

Product Brief

Cloud Recovery? Build, Buy, or Geminare

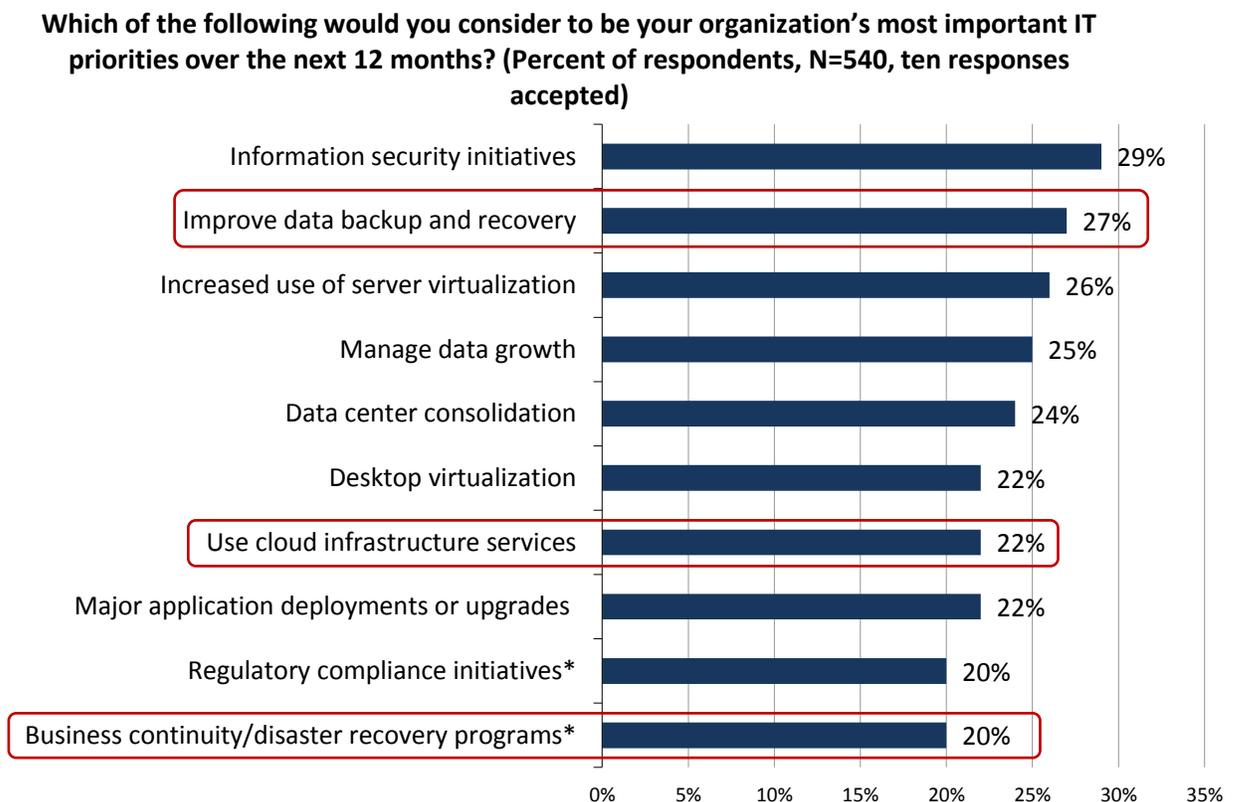
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Abstract: You may not have heard of the company Geminare, but it powers many of the world’s cloud-based data recovery services. It’s patented Recovery-as-a-Service (RaaS) technology allows data protection software vendors and service providers to build branded cloud-based data protection services in a fraction of the time and cost it would take using internally developed services.

Overview

Improving data backup and recovery was chosen by 27% of respondents to ESG’s annual spending intentions survey as one of their most important IT priorities for 2013, making it the number-two priority reported, with regulatory compliance, business continuity/disaster recovery (BC/DR) initiatives, and using cloud infrastructure services also making the top-ten list for the year (see Figure 1).¹

Figure 1. Top-ten IT Priorities for 2013



Source: Enterprise Strategy Group, 2013.

