

WHITE PAPER

Distinctions Between SMB and Enterprise Requirements for Protection, Archiving, and Recovery

Sponsored by: Symantec

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EXECUTIVE SUMMARY

IDC research indicates that small and medium-sized businesses (SMBs) and large enterprises have different overall IT infrastructure characteristics, budgets, and staffing requirements when it comes to backup, retention, and recovery. Although the distinctions between SMB and large enterprise accounts with regard to technical requirements and features/functions are beginning to blur, some important differences still exist. This paper segments the differences in requirements and characteristics among firms of differing sizes when it comes to how they manage their data and the types of features and solutions they look for from suppliers. Symantec Corporation, the market leader in the data protection and recovery market and a top-tier supplier in the archiving market, serves small to large enterprise accounts with its solutions. This paper looks at how Symantec's breadth of offerings satisfies customer requirements, from the SMB firm to the largest enterprise firm.

SITUATION OVERVIEW

IDC research suggests that the average SMB has many, although not all, of the same data protection needs as its larger peers and competitors. But most SMBs can't afford a trained staff assigned specifically to storage management and data protection. As a result, when they buy data management software, they look for solutions that are both less expensive and easier to use than traditional products. Smaller firms may have less stringent, if even formalized, service-level agreements (SLAs) around recovery and fewer application tiers of differing recovery policy. Comparatively, larger firms have documented policies not only for recovery times but also for recovery points. Lastly, when it comes to record retention and retrieval, larger firms face a higher volume of regulatory investigations and electronic discovery requests than smaller firms. IDC research indicates small (under 100 employees) and medium-sized (100–999 employees) firms have differing requirements for data protection solutions, including backup, archiving, and recovery, than large (1,000–9,999 employees) and very large (10,000+ employees) firms.

Why is it important for firms to understand these distinctions? First, smaller firms can avoid purchasing, deploying, and managing features that are not necessary. Deployment of nonessential features can challenge a desired ease-of-use model. Second, larger firms can determine best-of-breed functions required for specific applications or application tiers and determine if a specific product or suite can meet that broader set of requirements.

SMB to Large Enterprise Requirements for Protection, Archiving, and Recovery

Data protection remains one of the major drivers for storage purchases for any type of organization, especially for small businesses that generally rate data protection among the top 3 drivers for storage capacity growth along with increasing demand for storing business documents and digital content. Data protection has a lower impact on growing storage consumption within the medium-sized and large businesses markets, but at the same time, for these customer segments, regulatory compliance is playing an equally important role in driving demand for storage capacity.

The difference in requirements for data protection, archiving, and recovery products is often driven by companies' IT and storage infrastructures as well as by the availability of internal resources to manage this infrastructure.

There are several important differentiation points between SMBs' and large firms' overall IT/storage and data protection environments that drive substantially different requirements for data protection products:

- ☒ **Range of applications, servers, and sites to serve.** The complexity of a storage infrastructure in an organization and the degree of complexity of data protection environments are often defined by the range of applications run by the organization. While some SMB companies (typically, scientific or digital content focused) can use very complicated applications requiring sophisticated IT environments, an average small or medium-sized company would have a standard list of applications in use (email, database [SQL], ERP, and/or CRM) and, of course, files, including documents, spreadsheets, presentations, images, and videos — all on a single operating system platform in a single office or in several office locations. An average large organization will have all this too, plus another few dozen applications, some of which are proprietary legacy applications, running on multiple operating systems in several dozen physical locations.
- ☒ **Corporate policies and government regulations.** Besides variances in the level of application diversity and complexity and number of users to serve, SMBs and large organizations vary noticeably in the number of policies and regulations with which they should comply. Specifically, with regard to the data protection and data preservation aspect, many SMBs have no specific corporate policies that would regulate frequency of backups or requirements to data retention. Larger organizations typically are more strict about establishing specific data protection/data recovery strategies while also often being under pressure to comply with regulatory requirements related to information preservation.
- ☒ **Storage capacity under management and storage implementation.** To support their existing applications and policies, SMBs tend to deploy much smaller storage systems than their large peers. It is not uncommon to see a small company with a few terabytes or even just several hundred gigabytes of data, which might all reside on an application server or on an external storage device attached to a server. Network storage, especially storage area networks, is still lightly adopted by small companies. Medium-sized companies are more sophisticated in this sense. They often deal with tens of terabytes of data, and more often than small businesses,

