

Asigra Battle Card on Druva inSync

Druva

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Company Overview

Druva is a private VC funded (Sequoia, Nexus, & Tenaya have invested \$47M to date) company founded in 2008 in Silicon Valley. Druva currently protects > 2 million enterprise endpoints, on-premises, & in the cloud. Druva was one of the first to offer mobile access, and currently offers sync & share capabilities as well as eDiscovery and security features such as remote wipe, encryption, and geo-location. Druva recently expanded their offerings to include physical & virtual server backup (Phoenix.)

Strengths / Weaknesses

Strength	Weaknesses
Endpoint backup market leader, ranked # 1 in endpoint BU/R by all of the leading analyst firms	Physical & virtual servers are new & limited. Their Phoenix product supports very little today & is considered rudimentary making complete Enterprise BU/R more complex, difficult, & multi-vendor
Data loss prevention (DLP) including encryption, geo-locate, remote wipe	No Cloud App or Docker container support = > BU/R complexity & multi-vendor
Data governance, federated search, legal hold, & eDiscovery enablement	Does not supply eDiscovery, just hands off to eDiscovery
Secure file sharing – separate license but well integrated w/BU/R	Licensing adds up quickly to be pretty expensive/endpoint.

Druva Positioning & Message

Druva's primary message is visibility & control of data beyond the data center.

Key messages:

- End point backup designed for mobile Enterprises
- End point file sharing and collaboration
- End point governance and compliance
- End point security

Pricing and Sales Models

Druva licensed/endpoint/mo for inSync & per GB or unlimited for Share. Available on Druva's cloud (AWS EC2 & S3) or private on-premise cloud. Sold direct & through channel.

MSRP per Endpoint per mo

inSync Business	\$ 6.00
inSync Enterprise	\$ 8.00
inSync Elite (estimated)	\$ 25.00
inSync Private Cloud	TBD
Share 15GB	\$ 6.00
Share unlimited	\$14.00

Key Products/ Services

inSync	Description	Audience
Business	BU/R for Win/Mac/Lin/IOS/Android + source & global dedupe MS active directory integration; Web based recovery, smartphone-tablet access, file analytics, advanced reporting, monitoring & alerts.	Enterprise, mid-tier & SMB
Enterprise	Adds to Business : data loss prevention (DLP) including encryption (FIPS 140-2), remote wipe, geo-tracking, + delegated admin, integrated mass deployment (including MS SCCM), & single sign-on.	
Elite	Adds to Enterprise : governance (federated search, legal hold, eDiscovery enablement), & CloudCache (local appliance).	
Private Cloud	Elite functionality (exception of CloudCache) on-premise.	

Enterprise Problem Solving Comparisons

Problem	Asigra	Druva inSync
Slow end-pt BU/R	Fast BU/R	Fast BU/R
No Geo-location + remote wipe	Geo-location + remote wipe of BU data & optionally all data.	Geo-location + remote wipe of user selectable folders and/or files
High Endpoint BU/R cost	Fair/flexible pricing w/RLM	Fairly high pricing
High Complexity	Simple user recoveries easy admin management	Simple user recoveries, but any other BU/R adds complexity
Ltd Scalability	Highly scalable	Highly scalable
Ltd search/eDiscovery	None at this time	Global search, compliance, eDiscovery enablement
No Sync & Share	Future	Endpoint devices & collaboration

Druva inSync Top Enterprise Selling Point

Best-in class: integrated endpoint BU/R, sync & share, compliance/eDiscovery, & security

Displacing Druva inSync Questions

"What's your endpoint & entire organizational BU/R implementation process?" "What's your process for reducing data protection complexity for the entire organization?" "Why do you pay for 100% data recoveries year in year out?"