

# Druva Phoenix

As businesses adopt a cloud-first strategy, reducing on-premises infrastructure and moving IT and business applications to the cloud, the limitations and costs of traditional data protection and disaster recovery become more apparent. Druva Phoenix™ provides a unique cloud-native approach that helps businesses accelerate their journey to the cloud by reducing infrastructure management and improving business resilience.

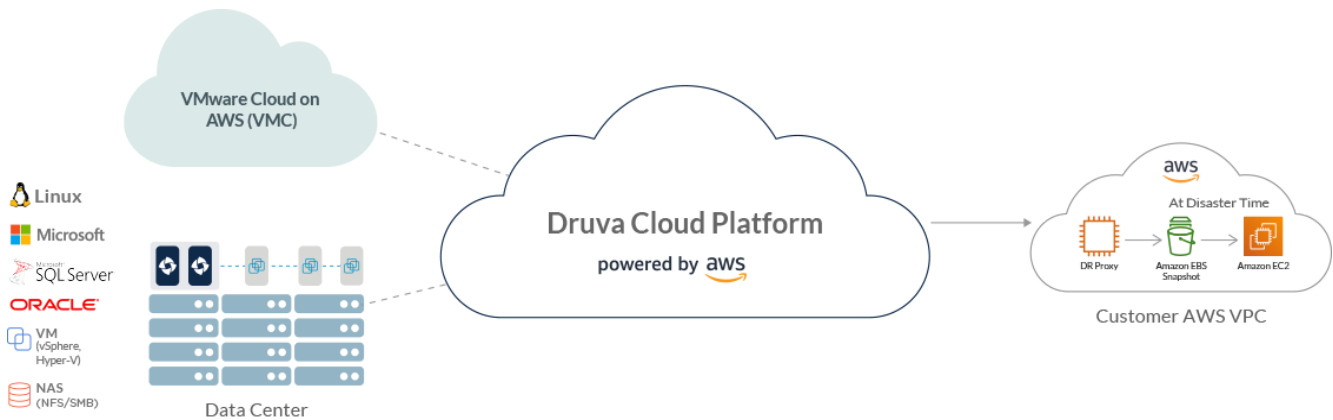
Delivered as-a-service, Druva Phoenix combines high-performance, scalable all-in-one backup, disaster recovery (DR), archival and analytics to simplify data protection which dramatically reduces costs and improves data visibility for today’s complex information environments. Organizations can achieve aggressive SLAs and reduce the total cost of ownership (TCO) by up to 50% with Druva. With no hardware, no software, and no complexity, businesses can get started within minutes.



Unlimited backup and restore scalability

**50%**  
Lower TCO

**0%**  
Infrastructure



## Why Druva Phoenix?

### Unified backup, archival, and DR in the cloud

By leveraging the elasticity and scale-out capabilities provided by the cloud, Druva Phoenix enables organizations to centralize the data protection and management of enterprise workloads including physical file servers, databases, network attached storage (NAS), and virtual and hybrid environments (Microsoft Hyper-V, VMware vSphere, VMware Cloud on AWS – VMC). From a single console, IT can easily recover server data down to the file level, failover virtual machines (VMs) for DR with an RPO of one hour and RTO of minutes, easily archive and manage data in the cloud for compliance, and replicate VM workloads across regions and accounts for test-dev purposes.

### Up to 50% lower TCO

With Druva Phoenix, organizations can lower their TCO significantly versus traditional (on-premises) or competitive

solutions. Being 100% cloud-native, Druva Phoenix requires no additional hardware or software for data protection, employs automated storage tiering for cost-efficient storage, provides global scale-out deduplication – reducing bandwidth usage by up to 80% and minimizing the total storage footprint, and offers customers a true consumption-based model that eliminates wasted resources. Furthermore, there are no restore (egress) charges as customers only pay for total storage consumed in the cloud after deduplication.

