## **STRENGTHS**

All Databarracks' customers have a commercial account manager from the sales team, a technical account manager, and escalation paths to the Service Delivery Management team.

Databarracks' flexible compute and storage capacity management processes facilitate ease of resource bursting.

Databarracks allows clients to test as many times as they want during a year without additional cost.

Rapid failover times are supported by Databarracks for both virtual servers (15 minutes or less) and physical servers (30 minutes or less).

## **CAUTIONS**

Service delivery is geographically focused, and Databarracks currently serves only U.K. customers. It does support some customers' international offices. Currently, all interfaces and documentation are provided in English only.

Databarracks has limited experience with hybrid recovery configuration support. Additionally, it received a low customer reference score for support for both physical and virtual servers and systems.

Databarracks is hesitant to provide proofs of concept (POCs) for prospects and, in addition, requires payment upfront for onboarding new client projects.

Databarracks requires that any resources used above the reservation are paid for on a pay-as-you-go basis of five-minute increments.

## **Datto**

Datto builds its solutions in-house and has seven data centers throughout the world with more than 200 petabytes of storage. The Datto product line consists of the Datto Siris, Datto Alto, Datto Backupify, Datto Network Appliance (DNA) Router, Datto NAS and Datto Drive. Datto Siris is the company's flagship product and key to its DRaaS offerings, allowing protection against downtime with six-second recovery of failed servers or lost files. Datto sells 100% of its DRaaS through MSPs. This has allowed Datto broad market coverage and the ability to scale rapidly.

Datto supports two user interfaces: One is the local interface to the on-premises Datto backup appliance, whereby the user can manage backup schedules, configure backup alerts and test backups by mounting file restores and spinning up VMs of any recovery points that exist locally on the device. In the cloud, the second interface is supported by Datto's management portal. Customers use this interface to set up alerts for Datto hardware, as well as testing and failing over to the Datto cloud. Both interfaces enable the user to provide network access to their individual VMs.

## **STRENGTHS**

Datto's Inverse Chain technology decouples data retention planning from backup management, allowing customers to delete unneeded backups and still have instant access to any remaining backup points.

Datto's "one call to engineer" allows customers to be instantly connected to a trained Datto technician located in either the U.S. or the U.K. 24/365 – with one phone call and no after-hours surcharges.

A significant engineering team and channel partner approach allows Datto to remain focused on its core competencies, while allowing partners to provide customized management and professional services.

Compared with other DRaaS providers in this Magic Quadrant whose services are an extension of managed backup, Datto has significantly larger revenue and a larger global presence. The latter is in part due to its 2013 acquisition of Paradeon Technologies that expanded its EMEA presence.

## **CAUTIONS**

Datto is positioned more as a provider that enables MSPs to deliver DRaaS to end users. Consequently, capabilities such as automated DR playbooks or recovery-specific professional services will be specific to individual MSP partners. However, Datto does assist every new customer with the creation of a DR plan.

Datto's SLAs are limited to support "response time." Datto does not have specific SLAs regarding recovery, uptime guarantees, data center rollovers or planned emergency maintenance.

Despite claims of customer satisfaction related to the one-call-to-engineer support approach, referenced customers rated the services only average with respect to service quality and quality of technical support.

Although Datto services 400 customer failovers per month, Datto does not manage disaster declarations to the same extent as some of the other providers in this Magic Quadrant.

## **Evolve IP**

Evolve IP is a new entrant to Gartner's DRaaS Magic Quadrant for 2016. Evolve IP's DRaaS suite is one of six cloud-based core service portfolios. The other five Evolve IP services include desktop as a service (DaaS), IaaS, unified communications as a service (UCaaS), contact center as a service (CCaaS), and managed wide-area networking (via its Cloud Connect offering); the company offers unique recovery capabilities for these services. Evolve IP's go-to-market strategy is to position multiple cloud-based services to its customers. Specific to DRaaS, Evolve IP offers fully managed recovery and continuity for production configurations located in one or more of the provider's service

delivery centers. Server replication support for either VMware or Hyper-V VMs includes EMC RecoverPoint for SAN-to-SAN replication, Zerto or Veeam replication for hypervisor-based replication, and Vision Solutions' Double-Take DR for replication of physical server images.

Evolve IP also offers cloud backup in the DRaaS suite. DRaaS is sold both directly to midmarket customers and through channel partners, including system integrators and value-added resellers (VARs). The Evolve IP DRaaS interface and virtual data center interface provide the customer with full testing and recovery functionality. Customers can manage their own failover tests and live failovers, as well as fully manage their recovery servers, all in an isolated network environment.

## **STRENGTHS**

Evolve IP's hosting centers are major Tier 4 data centers. Customers can connect via Evolve IP's provided network, Customer Cross Connect, Public Internet, Public Internet with VPN and Evolve IP's internet bonding option, Cloud Connect.

Customers have 100% self-service management visibility over their image replication and failovers from either VMware- or Hyper-V-based VMs, as well as Windows and Linux physical servers and Veeam.

The Evolve IP operations team runs daily sandbox failover tests to ensure that customer systems can be correctly activated and are fully functional following a failover.

Evolve IP's portfolio extends beyond DRaaS, so it may be of interest to clients looking for one cloud provider across servers, storage, desktops, communications and networks.

## **CAUTIONS**

Service delivery is geographically focused, and Evolve IP currently has revenue exclusively in the North American market. Currently, all interfaces and documentation are provided in English only.

Evolve IP has limited experience with hybrid recovery configuration support.

