

Vendor Profile

APTARE: IT Analytics Vendor Profile

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IDC OPINION

Datacenters are constantly evolving and becoming more complex, making it ever more challenging for enterprises to monitor and manage all the resources. The explosion of data in the digital economy has direct implication for IT and administrators who must acquire the best products while keeping the cost down. APTARE provides a single pane of glass to gather valuable information on disparate systems, whether they are on-premises or cloud based. The following are some of the problems that APTARE addresses effectively:

- Underutilized storage in the datacenter results in wasted resources.
- Data that's not backed up can result in catastrophic losses for enterprises.
- Management of heterogeneous products from numerous vendors can be time consuming and cost prohibitive.

Given APTARE's unique strengths, it was not surprising that it got acquired by Veritas in 2019. 40% of APTARE's customer base will be new customers for Veritas. The market for IT infrastructure and operations is expected to grow to \$19 billion by 2023, and Veritas has made a sound investment in APTARE.

IN THIS VENDOR PROFILE

This IDC Vendor Profile examines and reviews the products from APTARE, a private enterprise software company that got acquired by Veritas in 2019. This Vendor Profile reviews how APTARE's products address the pain points in IT resource management, which include optimizing storage, ensuring data protection, enabling chargeback, complying with audits, and resolving performance bottlenecks.

SITUATION OVERVIEW

Introduction/Background

The cost of acquisition is only one component of the overall IT budget. Often, the operational and management cost for compute, storage, and networking over the lifetime of the products far exceed the acquisition cost. For example, about 20 years ago, enterprises found that half of their storage capacity was not being used. Fast forward to 2018, the underutilization rate remains unchanged, even though several new tools and technologies such as virtualization, thin provisioning, modular storage arrays, and cloud computing have been adopted by enterprises to optimize their IT systems. Also, enterprises seek best-of-breed solutions and invariably end up with a heterogeneous environment that makes IT management arduous and expensive. Hence the need for effective and agile analytics tools

that can reduce cost and optimize resources. IDC predicts that IT operations analytics market will grow at double-digit rates for the next five years.

Company Overview

APTARE was a small, private company that punched above its weight. Founded in 1993, it has focused on reporting and IT analytics since 2003. APTARE had fewer than 100 employees and was acquired by Veritas in March 2019. By June 2019, APTARE's products and services were integrated into Veritas' corporate portfolio with APTARE IT Analytics being available as a standalone product.

With APTARE IT Analytics, Veritas targets large enterprises that manage very complex and heterogeneous datacenters. In the past, APTARE had leveraged creative partnerships with large companies, such as Hitachi Vantara and ServiceNow, to penetrate the market of Fortune 500 customers. Veritas is continuing the current OEM agreement with Hitachi Vantara, and APTARE's Backup Manager Solution is continuing to be available to ServiceNow's customers through the latter's app marketplace. APTARE IT Analytics will be sold globally through Veritas' direct sales and channel partners.

Company Strategy

Product Strategy

APTARE's interoperability with a wide range of products and technologies from a myriad of vendors is a valuable differentiator. APTARE's products drastically simplify management, reduce risk, optimize storage resources, and save operational costs. There is also a lot of win-win synergy between Veritas and APTARE. For example, APTARE will be positioned as the recommended analytics solution for Veritas NetBackup.

Product/Service Offerings

APTARE has a suite of products that offer different solutions. These products broadly address six areas: backup, storage, capacity, SAN fabric, replication, and virtualization for both on-premises and cloud environments. These products collect data from various systems and present the data within a single application. The real benefit of APTARE's technology is that it consolidates and correlates all the data, presents them in a single console, and provides actionable insights to optimize the resources and reduce operational cost. For example, the Capacity Manager can provide detailed information on inactive LUNs, overprovisioned hosts, unallocated LUNs, undiscovered LUNs, virtual machines (VMs) with low CPU utilization, inactive large files (which should be archived), orphan snapshots, and so forth. Such information is extremely valuable to an experienced IT administrator who can leverage APTARE to free up storage space, consolidate physical servers, and reconfigure VMs to save time and money. Fewer compute and storage systems also mean less rack space and cooling requirements within the datacenter. APTARE's products are also cloud enabled and offer useful insights into the customer's cloud deployments. A single dashboard shows details on cloud expenditures.

