

Symantec NetBackup Remains Better Equipped than EMC Avamar as a Single Solution for Comprehensive Enterprise Backup

By Charley McMaster, DCIG Senior Analyst

A single backup solution that meets today's rapidly evolving enterprise backup needs continues to remain in vogue. Symantec demonstrates that it can continue to change with the times and stand apart from more recent entrants into the enterprise backup space such as EMC Avamar. Symantec NetBackup distinguishes itself by providing multiple options to store backup data in the cloud, offers both client and target side deduplication options and dynamically re-prioritizes servers that most urgently need data protection.



COMPANY

Symantec
350 Ellis Street
Mountain View, CA 94043
Founded 1982
www.symantec.com

INDUSTRY

Data Protection

SOLUTION

Symantec NetBackup

DIFFERENTIATORS

- Direct cloud connectivity
- Flexibility to prioritize server backups
- Broadly accepted technology for backup acceleration
- Client and target side deduplication

On the surface, many enterprise backup software packages look the same. It is only when you look under the hood that you find features that positively or negatively impact backup in various ways. Symantec NetBackup and EMC Avamar are two backup software solutions that appear on the short lists of many organizations for obvious reasons: EMC and Symantec are two of the world's largest providers of enterprise storage software. As enterprises evaluate these respective products they should consider the following distinct advantages that Symantec NetBackup continues to offer over EMC Avamar:

- **Direct cloud connectivity.** Connectivity to multiple public cloud providers by the backup software is becoming more important as enterprise data centers utilize off-site backups. Ideally, the backup software facilitates application recoveries and even fail over and fail back of applications to and from the cloud. Symantec NetBackup natively supports 3rd party providers such as Amazon Web Services (AWS), AT&T Synaptic and RackSpace. EMC Avamar customers must currently acquire a separate EMC Cloud Tiering Appliance to deliver this type of functionality.
- **Prioritize server backup.** Dynamically reprioritizing physical or virtual servers for backup depending on how long it has been since their last backup gives enterprises a high level of assurance that their data is being properly protected. NetBackup's server prioritization feature examines the state of each server's backup, identifies what gaps, if any, exist and reprioritizes the order in which it schedules backups accordingly. EMC Avamar has yet to add this capability.
- **Broadly accepted technology for backup acceleration.** Symantec's Open Storage Technology (OST) is a broadly accepted and widely used technology when it comes to accelerating backup and is recognized by many deduplicating backup appliance providers to include Dell, HP, IBM, Quantum, NetApp, and even EMC, among others. While EMC

Avamar offers DD Boost, DD Boost lacks OST's broad adoption and tends to lag in some capabilities as EMC only recently fully integrated Oracle RMAN and MSSQL with DD Boost to facilitate accelerated backups.

“Symantec NetBackup provides the key backup options that today’s enterprises need with the flexibility and confidence to use them across the broadest range of applications, operating systems and networking infrastructures that these environments inevitably possess.”

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- **Client and target side deduplication.** Every application benefits differently from the use and timing of data deduplication. Symantec NetBackup gives enterprises the flexibility to deduplicate data on either the client or the target whereas as Avamar only deduplicates data on the client. In order for Avamar to leverage target side deduplication, enterprises must purchase an EMC Data Domain deduplicating backup appliance that works in tandem with Avamar.

When choosing a backup solution for today's enterprise environments notable differences between leading solutions such as EMC Avamar and Symantec NetBackup persist. Making the best choice between them requires that one examine key features such as backup acceleration, cloud connectivity, flexibility in deduplicating data and dynamic server reprioritization during backup. Symantec NetBackup provides these options that today's enterprises need with the flexibility and confidence to use them across the broad range of applications, operating systems and networking infrastructures that they inevitably possess. ■

Symantec NetBackup Key Competitive Advantages

FEATURE		Symantec NetBackup 7.6	EMC Avamar 7
Cloud Connectivity	<i>RackSpace</i>	✓	✗
	<i>AT&T Synaptic</i>	✓	✗
	<i>Amazon</i>	✓	✗
Server Management	<i>Server Prioritization</i>	✓	✗
Deduplication	<i>Client Side</i>	✓	✓
	<i>Target Side</i>	✓	✗
Backup Acceleration	<i>OST</i>	✓	✗
	<i>DD Boost</i>	✓	✓

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DCIG, LLC // 7511 MADISON STREET // OMAHA NE 68127 // 402.884.9594

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