An Evolve IP solution would require additional replication customization if a customer wishes to replicate an existing EMC SAN at the storage level.

The opportunities for service improvement cited by some Evolve IP reference customers include service cost-effectiveness, onboarding process and problem resolution timeliness.

## **IBM**

IBM Resiliency Services include DRaaS and backup as a service (BaaS). IBM DRaaS is sold as a fully managed service, and there are three service levels to choose from: Its Gold level includes failover within minutes per server; the Silver level includes shared virtual servers provisioned within one hour for automated recovery; and the Bronze level includes shared virtual server provisioning within six hours of declaration. IBM has had solid expansion of Resiliency Services into regions like the Middle East and Africa, Asia/Pacific and Latin America.

Currently, more than half of IBM's DRaaS customers have hybrid recovery configurations. In addition to DRaaS, the company offers a full breadth of resiliency and high-availability-related professional and managed services, including consulting, design, migration, implementation, business continuity

management and cloud backup. IBM Resiliency Services also include site, facilities and data center operations services that provide data center best-practice strategy, design, build, relocation, consolidation, and data center management for resiliency from the ground up.

## **STRENGTHS**

IBM offers one of the most comprehensive sets of related professional and managed services of any of the providers in this Magic Quadrant.

IBM has a solid provider portal interface in place for configuring a virtual recovery data center, recovering servers, and monitoring testing progress and completion.

IBM has one of the highest percentage of supported hybrid configurations of any of the assessed providers.

IBM received high customer reference scores in a number of areas, including secure operations, service quality, quality of technical support, timeliness of provider support response and service problem resolution, and support for both physical and virtual servers and systems.

## **CAUTIONS**

IBM's DRaaS offering may not be the appropriate choice for cost-conscious organizations looking for a self-managed service.

IBM's recurring monthly service pricing for VMs and the supporting storage can command a premium over other providers.

Although IBM's service audit results are proprietary due to its need to maintain examination confidentiality, service customers can, and do, request their own third-party audit to fulfill their compliance requirements.

Reference customers cited the need for improved support within the provider's portal for reporting service quality and service cost, as well as improvements in service billing transparency.

## **iland**

Iland's offering is Disaster Recovery-as-a-Service, which is a member of its Enterprise Cloud Services family. Iland's DRaaS offering is supported as a fully managed service and supports the replication and recovery of VMware, Microsoft Hyper-V and Citrix Xen VMs inside the enterprise cloud. Several options for premise-to-cloud VM replication are supported, including software-based VM replication through either Zerto, Veeam Cloud Connect or VMware Site Recovery Manager (SRM), as well as support for SAN-to-SAN replication. In addition, replication of physical server images is supported through the use of Vision Solutions' Double-Take DR.

The iland ECS console is integrated into customer replication and recovery networks. This allows for the creation and validation of VPNs, access lists, and Network Address Translation (NAT) for external and secured end-user access. Once a failover is completed, customers continue to leverage the same console to manage their workloads, view billing information, and report on security and compliance.

## **STRENGTHS**

Iland's service uptime availability SLA is currently 100%.

Target response times for all iland customers' questions and incident reports is 15 minutes or less.

Customers of iland can test operations failover and failback without restrictions at no additional charge.

Iland received high customer reference scores in a number of areas, including effectiveness of onboarding process, secure operations, service quality, quality of technical support, quality of professional services and service feature innovation.

## **CAUTIONS**

The establishment and management of iland user groups have largely been informal up to this point.

Iland has limited experience with hybrid recovery configuration support.

Perimeter network security protection, intrusion monitoring and security management processes were not as well-defined by iland as by other providers in this Magic Quadrant.

Reference customers cited that iland can improve in the area of contract flexibility.

## **Infrascale**

Founded in 2011, Infrascale offers complete end-to-end hybrid cloud backup and recovery services that can protect many types of data and platforms in a variety of configurations. Infrascale brings a cloud-agnostic approach that in essence allows customers to manage DRaaS in public clouds, including those from Amazon and Microsoft, as well as within its internal cloud that is supported from data centers in the U.S., Canada, Australia, England, Ireland, Germany and South Africa.

In addition, in contrast to statically oversubscribing a fixed amount of virtual processor resources, Infrascale dynamically determines and allocates compute capacity at the time of customer configuration failover, the result of which is very competitive virtual processor-specific monthly pricing. Finally, Infrascale Disaster Recovery as a Service automatically boots up each system that it replicates into the cloud to verify that each replicated system can start up and recover.

## **STRENGTHS**

Its 15-minute RTO service levels are among the lowest in the industry.

Infrascale's solution currently supports push-button failover for the following source platforms: Windows-on-metal, Linux-on-metal, VMware vSphere and Hyper-V. In addition, backup and recovery support is also provided for the IBM System i, HP-UX and IBM AIX.

Double-blind encryption, whose keys are known only to the customer, is attractive to banks, hospitals and government entities, especially when coupled with accreditations, such as ITAR, FISMA, HIPAA, Payment Card Industry Data Security Standard (PCI DSS) Level 1, the Criminal Justice Information Security (CJIS) Policy and the Financial Industry Regulatory Authority (FINRA).

Infrascale received high satisfaction scores from its reference customers for service quality, quality of technical support, timeliness of provider support response and service problem resolution, and secure operations.

## **CAUTIONS**

Opportunities for improvement, as provided by Infracore's reference customers, include the effectiveness of its service management portal and account management quality.

Currently, Infracore does not support configurations that contain hundreds of in-scope servers.