they store this data on a network rather than on a server. On the other hand, large companies typically deploy network storage in various implementations — NAS, SAN, and iSCSI SAN. The amount of data generated by and for various applications and thousands of users can reach petabytes.

- ☒ **Storage administration resources.** While storage in general and data protection in particular are important for all kind of organizations, the complexity of IT infrastructures and storage requirements specified above defines the level of technical expertise that organizations bring in-house to manage storage infrastructures. In relatively simple SMB environments, all storage administration, if not outsourced, is often performed by general IT administrators or, in the case of small companies, even by non-IT employees. In large organizations, having a dedicated team of storage specialists is a common practice, with different specialists focusing on specific areas of data management — application data, files, data protection, data archiving, and so on.

- ☒ **Expectations for product automation and specialization.** As a result of all the points listed above, the level of expertise as well as expectations for the level of customization and automation for storage and, especially, data protection and archiving offerings are quite different between an average SMB organization and an average large organization. Specifically, on the data protection and archiving side, SMBs, which often do not differentiate between data backups and archive, would expect offerings that provide more built-in automated functions and cover various aspects of data protection and retention. At the same time, large organizations value product specialization as data protection and data archiving are separate processes and are subject to different policies. The ability to control and customize software products for these processes is also important.

Tables 1 summarizes the overall IT infrastructure differences between SMB and enterprise firms. Table 2 compares the data protection environments of firms of different sizes.

TABLE 1

Comparison of SMB Versus Enterprise Infrastructure

Characteristic	Small	Medium Sized	Large	Very Large
Number of employees	Under 100	100–999	1,000–9,999	10,000+
Number of physical servers	<20	<100	Hundreds	Thousands
Extent of virtualization	None to limited	Limited	Moderate	Extensive
Number of operating systems installed	Typically 1	1–3	4 or greater	Many (distributed and legacy)
Ranges in storage capacity	1–10 terabytes	10 terabytes to 100s of terabytes	100s of terabytes to petabytes	Petabytes
Typical storage configurations	Local/DAS, NAS	Local/DAS, NAS, recently FC/iSCSI SAN	DAS, NAS, FC/iSCSI SAN, ESCON/FICON SAN	DAS, NAS, FC/iSCSI SAN, ESCON/FICON SAN
IT organization	Limited/no dedicated IT personnel	Generalized IT	IT specialization	IT specialization

Source: IDC, 2008

TABLE 2

Comparison of SMB Versus Enterprise Data Protection Environments

Characteristic	Small	Medium Sized	Large	Very Large
Average storage budget (\$)	<15,000	10,000–100,000	2,000,000+	16,000,000
Average % of storage budget for data protection	27	32	30	22
Number of data protection approaches in use	3 or more	4 or more	7 or more	10 or more
Types of data protection approaches in use	Backup to tape and disk, local replication, external storage device (USB/FireWire)	Backup to tape and disk, local replication, external storage device (USB/FireWire)	Backup to tape and disk, local and remote replication, VTL, CDP, online services, archiving/long-term retention	Backup to tape and disk, local and remote replication, VTL, CDP, archiving/long-term retention
Frequency of backups	Daily or weekly	Daily	Multiple times a day to continuous	Multiple times a day to continuous

Source: IDC, 2008

In general, SMBs have less sophisticated data protection environments. However, their interest and their need to protect and retain data are high, and, with the broad variety of approaches to data protection, archiving, and recovery, and the availability of SMB-appropriate products, end users have the opportunity to prioritize their needs and identify the features and functions that are most important.