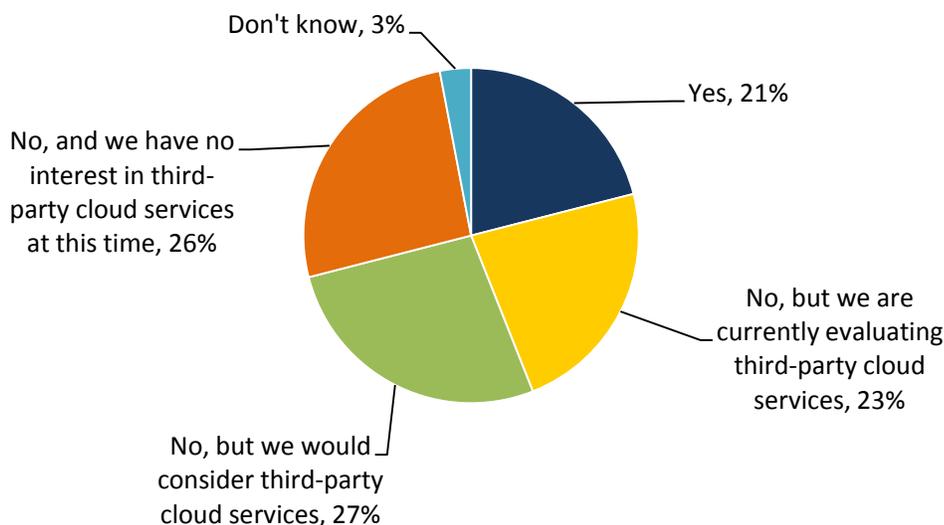
¹ Source: ESG Research Report, [2013 IT Spending Intentions Survey](#), January 2013. * Regulatory compliance initiatives and business continuity/disaster recovery programs were tied with business intelligence/data analytics initiatives, improve collaboration capabilities, and deploying applications on or for new mobile devices.

Can the Cloud Solve IT?

Today, you can't have a conversation about IT without someone asking about "cloud" solutions, whether in augmentation or replacement of existing methodologies—so, it should come as no surprise that the most recent ESG data protection modernization research shows organizations expressing interest in adding cloud-based capabilities to their data protection strategies (see Figure 2).²

Figure 2. Utilization of Third-party Cloud Services for Data Protection

**To the best of your knowledge, does your organization currently utilize third-party cloud services for any data protection (i.e., backup, DR) operations?
(Percent of respondents, N=323)**



Source: Enterprise Strategy Group, 2013.

What might come as a surprise is the number and depth of significant traditional data protection vendors who have chosen to act on their customers' and prospects' desire to enable some kind of cloud-based data protection solution—by partnering with [Geminare](#).

Build or Buy?

When technology vendors and solution providers are looking to add new offerings to their product catalogs, they go through a "build or buy" discussion, which simply means that they ask:

- Should they **build** the new solution or product that they want to offer? If so, what would it cost in manpower to develop it themselves? How long would it take, and can they afford not to have a product in that space for that long?
- Or should they **buy** another company that already makes the product so that they can offer a solution under their brand now, get to market earlier, and grab customer and market share while others spend precious and critical time trying to build it?

Like so many other IT topics, the cloud changes these dynamics, too. Traditional development cycles now seem incomprehensibly long compared with today, when cloud-based solutions launch so quickly and deliver new, enhanced

² Source: ESG Research Report, [Trends in Data Protection Modernization](#), August 2012.

functionality every few months, instead of annually or even less often, as traditional software releases are accustomed to.

Enter Geminare

Geminare partners with traditional backup software vendors, telecom carriers, and other service providers to enable the deployment of branded cloud recovery services, allowing traditional data protection vendors to:

- Take the unique data protection capabilities of their on-premises solutions and utilize a framework of cloud-based data protection mechanisms and services to offer branded solutions in the cloud.
- Offer cloud solutions that appear entirely as their own creations without resembling any other cloud-based backup solutions, even when some of the underlying plumbing might in fact be common.
- Bring their solutions and their unique feature sets to market within months instead of years.

To some, those claims, like many cloud promises, may seem too good to be true. But they tie into the questions Geminare has been posing and directly answering for companies that create typical data backup software, companies that provide disaster recovery solutions, and vendors of archiving or retention products.

Who Wrote the Book?

Vendors that create and sell their own intellectual property (IP) are among the most skeptical when it comes to promises of “unique” capabilities. After all, once you put your brand on something, it is partially yours—so defensibility of those unique capabilities as well as assured viability of the underlying services are key factors when choosing whom you might partner with.

What those vendors likely discovered is US patent 8,135,838, claimed by Geminare as the world’s first in regard to Recovery-as-a-Service (RaaS). This patent refers to (among other things) “*A system for providing data continuity for a plurality of client systems*” or, as it is implemented in the Geminare system, an underlying cloud-based platform of data protection services related to the entire spectrum of archiving, backup, disaster recovery, and business continuity, including rebrandable and extensible elements for vendors to integrate their own capabilities, as well as multi-tenancy across vendors, their partners, and those partners’ clients.

Who Else Is Buying This Book?