Support for storage controller, SAN-to-SAN or logical unit number (LUN)-based replication is not provided for those customers who have such a requirement.

Infracore's geographic spread for its size could introduce delivery capability risks for clients in Asia/Pacific or Latin America, should the current growth trajectory continue.

## Microsoft

Microsoft is a new entrant to Gartner's DRaaS Magic Quadrant for 2016. Microsoft provides both the cloud service (Microsoft Azure) and cloud migration and DR utility (Azure Site Recovery [ASR]). Azure Site Recovery is natively integrated into Azure, enabling customers to manage both their DR solution and other Azure services, as well as providing hybrid disaster recovery capabilities across multiple platforms. It is also an integral part of Microsoft's multicloud management offering, Operations Management Suite (OMS).

Microsoft's DRaaS solution, ASR, is one of the cornerstones of a broader management-as-a-service offering within Microsoft's OMS. ASR is sold by partners and also directly to SMB and enterprise clients. It is available in all regions where Azure is deployed. Microsoft has a global presence, with offices in more than 120 countries and Azure data centers in 28 regions, as well as customer call centers in each of these regions. In 2014, Microsoft acquired InMage Systems, and in 2015, it integrated the InMage technology with ASR to provide DR to Azure for VMware and physical workloads, in addition to Hyper-V workloads. In January 2016, Microsoft released enhancements to ASR that included recovery support for VMware's vSphere.

### STRENGTHS

Microsoft is uniquely positioned to provide customers converged data and availability solutions within a hyperscale cloud (that is, Azure). Growth of production quality workloads in the public cloud is just starting to accelerate, and Microsoft believes it is well-positioned to take advantage of this phenomenon.

The Azure portal that is used to back DRaaS supports more than 50 languages.

ASR pricing is simple: It is priced on the number of instances protected, or through the OMS add-on.

Microsoft received high customer reference scores for service feature innovation, service cost-effectiveness and simplicity of the provider portal GUI.

### CAUTIONS

Although its installed base is growing rapidly, Microsoft currently does not have the same level of service delivery experience as some of its larger competitors (for example, IBM, Sungard Availability Services [AS] and Verizon).

Currently, Microsoft supports only self-service delivery and lacks the hybrid configuration management capabilities of some of its competitors.

Microsoft received low customer reference scores for the quality of technical support and contract flexibility. It also received a low customer reference score for account management. Microsoft now has a dedicated technical support team for its data and availability solutions.

Microsoft's recovery management experience with data configurations that contain a wide variety of system platform types (for example, IBM System i, IBM System p, Oracle Solaris and HP-UX) is limited.

## **NTT Communications**

NTT Communications' (NTT Com's) DRaaS offering is Cloud Recovery, which is part of its Recovery as a Service Data Protection Suite. The DRaaS offering is sold either as a self-managed service or with a dedicated DRaaS professional services team managed offering. Customized RTO- and RPO-based service levels are supported, with a service delivery infrastructure availability level of 99.97%. Typically, customers purchase the total amount of computing and storage resources required for their recovery environment, plus a monthly fee for each replicated VM. Customers can add resources in the portal for recovery testing; failover and activated resources are billed to customers on a minute-by-minute basis.

NTT Communications allows every user within the DRaaS portal (including partners and customers) to establish SLA benchmarks, thresholds and alerts based on their RPOs and RTOs. SLA monitoring and variance are set at a per device level to ensure that servers are meeting SLAs. The Service Health features go far beyond just VM monitoring and reach inside a system to tell the user what the problem is, and not just that it is resource-related.

### **STRENGTHS**

NTT Com's DRaaS portal is highly functional and easy to use.

NTT Com's DRaaS service supports virtual and physical servers in multiple geographies, which facilitates global support for hybrid configurations.

NTT Com's customers are entitled to unlimited failover and recovery testing at no additional cost.

Reference customers ranked NTT Com's service highly for secure operations, quality of professional services, account management and the utility of the provider's service portal.

### **CAUTIONS**

POC pilots are supported by NTT Com as the initial phase of production implementation.

Because customer RTOs and RPOs are customizable in the DRaaS portal, it is the responsibility of NTT Com's customers to monitor their service-level compliance.

Reference customers cited the need for improvement in both the flexibility of NTT Com's service contracts, as well as in the initial service onboarding process.

Customers must request missed monthly service-level credits.

## **Peak 10**

Peak 10's DRaaS offering, Recovery Cloud, is enabled through software-based replication (supported through Zerto) to replicate vSphere and Hyper-V-based production VMs. Recovery Cloud is typically sold as a fully managed service. Support is provided for both on-premises production configuration

and production configurations that are already operational within the Peak 10 cloud. In addition, hybrid configurations that include physical Windows and AIX servers are supported using Vision Solutions' Double-Take and MIMIX. In addition, SAN-to-SAN replication, while not supported as a standard service, is offered as a tailored managed service with a specifically negotiated scope and price point.

An experienced team of DR service specialists is available 24/365 to monitor data replication or to execute recovery testing and failovers. Each customer is assigned a customer success manager who stays with the customer for the life of the service. Additionally, based on size, many customers also have an account manager for a higher level of engagement. Joint technical reviews (audit, plus service performance review, plus planning) are performed twice a year for the largest 20% of customers. Technical delivery managers assist with service onboarding where warranted by configuration size and complexity.

## **STRENGTHS**

Peak 10's data centers and cloud infrastructure have been certified for PCI DSS Version 2.0 Level 1 and HIPAA compliance.

