

Professional User Rating 2018: Security Solutions – Backup and Recovery

Research note on the backup and recovery solution sector for SEP

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Target audience and possible uses

The results summarized in this research note are primarily aimed at users, partners and independent IT service providers who use or want to use the vendor's products. The results presented are based on an independent user study. The assignment of the research note by the vendor took place after completion of the study. The vendor has contributed to this insofar as further information has been made available.

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1 Positioning in PUR-S Diamant Backup and Recovery

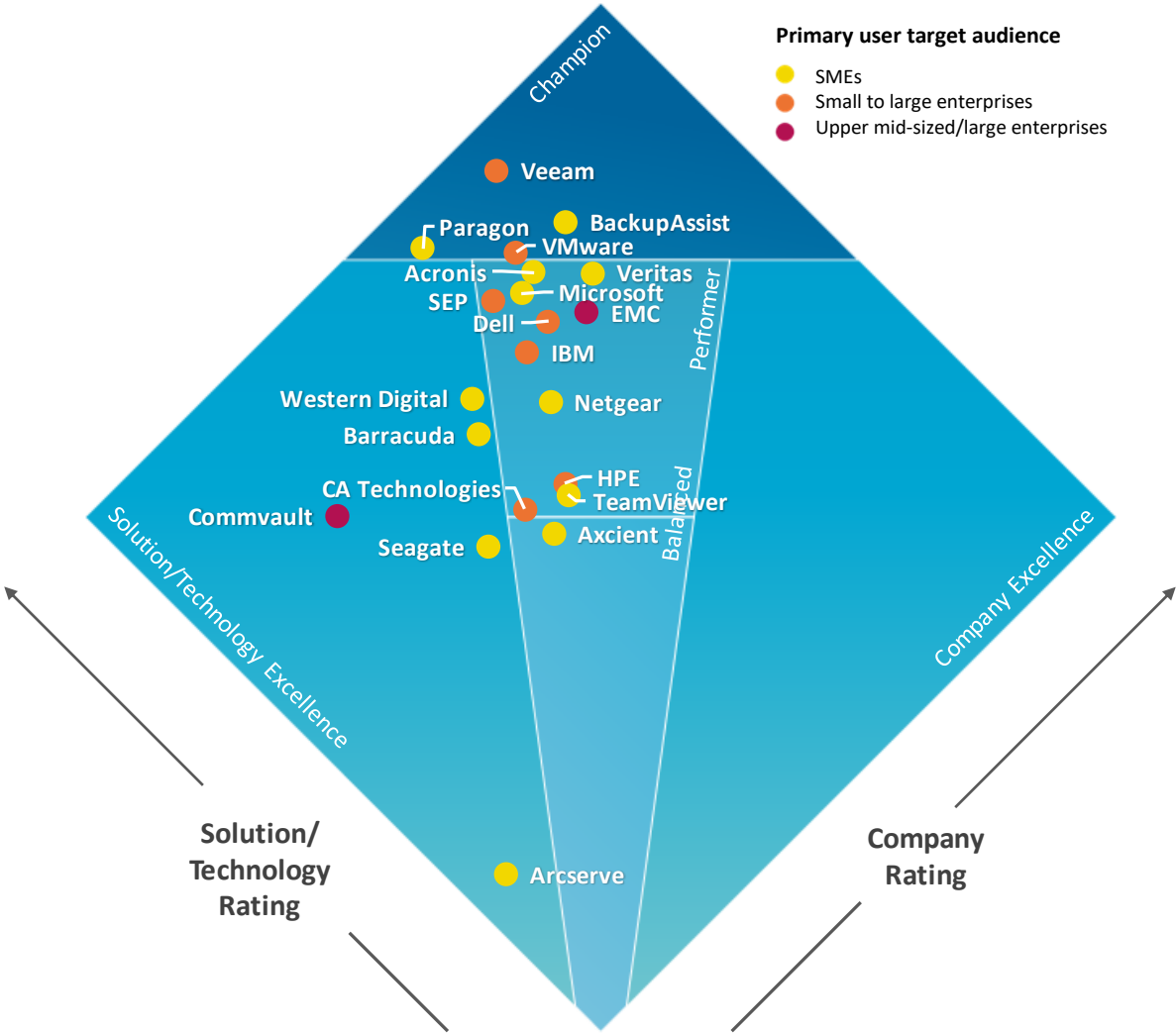


Illustration 1: PUR-S Diamant Backup and Recovery

As part of the Backup and Recovery solution market, Veeam, Backup Assist, Paragon and VMware have been awarded the title of **Champion**. These companies were able to score with top performance, but above all, customers were convinced by the quality of the solution.