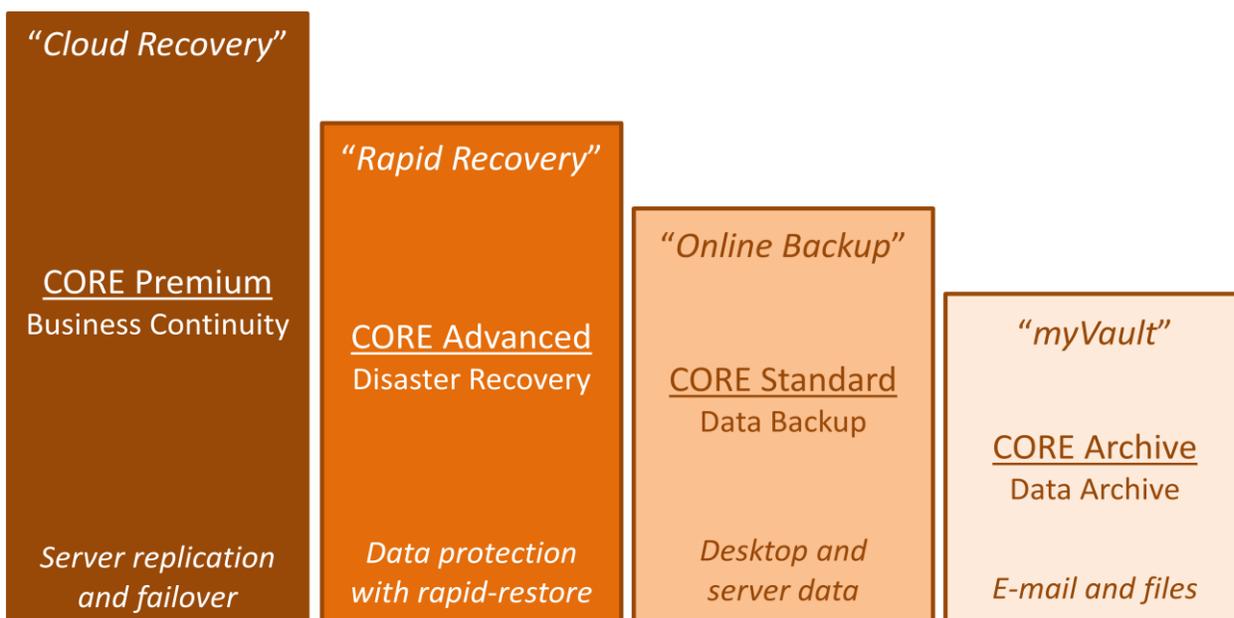
A patent these days does not come easily and is a good thing for credibility, perhaps similar to an individual who can say they “wrote the book” on their topic. But just as important as who wrote the book is who is buying the book.

Geminare’s platform and underlying technologies currently power solutions such as:

- CA Technologies’ Instant Recovery on Demand
- NTT Communications’ Cloud Recovery
- Iron Mountain’s Recovery as a Service Suite
- Microsoft’s myVault Email Archive Powered by Azure

In total, at least ten surprising yet impressive companies have previously built their business on either innovative on-premises data protection offerings or other cloud-based solutions—all of whom have chosen to partner with Geminare on the delivery of their cloud-based data protection services. Each of those vendors started with their own trusted brand and technology capabilities, and then they combined those with the underlying cloud platform of Geminare’s patented Cloud OnRamp Enablement (CORE) architecture, as described in Figure 3.

Figure 3. Geminare CORE Service Offerings



Source: Enterprise Strategy Group, 2013.

The Bigger Truth

Data protection continues to challenge many IT environments, including not only traditional data backup and recovery, but also business continuity, disaster recovery, and archiving as a means of data preservation. And although on-premises solution vendors continue to innovate, their customers are also looking for answers from the cloud services that may be too costly or complex for traditional vendors to create from scratch.

Geminare started by taking a fresh look at the problem and building its own platform to address those data protection challenges with cloud-based service delivery—and along the way, it secured and now touts *"the world's first and only published RaaS patent."* Then, it offered its cloud-based solution models to traditional vendors who were eager to meet their customers' cloud-based backup needs without entirely displacing their on-premises partnerships and relationships. And Geminare's success in establishing those partnerships is impressive.

Without decoding all of the other OEMs, rebrands, and co-developed cloud solutions out there, it may be impossible to calculate for sure, but Geminare's list of partner vendors may represent more protected data sockets than many other cloud-based data protection offerings—even if you may not have heard of Geminare by name. Whether those partnerships continue will likely be determined by (1) all parties' relative execution of these cloud offerings, and (2) whether they have the appetite to eventually develop their own backend infrastructure or adopt future enhancements that continue to come to market via Geminare's platform in a rapid cloud timeframe.

But for those vendors that are wrestling with the decision of whether to "build or buy" as a means to meet their customers' needs from the cloud, Geminare is an additional choice worth considering.

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