Peak 10 prospects can review any and all facility and operations audit results under a nondisclosure agreement and through a controlled portal.

Customers of Peak 10 can configure multiple virtual protection groups at multiple data centers.

A wide range of supporting security services are available to Peak 10's customers, ranging from basic firewalling to a managed compliance bundle.

## **CAUTIONS**

Although service delivery is expanding nationwide, the majority of Peak 10's production customers are located in the eastern half of the United States.

Peak 10 does not currently support unlimited usage of its cloud service. Cloud usage is limited to recovery exercising and postdeclaration recovery operations.

Opportunities for improvement that were cited by reference customers include service innovation, service cost-effectiveness and breadth of its professional services quality.

## **Recovery Point**

Recovery Point began in business under the auspices of its now wholly owned subsidiary, First Federal Corp., in 1982. Its client base consists of commercial, civilian and secure federal agencies, and state and local governments. Its primary focus is helping customers deal with complex heterogeneous environments that include physical systems and servers, such as IBM z Systems, IBM System i, IBM System p and Oracle Solaris.

One key point of differentiation is its approach to networking. Several years ago, Recovery Point built its own carrier-grade dense wavelength division multiplexing (DWDM) fiber networks directly into strategic carrier points of presence so that customers can both have significant choice between network providers and cost-effectively connect into the Recovery Point's managed facilities. Its highly scalable, low latency network has had 100% uptime since inception, and it provides direct,

cross-connect access for customers to a large number of network carriers for interconnection and traffic exchange. In addition to enabling higher-capacity connections, this approach can reduce the negative replication throughput impact of end-to-end network latency.

## **STRENGTHS**

Recovery Point is well-positioned to support heterogeneous configurations that contain combinations of VMware vSphere, Microsoft Hyper-V and Open Virtual Format (OVF) VMs, as well as IBM AIX logical partitions (LPARs), IBM iSeries LPARs and mainframe z/VM, Linux on z Systems and z/OS LPARs. As such, it is one of only a few providers with years of experience supporting large complex data center configurations.

Recovery Point received high satisfaction scores from its reference customers for secure operations, service quality and quality of technical support. Some of this satisfaction is attributed to the fact that it does not oversubscribe its facility space and that the services are concurrently maintainable – allowing it to provide a 100% uptime guarantee without the need for maintenance window exceptions.

Recovery Point's private network infrastructure functions as a national network hub with the ability to cross-connect inexpensively to more than 700 WAN providers.

The sales cycle is hands-on. It involves credentialed technicians and network assessments to help ensure a low cost of ownership, as well as POC implementations to prove the viability of a complex solution.

## **CAUTIONS**

Recovery Point designed its portal to provide customers ready access to all of the native analysis and reporting features available from the underlying software or hardware DRaaS enabling technologies – instead of providing consolidated views and functionality. Consequently, customer references did not rate the service portal very highly, including the portal attributes of simplicity, utility, and effectiveness in supporting service quality and costs.

Reference customers also found Recovery Point to be slightly behind larger and more established competitors with respect to service feature innovation.

Service availability is currently limited to the U.S.

## **Sungard Availability Services**

Sungard Availability Services' DRaaS offering, which includes Recover2Cloud, Managed Recovery Program and Managed Enterprise Storage Replication (ESR) for EMC service, is primarily sold as a managed service, but it also provides flexibility of customer-managed elements. Sungard AS enables customers to recover applications, physical and virtual infrastructure, and production data inside a managed cloud.

Sungard AS's DRaaS offering supports the replication and recovery of a range of physical infrastructures, as well as VMware vSphere, Microsoft Hyper-V and Citrix Xen VMs. Sungard AS also supports SAN-to-SAN VM replication for EMC and NetApp storage controllers. Recovery exercising

is largely provider-managed – involving management coordination between the Sungard AS customer and the technical support staff to ensure successful test execution and ongoing performance improvements.

## **STRENGTHS**

Crash-consistent and application-consistent recovery across multitier applications (both physical and virtual) is supported by Sungard AS.

Sungard AS's physical and logical isolations of customer configurations minimize the probability of security breaches.

Sungard AS supports compliance with SSAE 16 Service Organization Control (SOC) Type 2, as well as PCI DSS, HIPAA and International Organization for Standardization (ISO) 9001.

Sungard AS received high customer reference scores for account management quality.

## **CAUTIONS**

Because Recover2Cloud is a provider-managed service, minimal integration was provided between Sungard AS's portal and on-premises operations management utilities. However, this is beginning to improve as a result of management portal integration with on-premises ESR-NetApp, ESR-Actifio and ESR-EMC software.

Sungard AS's recovery SLAs are functions of the type of VM and the size of the VM configuration.

With Sungard AS, external audits of cloud operations are performed only once a year.

Opportunities for improvement cited by reference customers include service cost-effectiveness, contract flexibility and the simplicity of provider portal GUI.

## **TierPoint**

TierPoint has provided DR and workspace recovery services since 2001. TierPoint's Cloud Recovery service protects customers' operations by replicating all operating systems, applications and data in real time to a secure cloud-hosted environment. TierPoint customers have production data center environments that cross multiple technologies, including in-house, externally hosted and via managed services. In addition, many customers also have applications hosted on a variety of computing platforms, including Windows, Linux and IBM's AIX, as well as specialty appliances.