Based on IDC research, Table 3 identifies the relative priority for different data protection, archiving, and recovery features/functions for SMB versus enterprise firms.

TABLE 3

Importance of Different Features/Functions by SMB Versus Enterprise Firms

Feature/Function	Small	Medium Sized	Enterprise
Centralized management	Moderate	Moderate	Very high
Record-level retention	Low	Moderate	Very high
Data deduplication	Low	High	Very high
Security (encryption, role-based access, etc.)	Moderate	High	Very high
Appliance packaging	High	High	Moderate
Backup to disk	High	High	Moderate
Backup to disk to tape	High	High	High
Local replication	High	High	Moderate
Remote replication	Moderate	Very high	High
Integration with VTL	Low	Low	High
Online services	Very high	Very high	Moderate
Seamless integration into an existing environment	Very high	Very high	Moderate
Product functionality	High	High	Very high
Ease of use	Very high	High	Moderate
Product pricing	High	High	High

Source: IDC, 2008

This list of priorities looks somewhat different for SMBs and for enterprises. Most enterprises already have established data protection environments; they look more for tools that would help to increase utilization, optimize management, and secure data from unauthorized access. SMBs are largely looking at specific approaches and product or service offerings to build the data protection strategy and infrastructure and integrate it into their existing IT environments. At the same time, as SMBs, particularly, medium-sized firms, continue to build and sharpen their data protection strategies, their requirements grow, blurring the line between expected functionality of midmarket and enterprise offerings. Also of note, SMBs tend to view archiving as integrated with or part of the backup and data protection process due to budget, resource, and time constraints. Conversely, large and very large firms with legal, regulatory, and security mandates require standalone, best-of-breed archiving as part of their broader information management or governance, risk, and compliance (GRC) initiatives.

SYMANTEC SOLUTIONS FOR DATA PROTECTION, RECOVERY, AND ARCHIVING

Symantec offers several industry-leading solutions to help customers back up and recover their critical data and systems. For long-term retention and retrieval of information, Symantec also offers leading archiving solutions. Symantec solutions for protection, archiving, and recovery are available for firms of different sizes, with varying budgets, resources, and functional requirements. Symantec as a company is well-positioned to deliver current and next-generation protection, archiving, and recovery solutions well-suited to a range of organizations from SMBs to enterprises:

- ☒ **Small and medium-sized firms** can leverage Symantec solutions, which include Backup Exec and Backup Exec System Recovery. Symantec online backup and storage solutions are available via the Symantec Protection Network and include Symantec Online Backup and Online Storage for Backup Exec.

- ☒ **Large and very large firms** can leverage best-of-breed data protection and archiving solutions from Symantec. Data protection offerings include NetBackup, NetBackup PureDisk, NetBackup RealTime Protection, and Veritas Backup Reporter. For discovery, compliance, and information risk management, Symantec offers Enterprise Vault and associated options for file, SAP, SharePoint, and message archiving.

Lastly, Symantec business-level reporting across NetBackup, Backup Exec, NetBackup PureDisk, as well as non-Symantec data protection products with Veritas Backup Reporter, provides a holistic view of a backup environment across heterogeneous data protection configurations and products.

SYMANTEC BACKUP EXEC FAMILY

The Backup Exec family comprises two standalone products that together provide comprehensive data and system protection for Windows-based organizations. Backup Exec for Windows Servers offers scalable backup and recovery of files, email, application data, and documents from disk or tape storage. Backup Exec System Recovery offers disk-based bare-metal system recovery, including operating system, configuration, applications, and data.

