

Asigra Battle Card on Unitrends

Corporate HQ: Unitrends

200 Wheeler Road North Tower, 2nd Floor Burlington, MA 01803
 (866) 359.5411
 www.unitrends.com



Company Overview

Unitrends was founded in Myrtle Beach SC in the early 2000s. R&D is still in Columbia SC. It is a VC (Insight Venture Partners) owned company. Insight acquired controlling interest in Unitrends in 2013. Since then Unitrends has acquired other data protection software companies including PhD Virtual and Yuruware cloud data backup software for AWS and OpenStack. Unitrends offers data protection appliances, software, software suites, and cloud services.

Unitrends Strengths / Weaknesses

Strengths	Weaknesses
Exceptional physical & virtual server BU feature function list. On paper gets great marks.	Not everything works as advertised. Dedupe, compression, replication, incremental forever (requires synthetic BUs), have a lengthy problematic history.
Turnkey PBBAs (purpose built backup appliances)	Reporting is very weak, overwrites history.
DR testing automation (vSphere only)	Suite is an amalgamation of 3 products: Virtual BU, Enterprise BU, & ReliableDR as Unitrends Certified Recovery Suite (UCRS). Still 3 separate products.
BaaS/DRaaS services + backup to other cloud storage such as Amazon	Cheap unreliable HW. High failure rates. Single controller, cheap disks.

Unitrends Positioning & Message

Full Cloud Storage Services Provider

Key messages:

Lowest Data Protection TCO	> 1 Exabyte protected
Cloud BU/R services	98% customer satisfaction
Cloud empowered P & V server BU	Try before buy
Adaptive Recovery Assurance	Virtual & Physical appliances

Pricing and Sales Models

Licensing has multiple flavors complicating quotes. For the cloud service they offer subscription based per TB or per appliance basis (they call it "Metered"). Their model is based on protected data and is a CLM or capacity license model. They also have an unlimited cloud-pricing model tied to the total capacity of the customer premise (called "No Limit Cloud") at a fixed annual price. Unitrends also offers a DRaaS for recoveries of VMs & PMs as VMs in their cloud. Must be purchased up front in advance not upon a disaster. They do not have an equivalent RLM. They offer the same for the appliances or a perpetual plus maintenance (although are phasing the perpetual out) or on a per socket per server basis (subscription or perpetual).

Pricing tends to be relatively low and competitive.

Key Unitrends Products/Services

Unitrends Product	Description	Audience
Virtual Backup (UVB)	Deployable on vSphere, MS Hyper-V, XenServer for virtual only protection. Simple implement, ops, mgmt.	SMB & Enterprise
ReliableDR	DR w/automated orchestration & test for vSphere only. Failover, fallback, RPO, RTO automated testing.	SMB & Enterprise
Enterprise BU (UEB)	Virtual BU appliance for Hyper-V or vSphere; Enterprise-class virtual, physical protection, & unified compute DP.	Enterprise
UCRS	Combination of UVB, UEB, & ReliableDR	Enterprise
Recovery-series Appliances	Small range of HW PBBAs also works w/Unitrends Cloud.	SMB & Enterprise
Cloud BC & DR	Cloud based DP, BC, & DR.	SMB & Enterprise

Unitrends Problem Solving Comparisons

Problem	Asigra	Unitrends
High BU/R TCO	Simplified RLM, few line items, exceptional efficiencies lowers server & storage costs =< TCO.	Complex licensing. Inefficient data reduction.
Cloud app BU/R	Office 365 / Google Apps / Salesforce Recover local.	None at this time.
Endpoint BU/R	Desktops/laptops/tablets/smartphones.	None at this time.
Container BU/R	Docker container Data Protection	None at this time.
PBBA	Cisco, Huawei, & SDDP	Low quality unreliable HW. Now with Flash to increase performance.
BC/DR	VM replication & VDR	VM BU replication only
Multi-BU/R sys complexity	One system for everything including end points, cloud apps, & containers.	Ltd to physical & virtual servers.

Unitrends Top Enterprise Selling Point

Low TCO full function "high performance" (w/flash) PBBAs with or without Cloud BU.

Displacing Unitrends Backup & Replication Questions

"What's your complete BU/R processes for major cloud applications (Salesforce.com, Google Apps, & Office 365), Docker containers, laptops, tablets, & smartphones?" "Why do you pay for 100% data recovery every year?" "What's your process to reduce all of your data protection multi-system complexity?"