Acronis, Veritas, Microsoft, SEP, EMC and Dell were awarded the title of **High Performer**. These vendors received an above-average rating close to the champions either in the manufacturer or the solution rating and in combination of the two, remained just below the highest level of the champions.

2 Interview with SEP

SEP has received high ratings from users, resulting in a ranking as a **High Performer** in the Backup and Recovery sector. For this research note, techconsult spoke with Sebastian Moosreiner (Managing Director and Shareholder of SEP) about the results of the Professional User Rating and SEP's plans.

techconsult: First of all, congratulations on this great result. Such positive feedback from customers attests to your team's work. Do you think the user rating accurately reflects your company and product?

Sebastian Moosreiner: First of all, thank you to all of our customers/users for the positive feedback. The very good ratings from this user rating are particularly important to us since they have been expressed to techconsult, an independent analyst firm committed to neutrality. The result is confirmation of our hard work and motivation for our team to keep pushing ahead.

Our solutions are developed and supported by a continuously growing team. We are working hard to make our customers technological leaders in data protection and recovery. New technologies and the fulfilment of compliance requirements are at the top of our roadmap.

It is particularly gratifying that our overall product portfolio was rated as one of the best, reflecting our efforts to support a very large variety of applications, databases, operating systems, virtualization platforms, architectures and storage systems.

techconsult: Were there any surprises you didn't expect?

Moosreiner: It is very nice to see that we received, in general, above-average ratings in many areas. We have managed to establish our claim as a reliable, high-quality and comprehensive product in practice and we are delighted to see that the community agrees. Our support rating in this survey was not as positive as it has been elsewhere. In another customer review portal, we received top marks for our support. But this provides an incentive to continue to optimize our support so that it is more widely received as top tier support. Highly qualified customer service is crucial for the uninterrupted operation of a backup solution.

techconsult: Users awarded above-average ratings for SEP in many areas. Particular emphasis was placed, for example, on the portfolio, where users gave you the best rating in the market. Where do you see your strengths that distinguish you from your competitors?

Moosreiner: Our comprehensive range of supported systems and the completeness of our solution stacks are certainly important factors.

Our motto, “We support the systems no one else can,” describes a big advantage of our solutions. We support less widespread and new technologies on the market and, thus, help users to consistently secure and quickly restore their diverse IT environments. This is reflected in our comprehensive support matrix. Our certifications ensure that databases and applications are backed up and restored consistently and in accordance with manufacturers’ specifications. Take the backup of SAP environments as an example. It is essential to use an SAP-certified data backup solution in order to keep SAP support and to ensure that business-critical applications run smoothly and can be backed up and restored. Another very important argument in security discussions is the risk of security gaps in software. Our software is 100% “Made in Germany” with absolutely no back doors.

techconsult: On the solution side, users rate SEP consistently above average; on the manufacturer rating side, some potential for optimization can still be identified, such as in the area of sales partners. Where do you see places where there is still room for improvement? What is on your roadmap?

Moosreiner: For our dynamically growing solution, we have launched a new product training series for our sales partners that regularly updates them. Our sales partner network is also being expanded further worldwide and supplemented on a solution-specific basis. We are also working to increase our visibility and market presence in order to be perceived as a competent solution provider on a much broader basis.

techconsult: What do you think we can expect in the near future – generally in the area of backup and recovery, but also specifically from SEP?