TierPoint currently manages 38 interconnected regional data centers and utilizes a cloud management platform (developed by early cloud pioneer Geminare) with which it integrates the recovery of multiplatform production applications and data for service customers. Since 2015, TierPoint has had five acquisitions, including Windstream Hosted Solutions (WHS) at the end of 2015 and Cosentry in 2016.

## **STRENGTHS**

TierPoint has many data protection/backup services available to accommodate customers' needs – from the most basic on-site data survivability to much more robust, near-real-time SAN-based and host-based replication technologies. In addition, TierPoint can accommodate off-site tape rotation to third parties upon request.

The self-service option includes unlimited testing and failover capabilities.

The Cloud to Cloud recovery product allows customers the ability to run either full or selective DR testing as needed, without incurring an additional cost.

TierPoint received high marks from customer references for account management, having been in the business for 15 years and having continued to invest its expansion with 11 acquisitions in the past five years.

## **CAUTIONS**

Currently, TierPoint commits to having customers' servers available to customers via the cloud portal within 15 minutes of failover request and initiation for up to 10 VMs and an additional 10 VMs every 15 minutes.

Improvement opportunities cited by TierPoint's customer references include the effectiveness of the service onboarding process and service portal utility, simplicity and effectiveness for tracking both service delivery quality and ongoing service cost.

TierPoint's experience with managing customer disaster declarations was more limited than that of several other providers in this Magic Quadrant.

Today, the TierPoint DRaaS solution is available only in the U.S.

## **Unitrends**

Unitrends is a new entrant to Gartner's DRaaS Magic Quadrant for 2016. Unitrends' DRaaS is sold exclusively through channel partners – a strategy that was implemented in 2015 – as a fully managed service. Unitrends has two distinct DRaaS solutions that were built or acquired in 2014.

Unitrends DRaaS manages the activation and deactivation of servers that support critical virtual or physical applications in the Unitrends Cloud. Working in tandem with Recovery Series or Unitrends Enterprise Backup appliances, backup copies of data are replicated to the Unitrends Cloud for storage. Unitrends Cloud and DRaaS were expanded in 2015 by adding data centers in the U.S. and, for the first time, data centers in the U.K., Germany, Australia and Canada.

## **STRENGTHS**

Unitrends owns its cloud infrastructure and VM replication technology and therefore isn't reliant on third parties for innovation.

Customers can also add Unitrends' ReliableDR as a recovery assurance mechanism to automate the testing of their DR environment in the cloud to guarantee recovery.

Guaranteed one-hour RTO service levels are supported.

Unitrends received a number of high customer reference scores, including for secure operations, service quality, effectiveness of service onboarding process, service cost-effectiveness and quality of professional services.

## **CAUTIONS**

Service delivery is geographically focused in the U.S. market. The Unitrends Cloud business only recently expanded beyond the U.S., with the launch of data centers in Canada, Germany, the U.K. and Australia. As such, the majority of Unitrends' DRaaS production instances are in the U.S., and all documentation and software interfaces are currently only in English.

In comparison with other providers in this Magic Quadrant, Unitrends' experience with directly managing disaster declarations and operations failbacks was much more limited.

Operations of additional hardware (for example, firewalls, intrusion prevention systems, intrusion detection systems and tunnel terminators) that are required to support recovery exercising or postdeclaration recovery operations must be managed by the service customer.

Unitrends Recovery Assurance, a service feature that provides automated testing of recovery from backups, archives and replication, is incrementally priced at \$50 per supported VM.

## Verizon

Verizon's DRaaS (based on VMware technology) enables customers to recover VMs and production data inside a managed cloud. The service has been available for nearly six years, having been officially launched in November 2010.

Recovery testing and recovery operations are primarily provider-managed, requiring close management coordination between the DRaaS customer and Verizon's technical support staff in both cases. Customers can negotiate RPOs for the purposes of SLAs, dependent on the architectural configuration. Terms can be negotiated for RTOs, again dependent on the DR architecture.

### **STRENGTHS**

Verizon has a broad range of VM and related production data replication mechanisms.

Verizon's Premise to Cloud DRaaS customers can burst as much additional CPU and RAM as they need, to support an actual disaster declaration, at no extra charge.

Verizon received a high overall reference customer satisfaction score for its support organization's responsiveness, timeliness of service problem resolution and professional services quality.

Verizon has a large professional services organization with significant business continuity and IT DR project management and implementation experience.

### **CAUTIONS**

Verizon's Premise to Cloud DRaaS customers typically have one test per year as part of the standard contract. However, customers can require that additional tests are supported as part of their DR contract with Verizon. It does not apply to the new cloud-to-cloud DRaaS service, in which customers can self-provision and self-test the DR environments.

Because of the demand for provider-managed services from the enterprise customers that Verizon serves, DRaaS is largely a provider-managed service. Use of management portal capabilities is generally limited to internal Verizon staff and available for customers using the new Verizon's cloud-to-cloud DRaaS service.

Because Premise to Cloud DR is a provider-managed service, there is limited integration between Verizon's DRaaS management system and the service customers' IT management utilities; however, this is by design to maintain compliance and to allow the customers to retain full management accountability for their security environment.

Reference customers cited the need for Verizon to improve its operations security and end-user privacy management.

## VMware

VMware currently goes to market with its DRaaS offering vCloud Air Disaster Recovery, which is sold as a self-service solution or as a managed service through one of its many partners. The target market for vCloud Air Disaster Recovery is the VMware vSphere (vSphere 5.1 or later is required) customer base. Service integration with vCenter eliminates the need for customers to familiarize themselves with a separate provider portal interface.