### 100% Software-as-a-Service, built on AWS

Built from advanced cloud technologies and microservices in Amazon Web Services (AWS), Druva Phoenix harnesses the native efficiencies and global reach of the public cloud while delivering unmatched storage flexibility, scalability, durability, and security. Druva deploys new features every 2-3 weeks for all customers at the same time.

## Meeting application data recovery speeds

Druva Phoenix delivers against stringent RTO and RPO requirements of critical applications while eliminating lock-in, complexity, and costs associated with on-premises infrastructure. Features like one-click disaster recovery, automated runbook execution, and unlimited DR testing eliminate complexity. While DR failover in minutes and the ability to move workloads between regions or data centers, enables customers to meet SLAs at significantly lower costs.

For demanding RPOs or RTOs in the data center, IT can also install Druva CloudCache on commodity hardware and achieve VM restore speeds up to 820 GB/hr per thread (unlimited threads). For large volume recovery on-premises, customers can order an AWS Snowball Edge appliance, preconfigured with customer data, to meet business continuity SLAs.

## Industry-leading data security and privacy

Druva's approach to storing enterprise data utilizes both an advanced data-scrambling algorithm and a unique envelope-based encryption model where the data and metadata are decoupled and encrypted. This guarantees that your data is only accessible by you — a critical component to meeting today's stringent global data privacy regulations. Under no circumstances can Druva access your data. Finally, to protect against ransomware attacks, Druva provides data isolation and high performance restores to minimize downtime from a breach.

## Key features

### Data backup and recovery

- Unlimited high performance, full or file-level restores with no egress or "put" fees
- Global, source-side, inline deduplication (petabyte scale), incremental-forever backup
- High-speed LAN backup and restore (up to 820 GB/hr/thread, unlimited threads) with Druva Phoenix CloudCache
- Search across snapshots for granular and high-performance recovery

### Administration

- Centralized management with Role-Based Access Control (RBAC)
- Predictive consumption analytics, convenient utility-based pricing

## Data security and privacy

- 256-bit AES encryption for data at rest, TLS 1.2 for data in transit, no key management required
- SOC-2 Type II, HIPAA, Privacy Shield compliance, and ITAR (U.S. GovCloud only)
- Store data in 12+ AWS regions across N. America, S. America, Europe, and Asia

## Disaster recovery

- One-click failover and failback, no AMI conversion
- Automated recovery orchestration and runbook execution
- DR into customer VPC and clone VPC across regions or accounts

## Data archiving

- Intelligent tiering to AWS S3 Glacier Deep Archive lowers storage costs
- Global search of files across all data — any age
- Unlimited number of aged snapshots
- Realize savings from intelligent-tiering in real time

## Automate and extend enterprise apps with powerful API-based integrations

- Accelerate business process automation and improve productivity
- Faster time to value with RESTful APIs that enable integration with third-party apps
- Automate service help desk ticket creation with ServiceNow to resolve IT issues faster

**druva** Sales: +1 888-248-4976 | [sales@druva.com](mailto:sales@druva.com)

Americas: +1 888-248-4976  
Europe: +44 (0) 20-3750-9440  
India: +91 (0) 20 6726-3300

Japan: +81-3-6890-8667  
Singapore: +65 3158-4985  
Australia: +61 1300-312-729

Druva® delivers Data Protection and Management for the cloud era. Druva Cloud Platform is built on AWS and offered as-a-Service; customers drive down costs by up to 50 percent by freeing themselves from the burden of unnecessary hardware, capacity planning, and software management. Druva is trusted by thousands of companies worldwide, including over 50 of the Fortune 500. Druva is a privately held company headquartered in Sunnyvale, California, and is funded by Sequoia Capital, Viking Global Investors, CDPQ, Neuberger Berman, Tenaya Capital, Riverwood Capital, and Nexus Partners. Visit [druva.com](https://druva.com) and follow us on [LinkedIn](#), [Twitter](#), and [Facebook](#).