Moosreiner: We are constantly developing SEP sesam – at the highest technological level, oriented to the market. That includes cloud solutions, which go hand-in-hand with the EU GDPR. Our virtualization portfolio will be expanded even further, taking into account the requirements of hosting providers, for instance. We offer a true hybrid backup, which is the ideal protection for virtual and physical worlds, on-site and in the cloud. Our collaboration with technology partners and our achievement with certifications are ways we will continue to offer our customers optimal investment protection and the highest data security into the future. We are steadily increasing our investing in expertise and further qualifying our employees and partners to keep improving our already high level of consulting and support for users of our solutions.

3 User ratings

Company rating

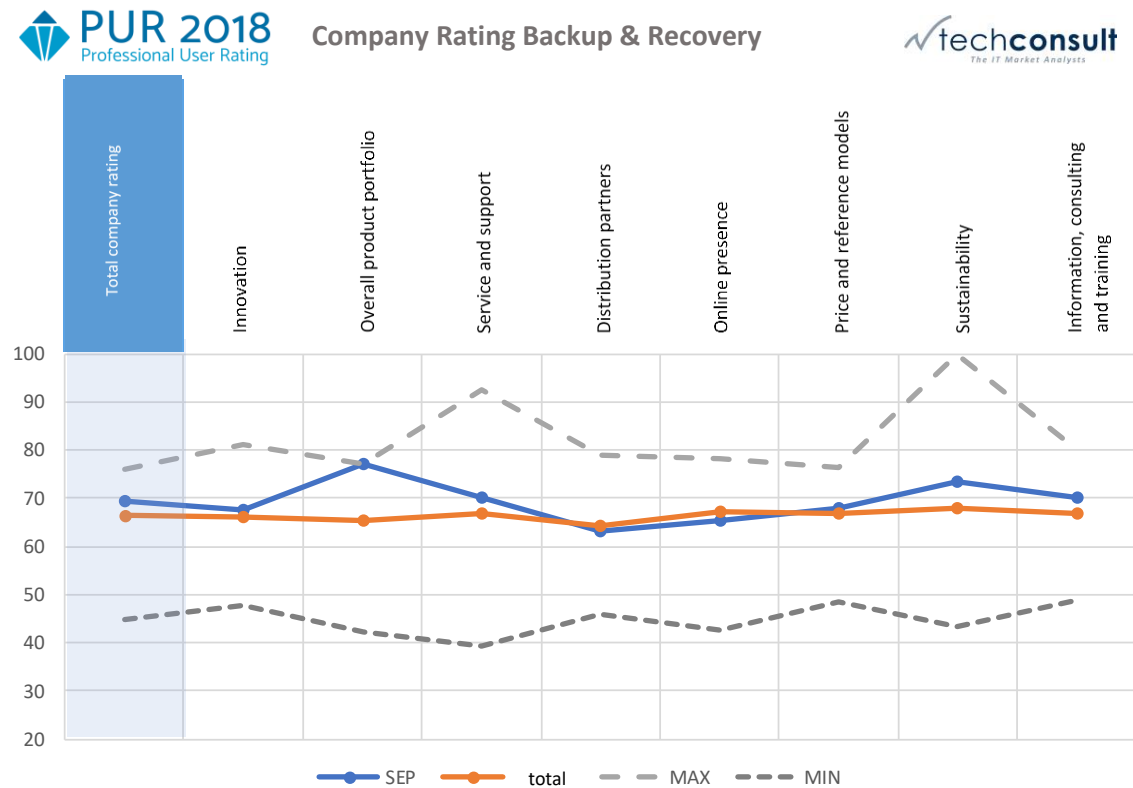


Illustration 2: Company rating in relation to the average

The company rating includes evaluation criteria that focus on the solution provider, such as the vendor’s innovative strength, the holistic nature of its product portfolio and its sales network. The aggregation of these aspects ultimately leads to the value that determines the manufacturer’s position on the company rating axis.

Illustration 2 shows the examined dimensions of the company rating and the evaluation for SEP, as well as, an overview of the average, minimum and maximum evaluations.

The average company rating reaches 66.5 out of 100 possible points and is, thus, in the range of a satisfactory, mostly good performance. Ratings with a value of 50 points and less cannot be described as better than merely adequate.