The VM replication process is managed by a variant of vSphere replication, in order to facilitate support for VMs that reside on direct-attached storage (DAS) or network-attached storage (NAS), as well as those stored on SANs. Supported RPOs range from 15 minutes to 24 hours.

### STRENGTHS

VMware's service pricing is straightforward and easy to understand.

A range of technical support is provided by VMware, including 24/365 support for Severity 1 issues.

The length of a vCloud Air contract term can be as little as one month.

The vCloud Air service supports a broad level of regulatory compliance, including ISO 27001, SSAE 16 (SOC 1, SOC 2 and SOC 3), HIPAA, and Health Information Technology for Economic and Clinical Health (HITECH) Act.

### CAUTIONS

Because of its current support focus on just VMware environments, direct support does not exist for data center configurations that include Hyper-V, Xen, Kernel-based VM (KVM) or Open Virtualization Format (OVF). However, VMware has partnered with RackWare to provide software for replication of either Hyper-V or nonvirtualized workloads into vCloud Air.

Support for hybrid recovery configurations is limited.

To date, VMware has somewhat limited experience with supporting customers' disaster declarations.

Reference customers cited that VMware's service contracts could be more flexible.

### Vendors Added and Dropped

We review and adjust our inclusion criteria for Magic Quadrants as markets change. As a result of these adjustments, the mix of vendors in any Magic Quadrant may change over time. A vendor's appearance in a Magic Quadrant one year and not the next does not necessarily indicate that we have changed our opinion of that vendor. It may be a reflection of a change in the market and, therefore, changed evaluation criteria, or of a change of focus by that vendor.

### Added

Providers added to the 2016 Magic Quadrant include:

## **C&W Business**

**Carbonite (EVault)** (via its acquisition of EVault)

**Datto**

**Evolve IP**

**Infrascale**

**Microsoft**

**Recovery Point**

**TierPoint**

**Unitrends**

Dropped

Providers that participated in the 2015 Magic Quadrant but that did not participate in 2016 include:

**Cable & Wireless Communications** (because it was acquired by Liberty Global and is now called C&W Business)

**Columbus Business Solutions** (because it was acquired by Cable & Wireless Communications, which has since been acquired by Liberty Global)

**Seagate** (because its EVault-based DRaaS business was acquired by Carbonite [EVault])

**Windstream** (because its DRaaS business was acquired by TierPoint)

## **Inclusion and Exclusion Criteria**

In-scope services are one of two types. In the first, the service provider is responsible for VM replication management, VM activation management, exercise management and service of customer disaster declarations. In the second, the provider role is relegated to just VM activation and shutdown, and the service customer is responsible for replication management, exercise management and recovery operations management following a disaster declaration. Services that only support production data backup or replication to the cloud are *not* in-scope for this Magic Quadrant.

Inclusion in the DRaaS Magic Quadrant was based on the provider's service(s) having the following attributes:

1. Specifically targeted and marketed as a DRaaS offering, as defined in the Market Definition/Description section of this report.
2. The vendor must provide its DRaaS service in one of two ways:

The service provider is responsible for managing VM replication, VM activation, exercise management and servicing customer disaster declarations.

The provider role is relegated to just VM activation and shutdown, and the service customer is responsible for managing replication, exercise management and recovery operations following a disaster declaration.

3. The in-scope service(s) must have been in general availability for at least six months, as of 4 January 2016.
4. At least 25 discrete production customers as of 4 January 2016.
5. Determined by Gartner to be a significant player in the market via market presence and/or technology innovation.
6. Specifically targeted and marketed as a DRaaS offering.

## Evaluation Criteria

### **Ability to Execute**

Ability to Execute considers the provider's ability to provide a DRaaS offering that meets customer feature/function requirements, as well as the provider's ability to manage the service with a high level of service guarantee and customer support.

**Product/Service:** This criterion evaluates the core goods and services offered by the provider for the defined market. This includes current product/service capabilities, quality, feature sets, skills and so on, whether offered natively or through partnerships as defined in the market definition and detailed in the subcriteria.

**Overall Viability:** Viability includes an assessment of the overall organization's financial health, the financial and practical success of the business unit, and the likelihood that the individual business unit will continue investing in the product, will continue offering the product and will advance the state of the art within the organization's portfolio of products.

**Sales Execution/Pricing:** This criterion examines the provider's capabilities in all presales activities and the structure that supports them. This includes deal management, pricing and negotiation, presales support, and the overall effectiveness of the sales channel.

**Market Responsiveness/Record:** This criterion considers the vendors' ability to respond, change direction, be flexible and achieve competitive success as opportunities develop, competitors act, customer needs evolve and market dynamics change. This criterion also considers the provider's history of responsiveness.

**Marketing Execution:** This criterion evaluates the clarity, quality, creativity and efficacy of programs designed to deliver the organization's message to influence the market, promote the brand and business, increase awareness of the products, and establish a positive identification with the product/brand and organization in the minds of buyers. This mind share can be driven by a combination of publicity, promotional initiatives, thought leadership, word of mouth and sales activities.

**Customer Experience:** This criterion considers the vendors' relationships, products and services/programs that enable clients to be successful with the products evaluated. Specifically, this includes the ways customers receive technical support or account support. This can also include ancillary tools, customer support programs (and the quality thereof), availability of user groups, service-level agreements and so on.

**Operations:** This criterion examines the ability of the organization to meet its goals and commitments. Factors include the quality of the organizational structure, including skills, experiences, programs, systems and other vehicles that enable the organization to operate effectively and efficiently on an ongoing basis.