Backup Exec

Backup Exec protects against data loss and recovers business-critical emails, applications, and documents in seconds. It protects physical and virtual systems, providing disk and tape backup and recovery support for Windows-based environments. Continuous data protection and Granular Recovery Technology (GRT) for critical Microsoft applications help ensure that business-critical data is always protected and efficiently restored in seconds. Backup Exec is available in two versions: Backup Exec for Windows Servers (supports both Microsoft Windows Server 2008 and Microsoft Essential Business Server 2008) and Backup Exec for Windows Small Business Server (Standard Edition and Premium Edition).

Backup Exec also offers agents and options for protection of applications and advanced data protection capabilities. Backup Exec application agents support online, application-consistent protection of SAP, Oracle, Oracle RAC, Microsoft SQL, SharePoint, Exchange, Active Directory, Lotus Domino and DB2, Microsoft Virtual Server and Hyper-V, and VMware Virtual Infrastructure. Client agents support online protection of Windows, Linux, Unix, and Macintosh operating environments. A media agent is also available for Linux and NDMP. Backup Exec advanced options include Backup Exec Advanced Disk-based Backup Option to enable faster backups and restores through advanced disk-based backup and recovery, including synthetic and off-host backups; Backup Exec Central Admin Server Option for centralized management of multiple Backup Exec media servers across the network, which can simplify administration; Backup Exec Desktop and Laptop Option, which delivers continuous data protection of desktops and laptops whether users are in the office or on the road.

Overall, Backup Exec 12.5 (released in September 2008) provides backup and recovery protection for the latest Windows Server 2008, 2003, and 2000 environments, from server to desktop, ensuring that users can:

- ☒ **Meet recovery time objectives for Microsoft applications.** Backup Exec agents for Exchange, SharePoint, and Active Directory include patent-pending Granular Recovery Technology, which allows administrators to efficiently restore granular items, including email, mailboxes, documents, and user preferences, all from a single-pass backup.
- ☒ **Eliminate backup windows.** Continuous Protection Server (CPS), included in Backup Exec, allows organizations to virtually eliminate their backup windows and ensure that data changes can be continuously captured and easily recovered to any point in time.

- ☒ **Reduce backup and recovery complexity of virtual servers.** The release of Backup Exec 12.5 introduced new capabilities to support VMware and Microsoft Hyper-V environments. The agent for VMware Virtual Infrastructure protects an unlimited number of VMware guest machines per ESX host environment, and through automated integration with VMware Consolidated Backup (VCB), administrators can restore individual files or an entire image from a single backup, saving time and storage costs. The agent for Microsoft Virtual Servers protects an unlimited number of guest systems running either Microsoft Hyper-V or Virtual Server 2005 SP1 host environment and also provides efficient recovery of virtual files or an entire virtual server image from a single backup.

- ☒ **Simplify operational and infrastructure management.** Backup Exec delivers two solutions to more easily centralize the management of a distributed Backup Exec environment. Backup Exec Central Admin Server Option (CASO) allows administrators to configure, manage, and prioritize backup and recovery jobs running across multiple media servers. Backup Exec Infrastructure Manager 12.5 (released in April 2009) allows administrators to centrally inventory, patch, and upgrade a Backup Exec environment through a single console.

Backup Exec 12.5 also delivers Granular Recovery Technology that allows businesses to recover data in seconds — including business-critical information such as individual email messages, folders, and documents — from a single backup. Backup Exec 12.5 also delivers innovative multiproduct integration with Symantec™ ThreatCon security alert system and the new Symantec Online Storage (North America only), enabling Symantec customers to easily simplify and enhance their ability to secure, back up, and archive critical data.

Backup Exec System Recovery

For environments where recovery of the complete server, applications, and configuration are critical, Symantec Backup Exec System Recovery can offer restoration of an entire server in minutes.

Backup Exec System Recovery Server Edition and Small Business Server Edition enable firms to restore complete Windows systems in minutes, even to dissimilar hardware or virtual environments, with new functionality to automate physical-to-virtual conversions for immediate system recovery. Additional capabilities include flexible offsite protection; Exchange, SharePoint, and file/folder recovery; and support for the latest virtual environments and Microsoft operating systems. Backup Exec System Recovery is available in a Server Edition, Windows Small Business Server Edition, and Desktop Edition.