Table 1: Overall Company Rating

	Total company rating	Innovation	Overall product portfolio	Service and support	Distribution partners	Online presence	Price and reference models	Sustainability	Information, consulting and training
Total	66,5	66,0	65,4	66,9	64,3	67,3	67,0	67,9	66,8
BackupAssist	76,0	77,6	76,1	75,2	73,7	78,2	76,3	76,5	74,6
Veeam	75,2	81,3	71,6	78,7	78,9	71,0	69,7	70,8	79,3
Veritas	74,9	64,4	63,3	92,5	70,0	76,7	52,5	100,0	80,0
EMC	72,9	75,6	71,7	69,1	76,3	73,7	68,8	74,2	73,9
VMware	72,5	78,0	72,1	74,1	71,1	72,3	72,7	68,3	71,3
Acronis	72,4	74,3	72,5	75,0	68,1	74,8	71,1	75,0	68,4
Microsoft	71,0	71,3	71,0	70,6	70,3	73,7	71,6	68,1	71,3
Dell	70,9	68,1	72,7	75,0	70,3	71,3	70,8	69,8	69,4
SEP	69,3	67,6	77,3	70,2	63,1	65,2	67,8	73,3	70,3
Paragon	68,6	64,4	61,6	71,0	53,3	72,9	74,0	90,0	61,8
IBM	68,6	66,8	69,2	70,1	71,1	68,4	68,9	65,4	68,7
Netgear	67,5	65,9	67,5	61,8	65,8	68,6	75,7	70,0	64,8
HPE	64,5	62,9	64,6	64,2	65,9	65,6	66,3	64,5	62,4
Western Digital	64,2	64,8	65,6	72,2	61,4	69,5	66,8	51,1	62,3
TeamViewer	64,2	64,9	61,0	68,1	54,7	68,6	71,5	61,7	62,9
Barracuda	62,9	58,7	60,0	52,1	64,4	57,9	72,1	70,1	67,7
Axcient	61,9	57,4	61,4	62,1	60,1	63,1	64,1	64,1	62,7
CA Technologies	61,6	63,9	67,6	57,9	55,4	53,5	63,5	66,8	64,4
Seagate	58,4	58,5	54,2	51,8	53,0	67,5	64,4	56,0	61,9
Commvault	53,2	52,6	50,1	54,3	57,9	58,8	48,5	46,7	56,7
Arcserve	44,9	47,8	42,2	39,2	45,8	42,6	49,7	43,3	48,7

SEP is in the middle of the 21 suppliers surveyed in overall company rating.

Overall, SEP is most satisfactory for users in the area of **overall product portfolio**. Users award extremely high ratings for its range of supplementary IT security solutions, management and integration tools as well as individual IT security solutions, placing SEP at the top of a competitive environment.

When assessing **information, consulting and training services**, users praise SEP's offer to train security officers and to identify and solve problem areas, awarding high marks for this and leading to a good score in this category.