The Ability to Execute criteria that had a High weighting (see Table 1) include Product or Service, Customer Experience and Operations. Gartner believes that these criteria were the most directly relevant to a quality customer experience throughout the entire service life cycle. This is in direct contrast to the criteria that were more relevant to provider marketing and sales, including Marketing Execution (Low weighting), Overall Viability (Medium weighting), Sales Execution/Pricing (Medium weighting) and Market Responsiveness/Record (Medium weighting).

**Table 1.** Ability to Execute Evaluation Criteria

<b>Evaluation Criteria</b>	<b>Weighting</b>
Product or Service	High
Overall Viability	Medium
Sales Execution/Pricing	Medium
Market Responsiveness/Record	Medium
Marketing Execution	Low
Customer Experience	High
Operations	High

Source: Gartner (June 2016)

### **Completeness of Vision**

Completeness of Vision considers the provider's assessment of the existing market. It also considers the provider's articulation of expected market and technology changes and how it intends to capitalize on market changes by intelligently and effectively leveraging key technology changes.

**Market Understanding:** This criterion evaluates the ability of the provider to understand buyers' wants and needs and to translate those into products and services. Providers that show the highest degree of vision listen to and understand buyers' wants and needs, and can shape or enhance those with their added vision.

**Marketing Strategy:** This criterion assesses a vendor's clear, differentiated set of messages consistently communicated throughout the organization and externalized through the website, advertising, customer programs and positioning statements.

**Sales Strategy:** This criterion covers the strategy for selling products that uses the appropriate network of direct and indirect sales, marketing, service, and communication affiliates that extend the scope and depth of market reach, skills, expertise, technologies, services and the customer base.

**Offering (Product) Strategy:** This criterion assesses the provider's approach to product development and delivery that emphasizes differentiation, functionality, methodology and feature sets as they map to current and future requirements.

**Business Model:** This criterion evaluates the soundness and logic of the provider's underlying business proposition.

**Vertical/Industry Strategy:** This criterion evaluates the provider's strategy to direct resources, skills and offerings to meet the specific needs of individual market segments, including vertical markets.

**Innovation:** This criterion considers direct, related, complementary and synergistic layouts of resources, expertise or capital for investment, consolidation, defensive or pre-emptive purposes.

**Geographic Strategy:** This criterion considers the provider's strategy to direct resources, skills and offerings to meet the specific needs of geographies outside the "home" or native geography, either directly or through partners, channels and subsidiaries as appropriate for that geography and market.

Consistent with the approach taken for the Ability to Execute criteria, in which service capabilities, management maturity and quality of customer experience were strongly emphasized, Gartner only assigned a High weighting (see Table 2) to two criteria in the Completeness of Vision portion. These include the Market Understanding and Innovation criteria. This approach contrasted with the Low weightings assigned to the Marketing Strategy and Business Model criteria.

**Table 2.** Completeness of Vision Evaluation Criteria

<b>Evaluation Criteria</b>	<b>Weighting</b>
Market Understanding	High
Marketing Strategy	Low
Sales Strategy	Medium

Offering (Product) Strategy	Medium
Business Model	Low
Vertical/Industry Strategy	Medium
Innovation	High
Geographic Strategy	Medium

Source: Gartner (June 2016)

## Quadrant Descriptions

### Leaders

Leaders have significant industry experience in supporting a broad range of data center and managed operations services, a very strong provider-managed (versus self-service) approach to DRaaS management, and professional services organizations that provide a complete solution to customers in relation to recovery planning, exercising and management.

### Challengers

Challengers offer a very high-touch approach to service delivery, especially with respect to recovery run book development and facilitated exercising, even though the size of their professional services organizations is far smaller than those of providers in the Leaders quadrant. In general, the Challengers also received very high reference customer ratings in relation to the quality of technical support delivered.

### Visionaries

Visionary providers' service delivery experience is typically greater than most of the other assessed providers. This means that they have had a greater opportunity to either maximize the capabilities of their delivery platforms, gain more experience with the delivery of a high-quality provider portal, efficiently manage customized service delivery or significantly improve the maturity of their security management controls, or some combination of these. Visionary providers have been able to meet these challenges.

### Niche Players

Niche providers had an evolving service and support infrastructure, were at an earlier stage of the delivery life cycle or were in the process of transitioning between service families, compared with providers in the other three categories. Also, a few of the Niche Players, but not all, have a very focused target market – for example, only SMB customers or only customers in one country.

## Context

As more of the analog world becomes digitized, so downtime affects more of the world. However, infrastructure and operations (I&O) leaders must, in many cases, now shift their thinking away from internally facing DR strategies toward strategies for sustaining externally facing IT services continuity. This is especially true for I&O leaders who already are, or soon will be, tasked with supporting digital business and the Internet of Things (IoT), because the effectiveness of their strategies will be directly measured by the quality of the external customer experience and, ultimately, by the impact of that experience on both revenue and profitability.

Because digital business moments will typically be realized in very compressed time frames, the primary service-level metrics of traditional DR – RTOs and RPOs – no longer apply, as supporting web services must be continuously available. As a result, IT leaders will be increasingly challenged to enable a broader level of IT service continuity.

There are several reasons for this, including:

Customers can, and will, switch providers in competitive markets, should a service go down and if switching is easy.

Customers will also be vocal about a negative service experience through the use of social media, resulting in a damaged organizational reputation and brand image.