Also released in September 2008, Backup Exec System Recovery 8.5 adds a number of new capabilities, including:

- ☒ **New virtual environments support.** The product supports VMware ESX 3.5, Microsoft Hyper-V, and Citrix XenServer 4.x for physical-to-virtual conversion capabilities. It leverages the power of virtualization for seamless physical-to-virtual (P2V) and virtual-to-physical (V2P) conversions to VMware and Microsoft Virtual Server disk formats. An easy-to-use virtual conversion wizard allows for

quick conversion directly to VMDK or VHD files. IT administrators can now set a schedule for having physical recovery points (backups) converted to virtual systems, enabling immediate recovery.

- ☒ **Cold imaging technology.** Version 8.5 enables IT administrators to capture a backup of a system in a preboot state without having to install any software on the system.
- ☒ **Support for the complete Microsoft Windows Server 2008 portfolio** — including Windows Server 2008, Small Business Server 2008, and Essential Business Server 2008.

Symantec Protection Network: Online Storage and Online Backup of Data

Symantec Online Backup

Symantec Online Backup provides reliable, secure, and cost-effective Web-based backup and restoration of business-critical data. With Online Backup service, customers can manage their data protection securely from anywhere with a Web browser.

Symantec Online Storage for Backup Exec

Symantec Online Storage for Backup Exec gives customers seamless access to offsite storage directly from the Backup Exec user interface. Long-term data storage or disaster recovery needs are met, giving customers the time and peace of mind needed to run their business.

VERITAS NETBACKUP FAMILY

Veritas NetBackup

NetBackup delivers high-performance data protection that scales to protect the largest Unix, Windows, Linux, and NetWare environments. With complete protection from remote office to datacenter to vault, NetBackup offers a single console for all backup and recovery operations. NetBackup offers agents and options for protection of application and advanced data protection capabilities. NetBackup application agents support online, application-consistent protection of SAP, Sybase, Oracle, Microsoft SQL, SharePoint, Exchange, Informix, Lotus Domino and DB2, NDMP, and Enterprise Vault. Most firms are either using or aware of Symantec's backup offerings because the company enjoys a 35% market share position (as of 2007). NetBackup is Symantec's flagship enterprise data protection solution, which is differentiated from other market offerings as noted in the following sections.

Virtualization Integration

Veritas NetBackup for VMware provides protection for virtual infrastructure software used by large and small enterprises to increase the efficiency and cost-effectiveness of their IT operations. NetBackup delivers significant features for VMware:

- ☒ **NetBackup for VMware.** Part of the new NetBackup 6.5 Snapshot Client, NetBackup for VMware provides an alternate client backup technology for virtual machines with enhanced granular recovery capabilities. Based on VMware's Consolidated Backup off-host data protection technology, NetBackup 6.5 builds on and significantly enhances VMware's approach by providing two restore capabilities from one backup.
- ☒ **PureDisk for VMware.** PureDisk's block-level data deduplication technology is utilized to efficiently back up virtual machines. PureDisk for VMware is easily implemented by placing a PureDisk client inside the virtual machine and backing up to the PureDisk server.

Data Deduplication and Disk Support

NetBackup has an extensive lineup of disk-based data protection capabilities and offerings to streamline recovery, offer compressed recovery times and points, and integrate with existing disk-based infrastructure such as deduplication appliances and virtual tape libraries in a consistent fashion.