Solution/technology rating backup and recovery rating

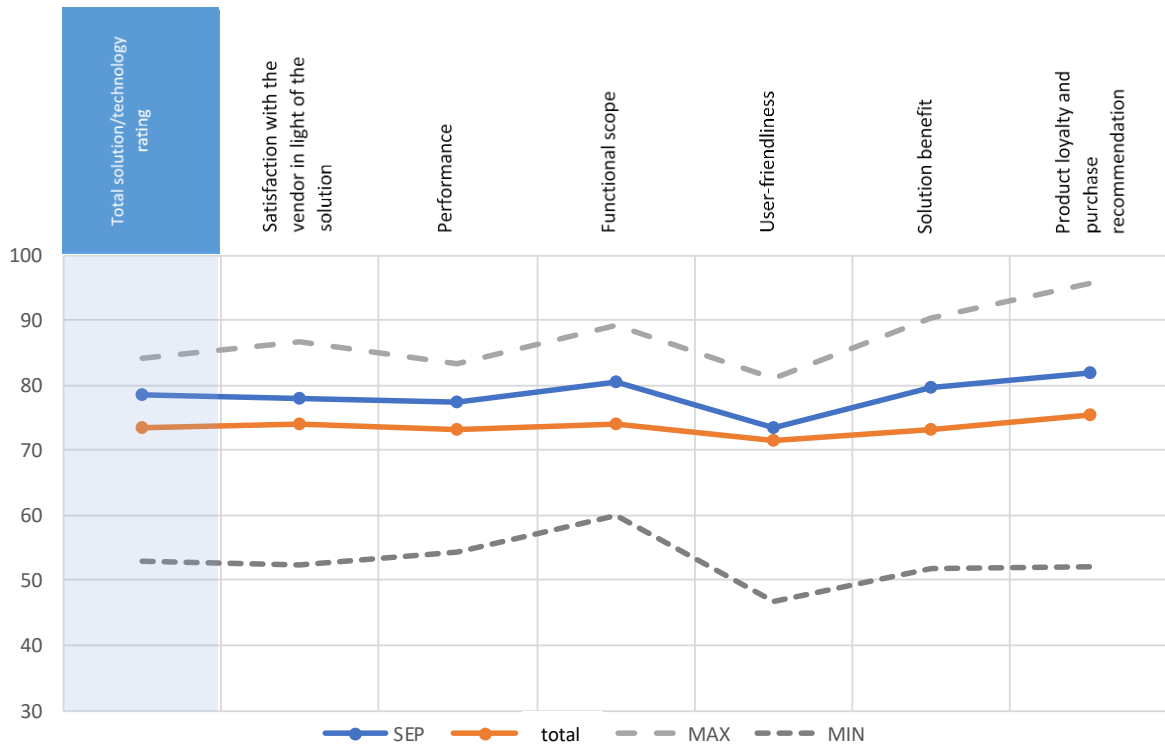


Illustration 3: Solution/technology rating in relation to the average

The solution/technology rating contains criteria that are associated with their respective solution areas. The aggregation of these ratings of these aspects ultimately leads to the value that determines the position of the manufacturer on the “Solution/technology rating” axis.

Illustration 3 shows all aspects of the solution/technology rating as well as the rating for SEP and an overview of the average, minimum and maximum ratings.

The average solution/technology rating reaches 73.6 out of 100 possible points, clearly above the company rating average (66.5 points). The average rating for SEP’s solutions is therefore well within the positive spectrum.

Table 2: Overall solution/technology rating

	Total solution rating	manufacturer satisfaction	performance	functional scope	User-friendliness	solution benefit	Product Loyalty and Recommendation
Total	73,6	74,1	73,1	74,0	71,5	73,3	75,4
Veeam	84,1	86,7	81,7	89,3	81,0	78,4	87,5
Paragon	83,9	82,2	83,3	76,7	75,0	90,5	95,6
VMware	79,7	86,1	80,6	79,6	74,1	80,0	77,6
BackupAssist	78,8	77,1	79,3	79,4	77,5	78,2	81,4
SEP	78,5	78,1	77,3	80,4	73,5	79,8	82,0
Acronis	78,0	80,7	76,1	78,0	75,7	75,3	82,2
Microsoft	77,6	77,9	78,3	76,0	75,1	77,1	81,3
Commvault	75,9	73,3	72,2	75,4	73,3	81,4	80,0
Veritas	75,4	70,2	80,0	82,0	76,3	72,2	71,8
Dell	75,2	77,2	73,9	73,3	73,4	76,5	77,0
Western Digital	75,2	73,9	75,9	74,0	73,8	73,3	80,0
IBM	74,8	76,7	73,8	74,1	72,7	75,6	75,7
EMC	74,0	71,4	75,3	76,8	73,5	70,7	76,0
Barracuda	73,3	77,5	74,2	73,0	70,6	72,9	71,7
Netgear	71,6	72,5	70,0	73,0	71,3	66,1	76,7
CA Technologies	68,0	68,9	63,3	68,7	70,0	73,1	64,0
Seagate	68,0	71,0	64,9	68,4	67,7	67,9	68,0
HPE	67,4	68,8	65,9	67,6	67,3	66,6	68,3
TeamViewer	66,8	67,6	65,9	64,5	68,1	66,9	67,6
Ancient	65,7	65,3	68,1	64,8	65,0	64,0	66,8
Arcserve	52,9	52,3	54,4	60,0	46,7	51,9	52,0

Overall, Veeam receives the highest solution/technology rating with a slight advantage over Paragon in second place. Places three to seven are close between VMware, BackupAssist, SEP, Acronis and Microsoft. A total of 15 of the 21 vendors shown achieved ratings in the good range.