Service arbitrage logic, at both the originating and intermediate processing points of a digital business moment, will contain increasingly sophisticated brokering logic that will transparently bypass fulfillment points whose availability is less than a predefined threshold.

The current state of DRaaS constitutes a significant inflection point between the more traditional DR management (which was typically very inwardly focused) and the world of digital business in which outwardly focused managed availability will become a critical success factor. The initial market shift – toward an increasingly managed availability focus and the support for hybrid data center operation – represents the important beginnings of this transition. Within the next five years, cloud-based DR will increasingly transition to managed data center resilience across the premises and the cloud, thereby resulting in recovery and availability either becoming attributes of the managed infrastructure or being directly managed by the applications themselves.

## Market Overview

DRaaS vendors include a mix of service providers that also support the following: communications services, subscription-based recovery services, colocation, managed hosting, IaaS and managed backup services. Initially, these providers' services were attractive primarily to SMBs. This was because DRaaS freed up the time of the IT staff in these businesses and because they lacked a secondary recovery data center.

Wider adoption of DRaaS can be largely attributed to the proven viability of cloud-based solutions. Today, Gartner estimates the size of the DRaaS market to be approximately \$1.7 billion, with a related compound annual growth rate of approximately 25%. By 2018, Gartner estimates that the size of the DRaaS market will exceed that of the market for more traditional subscription-based DR services.

Although the DRaaS market is growing and vendors offer a wide range of services, DRaaS customers still face several challenges:

Use of a DRaaS provider does not mean that the internal IT is no longer responsible and accountable for successful recoveries. This means that DRaaS customers will still need to actively work with the provider to manage recovery assurance.

Regular exercising ensures recovery predictability and sustainability. This does not change with the implementation of DRaaS.

Hybrid recovery configurations often require a custom service agreement, especially for SLA definitions.

Provider service-level commitments may vary by configuration size and required computing platforms.

Declaration policy (that is, how many recovery exercises per year and how much time per exercise is allowed) varies by DRaaS provider.

Provider portals do not yet provide a uniform management or access interface for hybrid recovery configurations.

Platform interoperability – moving from one service provider to another – may be problematic without open APIs or accepted standards.

## Acronym Key and Glossary Terms

AS	Availability Services
ASR	Azure Site Recovery
AWS	Amazon Web Services
BaaS	backup as a service
CCaaS	contact center as a service
CJIS	Criminal Justice Information Security
CSC	customer service center
DaaS	desktop as a service
DAS	direct-attached storage
DNA	Datto Network Appliance
DR	disaster recovery
DRaaS	disaster recovery as a service

DSS	Data Security Standard
DWDM	dense wavelength division multiplexing
ESR	Enterprise Storage Replication
FINRA	Financial Industry Regulatory Authority
FISMA	Federal Information Security Management Act
GLBA	Gramm-Leach-Bliley Act
HIPAA	Health Insurance Portability and Accountability Act
HITECH	Health Information Technology for Economic and Clinical Health
I&O	infrastructure and operations
IaaS	infrastructure as a service
IoT	Internet of Things
ISO	International Organization for Standardization
ITAR	International Traffic in Arms Regulations
KVM	Kernel-based virtual machine
LPAR	logical partition
LUN	logical unit number
MSP	managed service provider
NAS	network-attached storage
NAT	Network Address Translation
OVF	Open Virtual Format
PCI	Payment Card Industry
PCI DSS	Payment Card Industry Data Security Standard
POC	proof of concept
RMC	remote management console

RPO	recovery point objective
RTO	recovery time objective
SAN	storage area network
SMB	small or midsize business
SOC	Service Organization Control
SRM	Site Recovery Manager
SSAE	Statements on Standards for Attestation Engagements
VAR	value-added reseller
VM	virtual machine

## Evidence

Information provided by the Magic Quadrant participants, participants' reference customers' survey data and Gartner client inquiries during 2015 and 2016.

## Evaluation Criteria Definitions

### Ability to Execute

**Product/Service:** Core goods and services offered by the vendor for the defined market. This includes current product/service capabilities, quality, feature sets, skills and so on, whether offered natively or through OEM agreements/partnerships as defined in the market definition and detailed in the subcriteria.

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organization in the minds of buyers. This "mind share" can be driven by a combination of publicity, promotional initiatives, thought leadership, word of mouth and sales activities.

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**Operations:** The ability of the organization to meet its goals and commitments. Factors include the quality of the organizational structure, including skills, experiences, programs, systems and other vehicles that enable the organization to operate effectively and efficiently on an ongoing basis.

## **Completeness of Vision**

**Market Understanding:** Ability of the vendor to understand buyers' wants and needs and to translate those into products and services. Vendors that show the highest degree of vision listen to and understand buyers' wants and needs, and can shape or enhance those with their added vision.

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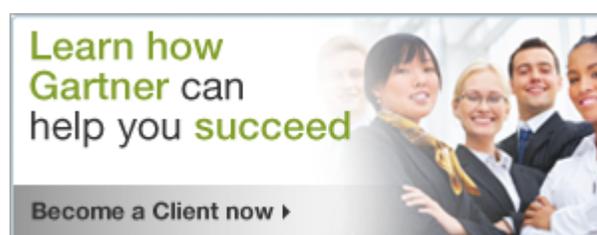
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**Geographic Strategy:** The vendor's strategy to direct resources, skills and offerings to meet the specific needs of geographies outside the "home" or native geography, either directly or through partners, channels and subsidiaries as appropriate for that geography and market.



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