NetBackup Open Storage API

Through the Veritas NetBackup Open Storage Option (API), Veritas NetBackup can manage the backup through intelligent disk appliances and also take advantage of the unique capabilities of each device, such as deduplication and replication. The Symantec Technology Enabled Program (STEP) partners for the OpenStorage Option are Copan, Data Domain, Diligent, EMC, FalconStor, Network Appliance, Quantum, Sepaton, and Sun. Firms can leverage high-speed backup and recovery over a Fibre Channel or IP connection, along with disk sharing, virtualization, and deduplication technologies. An organization can take advantage of advanced features such as backup image replication between multiple datacenters, eliminating the need to ship, encrypt, or store tapes.

NetBackup PureDisk

Veritas NetBackup PureDisk uses data deduplication and integration with NetBackup to enable efficient, storage-optimized data protection for datacenter, remote office, and virtual environments. The deduplication engine can be deployed within NetBackup or independently using a PureDisk client. The modular architecture and integrated replication features simplify scalability and disaster recovery. NetBackup PureDisk incorporates disk-based backup with a unique data reduction process to identify unique files or segments of data, both locally and across different offices. Once these unique files or segments are identified, PureDisk software keeps track of what has been previously backed up and will not move or copy data that has already been stored. This not only eliminates overhead in the storage of redundant data but also optimizes the use of the WAN bandwidth for only new files or segments and reduces storage and network consumption.

NetBackup RealTime Protection

Veritas NetBackup RealTime Protection from Symantec, a new addition to the NetBackup Platform, allows customers to eliminate the backup window for SAN-based applications and to increase recovery points and improve recovery times for

those applications. RealTime provides continuous data protection by capturing all changes to application data and helps customers eliminate potential data loss. It also enables fast disk-based recovery and granular restore capabilities to help organizations meet the most demanding recovery objectives. Integration with Veritas NetBackup helps to eliminate the complexity and training efforts associated with the deployment of new technologies in the datacenter. NetBackup RealTime provides the following:

- ☒ Continuous data protection helps eliminate potential data loss by tracking and protecting all changes to application data.
- ☒ Recovery from RealTime can be performed using the NetBackup recovery console, allowing for fast and simple recovery of disk-based images.
- ☒ Off-host backups to disk or tape can be coordinated by NetBackup at any time without impacting application performance.
- ☒ Space-efficient synthetic mirrors provide storage-independent snapshots that can be used for testing, development, or reporting.

Enterprise Windows Support

NetBackup provides agents for Microsoft Exchange, SQL, and SharePoint, which removes the need for creating and maintaining scripts that are manual and prone to error. This also enables being able to save money by backing up the application to less expensive disk or tape. The latest NetBackup releases make use of the same Granular Recovery Technology for Microsoft Exchange and SharePoint. This is technology leveraged from Backup Exec Granular Recovery Technology that enables customers to save valuable back-end storage and time by having to back up the application only once, yet be able to restore the entire application and individual emails, objects, or documents. The SharePoint support enables not only site-level but also document- or object-level restore within a single backup pass. Additionally, Windows Server 2008 is supported.

Reporting and Compliance

Veritas Backup Reporter provides advanced business-level reporting, and Enterprise Vault enables reporting for IT compliance and IT auditing as well as search and discovery in response to compliance, audit, internal investigation, or discovery requests.

SYMANTEC SOLUTIONS FOR RETENTION, ARCHIVING, AND EDISCOVERY

Enterprise Vault

Symantec Enterprise Vault for email and content archiving enables users to store, manage, and discover unstructured information across the organization. Enterprise Vault provides an open, intelligent, and manageable approach to improve management, reduce costs, and control information risk. Enterprise Vault can archive

different types of content from distributed locations across an organization into a centrally controllable repository where retention, preservation, disposition, and search can be conducted in a consistent, repeatable, and legally defensible manner. Enterprise Vault features include:

- ☒ **Optimized single-instance storage.** Enterprise Vault efficiently archives information by storing just one copy of a file or message, regardless of the number of times it occurs or where it is stored, lowering the long-term total cost of ownership by reducing the archive size.
- ☒ **Seamless end-user experience.** Enterprise Vault is designed to be a seamless extension to users' existing tools (Outlook, Notes, SharePoint, etc.), giving visible access to archived information anytime, anywhere.
- ☒ **Intuitive electronic discovery with guided review.** Enterprise Vault provides advanced search, legal hold, and analysis, including guided review, conversation threading, bulk marking, and tagging. Relevant items are easily preserved and provided to the requesting party through a flexible and auditable export process to simplify production.
- ☒ **Simplified deployment, administration, and management.** Enterprise Vault Express and custom installation process provides a wizard-based workflow that includes recommendations and defaults to get Enterprise Vault up and running in minutes. A common task dashboard simplifies day-to-day administration with quick access to common tasks with the product and minimizes training by acting as a quick reference guide from day one.

MARKET CHALLENGES

With any market, there are a number of challenges that both users and suppliers face with regard to protecting and recovering data and deploying solutions for that purpose:

- ☒ **Economic climate.** With the current economic climate in question and firms facing compressing IT budgets and limited technical staff, the challenge of taking on new approaches to age-old problems of backup, restore, and recovery increases. Management and administrative personnel are urged to do more with less and to spend only where absolutely necessary. However, new technologies, if invested in, can and do have an economic benefit over the life of the asset. Technologies such as deduplication, virtualization, and online storage can provide a real return on investment.
- ☒ **Legacy applications and costs for rip and replace.** Firms looking to consider a next-generation approach to protection may be faced with legacy applications and backup approaches that can be costly to replace with newer technology. This challenge can be overcome through strategic and capacity planning in alignment with compressing business requirements around retention, recovery, and retrieval policies.

- ☒ **Technologies moving downmarket to small enterprise firms.** IDC research shows that small enterprise firms and increasingly midsize firms face many of the same requirements as larger enterprise firms. This translates to a more sophisticated set of requirements for midsize firms, although they have smaller budgets and fewer technical resources to rely on to implement these more advanced data protection, retention, and recovery technologies. This means that suppliers of different solutions must bring features/functions downmarket to meet this increasing need, although at different price point, administrative, and ease-of-use models. This would require a thorough understanding by vendors of appropriate default configurations for tools and automation of certain functions based on analysis of best practices.
- ☒ **A potentially long cycle of mainstream product adoptions.** This is more relevant to small businesses that are usually more conservative in switching to new applications and adopting new approaches, such as online backup. To this extent, vendors need to spend extra efforts on educating both their channel partners and end users on the benefits of specific data protection, retention, and recovery technologies, placing special emphasis on the total cost of ownership benefits.

RECOMMENDATIONS FOR VENDOR SELECTION

As discussed earlier in this paper, it is important for firms to identify essential versus nonessential features for specific applications or application tiers and determine if a specific product or suite can meet that broader set of requirements. In evaluating particular vendors and solutions, firms should consider the following:

- ☒ The advantages for standardizing on a single vendor, not just across backup, recovery, and archiving but across other key technologies such as endpoint laptop, desktop, and mobile device protection; storage management and provisioning; and security and virtualization technologies
- ☒ The importance of choosing best-of-breed products with a solid feature set and third-party validation (When evaluating suppliers, firms should look at the discrete features/functions need for each data protection, archiving, and recovery workload, by application tier, to help verify requirements.)
- ☒ The importance of choosing a vendor with a significant market presence and brand, solid infrastructure, and support, in particular, within the current economic climate

CONCLUSION

In summary, SMB and enterprise firms have different IT infrastructures, budgets, and staffing requirements. However, the differences between SMB and large enterprise accounts with regard to technical requirements and features/functions are beginning to blur. Still, SMBs and large enterprises implement different approaches to the

product acquisition process and have different product selection criteria. A leader in the market, Symantec Corporation serves small to large enterprise accounts with its solutions and is well-positioned to bring the right features/functions to the right segment of the market and address various end-user purchasing preferences.

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