



## Market Insight Report Reprint

# Clumio unveils backup as a service for Amazon S3

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451 Research

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## Introduction

The vendor has extended its Clumio Protect platform to cover Amazon S3, which holds vast amounts of archive and primary storage data. With ransomware and other threats actively attacking corporate data in the cloud, Clumio claims its new offering can deliver air-gapped immutable backups while including optimizations to meet compliance requirements and reduce costs and complexity for customers.

### THE TAKE

Some still may view backup for Amazon S3 as an unnecessary safety net – but this line of thinking is outdated and dangerous. Applications and workloads have evolved well beyond the cheap and deep storage use cases of archiving and long-term backup retention, and Clumio is looking to address the market need for data protection for the valuable unstructured data stored in S3.

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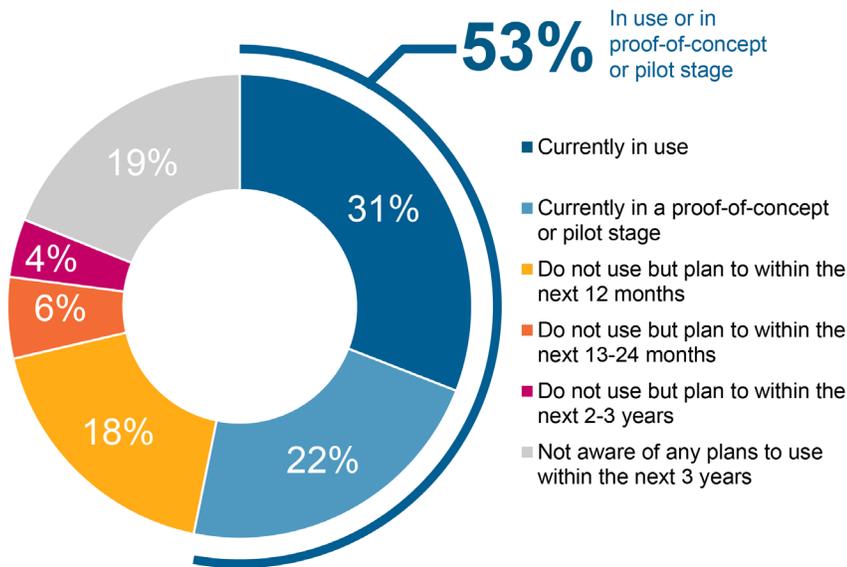
## Details

Amazon S3 and other cloud object storage services such as Google Cloud Storage and Azure Blob Storage have been functioning as the key primary storage powering many applications for several years now. In 451 Research's Voice of the Enterprise: Data & Analytics, Data Platforms 2021 study, 58% of respondents that either currently have a data lake, are in proof of concept stage or are in pilot stage claimed that public cloud would serve as the primary data lake environment, compared with 39% storing this data at on-premises datacenters (see figure below).

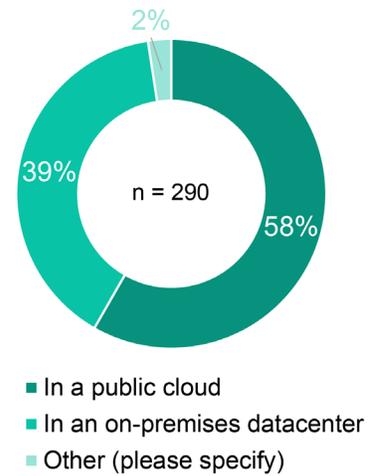
In addition to the rising data lake and data lakehouse use cases, S3 is also responsible for storing the primary data for a variety of cloud-native applications. Given the increasing importance of object storage both in the cloud and on-premises, we expect to see more offerings entering the market to enhance protection and recoverability for this data, especially with the expanding threat of ransomware and other potential incidents that cause accidental or intentional data corruption.

## Public Cloud Storage Is the Leading Choice for Primary Data Lake Storage

Data Lake Adoption Trends



Location of Primary Data Lake



Q. A data lake environment enables the analysis of data stored in an object storage environment. Which of the following best describes your organization's data lake adoption plans? n=566

Q. In which location is the object storage environment that is used (or will be used) for your primary data lake environment? Base: Respondents whose organization currently has a data lake in use or in a proof-of-concept or pilot stage n=290

Source: 451 Research's Voice of the Enterprise: Data & Analytics, Data Platform 2021

Clumio is a Santa Clara, California-based cloud data protection-as-a-service startup that was founded in 2017 and has raised \$186m in funding from Sutter Hill Ventures, Index Ventures, Leslie Ventures and Altimeter Capital. The company currently has over 250 customers, and claims its Amazon Native service ARR grew by 400% year over year. Its current headcount is fewer than 150 employees. Although AWS customers could use the native versioning and replication capabilities to protect their data stored on S3, Clumio designed its new service to give customers added security, manageability and cost savings over the native data protection capabilities.

The vendor claims Clumio Protect provides an air-gapped S3 backup via its SecureVault feature, because the data is stored outside the customer's AWS account on immutable storage. Customers could use versioning to protect their S3 data, but since these object versions or copies are stored in the same source account, a hacker that gains account access could delete those versions to prevent recovery from a ransomware incident.

In contrast, Clumio SecureVault provides ransomware and bad actor protection, in addition to key features such as file level indexing, cataloging and global search capabilities. Encryption for data at rest and in flight is enabled, and customers have the ability to bring their own encryption keys using the AWS key management system. The multifactor authentication has single sign-on integration and access controls for assets and roles.

Clumio's S3 backup interface has no delete key functionality, to ensure that even if a perpetrator were able to access the tool, they still could not delete the backup repository. Clumio SecureVault also provides point-in-time recovery of objects and buckets to enable quick operational recovery of a customer's S3 data. Although there are egress charges to restore a backup out of region, Clumio provides allowances for S3 restores at 0.1% of total capacity per month.

Clumio Protect provides multi-account bucket protection, which allows customers to consolidate the protection of multiple buckets into one protection group. The data protection settings allow customers to include or exclude specific prefixes for all buckets, and they can choose which S3 Storage Class to protect. The ability to protect all versions or just the latest version can also be configured. This functionality enables Clumio's customers to deliver a compliance-driven, long-term backup solution for their primary S3 data.

File size optimization is done to reduce the impact of API costs, with small objects combined into larger 4MB sized objects. Clumio Protect also does not require customers to enable versioning, which is required for customers using AWS S3 replication and could lead to increased costs if the protected data has large change rates. When an account expires or if the subscription is terminated, customers have the option to provide read-only access for retrieval, or to authorize Clumio to delete the remaining customer data stored with the Clumio service to prevent data leakage.

Clumio Protect for Amazon S3 is available in AWS Marketplace. The Clumio Protect lineup has data protection for Amazon S3, EBS, EC2, RDS, SQL Server on EC2 and DynamoDB; Microsoft 365; and VMware Cloud on AWS.

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