APTARE's analytics on performance of hosts and storage systems help customers quickly identify hot areas and bottlenecks. APTARE's Fabric Manager presents valuable, holistic view of the SAN, helping IT administrators view the mapping of hosts to applications and physical or virtual systems.

Backups present a lot of challenges to enterprises, especially since the amount of data continues to grow exponentially – IDC predicts that globally there will be 160ZB of data by 2025. Also, many customers try to follow the 3-2-1 best practice in their backup strategy. 3-2-1 refers to 3 copies in 2 different media and 1 offsite location. Moreover, many applications have stringent RTO/RPO

requirements, which means a large increase in number of snapshots and clones. Of course, the time allocated to backup all that data remains a constant. Thus it's no wonder that half of all enterprises don't backup all their data and thus cannot survive a true disaster event (IDC estimate). Considering these facts, APTARE's Backup Manager can be a useful tool in identifying data that's not backed up, providing audit trails, and streamlining compliance.

As mentioned previously, APTARE's products are also available through Hitachi Vantara and are tightly integrated with ServiceNow. Hitachi Storage Viewer (HSV), powered by APTARE, provides a consolidated and holistic view of analytics across Hitachi and non-Hitachi arrays, virtualized servers, SAN fabrics, file servers, and backup systems. In combination with ServiceNow, the Backup Manager Solution shows when servers were last backed up, when the last full backup occurred, and frequency and details of backup failures – including automatic creation of incidents and servers that are not reporting any backups.

Technologies

APTARE uses agentless technology to collect data. APTARE's products use CLI, SNMP, SMI-S, and published APIs such as S3 to gather critical data about servers, storage arrays, switches, data protection applications, and so forth. APTARE also provides an SDK so that third parties and customers can develop their own tools to feed information. All the data is centrally stored in a database that allows for custom reporting via GUI or direct SQL. The central APTARE database maintains the latest information and an audit trail or history of tens of thousands of unique data points across the IT infrastructure for cloud and on-premise resources. APTARE's analysis of this vast data helps customers avert critical thresholds or outages within their IT environments.

Key Differentiators/Strengths and Weaknesses

APTARE's strength is the company's vast interoperability with numerous products and technologies from a wide range of vendors. Thanks to APTARE's SDK, customers, partners, and vendors can also quickly integrate any new product that's introduced in the datacenter. APTARE's products are also intuitive and easy to use. Integration with Veritas now offers a myriad of opportunities with new workloads.

The IT analytics market is crowded and includes big brands such as IBM, CA Technologies, and BMC. There are also numerous other relatively smaller vendors and start-ups, especially ones such as Splunk that use machine learning and deep learning to provide advanced, predictive analytics. While the environment was challenging for APTARE before, the future looks brighter now. With Veritas branding behind it, APTARE is well positioned to grow significantly and grab a bigger piece of market share.

Business Strategy

APTARE's business strategy is to keep improving the company's product portfolio and leveraging new partnerships in addition to Hitachi Vantara and ServiceNow.

FUTURE OUTLOOK

The need for IT analytics is persistent and enormous. The datacenter is evolving rapidly, thanks to newer architectures and technologies. Hybrid and multicloud architecture will be the default for large enterprises, NVMe and flash storage will become more mainstream, hyperconverged and composable

systems will have tremendous growth, and microservices/containers will be the preferred choice for application developers. In addition, enterprises will have to deal with exponential growth in data. All of these trends will make IT analytics more important than ever before.

ESSENTIAL GUIDANCE

Advice for APTARE

At IDC, we believe APTARE can benefit from the following:

- Leverage Veritas for its vast expertise, broad customer base, brand awareness, and global sales team to accelerate market penetration.
- Differentiate with further development of cloud-related analytics (tools must integrate edge, core, and cloud).
- Add products that specifically address the container world (Kubernetes, Docker).
- Emphasize and improvise SaaS-based offerings.
- Consider if IoT analytics might fit APTARE's expertise and business strategy.

LEARN MORE

Related Research

- *Worldwide IT Operations Analytics Software Market Shares, 2017: Strong Market Growth Continues* (IDC #US44234917, September 2018)

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