Overall, SEP was able to place itself in the top five of the companies surveyed with an above-average performance.

Users attest to SEP's good performance in the category **Satisfaction with the vendor in light of the solution**. In particular, they gave very high ratings for trustworthiness as well as the evaluation with regard to a potential repeat purchase, with recommendations of the company also positive.

With an equally good overall score of 77.3 points in the **Performance** category, SEP solutions have assured users in terms of reliability, performance and maintenance.

In terms of **Functional scope**, SEP places third. Users particularly emphasize the functions for managing backups with very high ratings. Automation and compression functions also received good ratings from users.

Overall, the solution benefits of SEP are rated above average for almost all criteria. Few other companies achieved such a consistently high

level. Meeting user requirements, legal requirements, certification standard requirements, reducing damage from security incidents and working more efficiently with a secure solution are recognized by users with above-average ratings, resulting in a strong fourth place among the 21 vendors.

In the overall rating for **Product loyalty and purchase recommendation**, SEP came fourth in the competitive environment. Users' expectations of the solution were fulfilled, with potential repurchase and recommendation of the solution achieving above-average ratings.

4 Conclusion and recommendations

SEP convinces users of its consistently good performance on both the company and solution side, achieving a strong result in the overall rating. The solution rating is particularly noteworthy, where SEP achieved champion level with a score of 78.5, the top position after the champions.

Users who attach great importance to a coherent overall product portfolio that leaves nothing to be desired and offers a comprehensive range of supplementary solutions, management and integration tools as well as individual solutions will be completely satisfied with the vendor. In the solution/technology rating, users attest to SEP's performance as above-average in every category. The range of functional and solution benefits in particular are above average, which is also reflected in the high level of satisfaction with the solution.

In this respect, user companies that are currently looking for a backup and recovery solution should look at SEP products in the context of their own application and should include them in the selection of potential solutions.

About Professional User Rating: Security Solutions

The second installment of the “Professional User Rating: Security Solutions 2018” (PUR-S) is the result of ratings from more than 2,150 user companies of IT security companies and their solutions in six product areas. The evaluation covered more than 60 criteria across 14 subcategories under the dimensions of company rating and technology/solution rating.

As an expression of the collective user experience, the Professional User Rating provides companies with a solid basis for selecting suitable solutions to offer, as well as how to prioritize them in the selection process from their broad IT security offering in line with their own criteria. The fact that evaluations come from companies actually using the solutions grants them high practical relevance.

The complete study on which this research note is based can be obtained from techconsult. More information is available from Oliver Germershausen by phone at +49-561-8109-134 or email at oliver.germershausen@techconsult.de.

More information and contact

About techconsult GmbH

The techconsult research and analyst firm has been the partner for providers and users of digital technologies and services for 25 years. Analyses of user experience offer insight into companies' problem areas and future visions. Over 20,000 interviews with business and IT decision-makers per year ensure a realistic perspective. Ongoing screening of products and services from providers frames the firm's success-oriented strategy and implementation consulting. techconsult has provided business and IT decision makers with specific assessment tools on digital platforms for problem and positioning analysis for many years. techconsult GmbH is directed by Managing Partner and founder Peter Burghardt in Kassel with a branch in Munich and is part of the Heise Group.

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About SEP

SEP is the developer of backup and disaster recovery solutions for the protection of cross-platform, heterogeneous IT environments. The data backup solution, "SEP sesam," protects a broad range of virtual environments, operating systems, applications and databases. Its universal support for complex environments strongly distinguishes SEP's solution from those of its competitors. With SEP, consolidation of multiple backup systems to form a centrally administrable hybrid backup solution is made possible and business-critical data is always kept available to save time, capital, and operating costs.

SEP has been developing and marketing enterprise data protection solutions since 1992. SEP has a strong partner network and relies on resellers for its sales. Customers in more than 50 countries include ALDI Nord, TWL and the Technical University of Vienna.

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