Druva Sees 3x Increase in Adoption of Disaster Recovery Solution after AWS Service Ready Validation

Learn More or Participate in the AWS Service Ready Program

Executive Summary

AWS Partner Druva meets its customers' security needs by providing software-as-a-service data protection and management solutions built on AWS. Serving customers across the globe, Druva developed a solution using AWS PrivateLink to secure the entire data pathway between its customers' offices and its disaster recovery solution on AWS. By participating in the AWS Service Ready Program to become an AWS PrivateLink Ready Partner, Druva has been able to provide additional peace of mind to its customers about their data security and grow its business. The company's valuation has surpassed $2 billion, and in 2021, it reached 2.5 billion annual backups, doubling its number of backups from 2020.

Partner Success Story – Druva

Amazon Web Services (AWS) Partner Druva meets its customers' data and security needs by providing software-as-a-service data protection and management solutions built on AWS. In December 2020, the company sought to improve upon its already multilayered, defense-in-depth security protocols while simplifying the management of networking for its disaster recovery solution.

The company worked alongside AWS to design an additional layer of security above the robust systems Druva already was offering, using AWS PrivateLink, which provides private connectivity among a business's virtual private clouds, AWS services, and on-premises networks without exposing traffic to the public internet. Now Druva is able to secure the entire data pathway between its customers' virtual private clouds and its disaster recovery solution on AWS. Further, by participating in the AWS Service Ready Program—designed to validate products built by AWS Partners that work using specific AWS services—Druva provides additional peace of mind to its customers about their data security using a tested and validated solution. In turn, Druva has grown its business: its valuation has surpassed $2 billion, and in 2021, it reached 2.5 billion annual backups, doubling its number of backups from 2020.

Building on AWS for an Enterprise-Grade Solution

Based in Sunnyvale, California, Druva manages more than 200 PB of data for thousands of customers in fields such as finance, healthcare, and government in more than 15 regions globally. Many customers require the highest levels of security and need to comply with varying regional data requirements and privacy regulations. Druva addresses these needs while keeping costs low using AWS solutions for its wide customer base, including public sector customers, customers looking to protect remote and hybrid workforces, and customers looking to optimize a cloud backup and storage solution using Amazon Simple Storage Service (Amazon S3), an object storage service that offers industry-leading scalability, data availability, security, and performance.

> **"AWS solutions architects are really beneficial in helping us design the solution that's best for us. The breadth of knowledge they bring to the table and the helpfulness of their suggestions have helped us make our product immeasurably better."**
>
> **- Stephen Manley, CTO, Druva**

In December 2020, Druva was approached by a customer that was looking for a way to build a secure connection between its AWS accounts and Druva Cloud Platform for Druva's disaster recovery solution on AWS. Having already been working alongside AWS for more than 10 years, Druva turned to AWS solutions architects to collaborate on building a solution to address this customer's request. "AWS solutions architects are really beneficial in helping us design the solution that's best for us," says Stephen Manley, Druva's chief technology officer. "The breadth of knowledge they bring to the table and the helpfulness of their suggestions have helped us make our product immeasurably better."

After initial discussions with solutions architects from AWS, Druva built and ran a proof of concept for the secure transfer of data using AWS PrivateLink, reaching out to the AWS team as needed to make sure that the proof of concept ran smoothly. Working alongside the AWS team, Druva incorporated and managed the solution, introduced it to customers, and furthered customers' understanding of how to use it.

Addressing High-Level Security Needs

Using AWS PrivateLink, Druva provides its customers better security and disaster recovery in a hybrid environment by securely moving data stored on premises to the cloud during standard backups. Similarly, customers concerned about disaster recovery can have confidence that their data will move to the cloud quickly over AWS PrivateLink during an outage. "One of the beauties of AWS PrivateLink is that it is incredibly simple," Manley says. "In most cases, it actually simplifies the customers' network configuration. You set it up; you configure it; and you're up and running. It's a turnkey solution that works coming out of the box. It's actually simpler to set up than a non–AWS PrivateLink network connection."

About the Partner

California-based Druva provides software-as-a-service data protection and management for customers requiring the highest levels of security across the globe. Druva builds its cloud-native, all-in-one backup and disaster recovery solution entirely on AWS.

APN Program Participation
- AWS Service Ready Program
  - AWS PrivateLink
- AWS Service Delivery Program
  - AWS GovCloud (US)
- AWS Competency Program
  - Storage
  - Government
  - Digital Workplace
- AWS Marketplace
- AWS Public Sector Partner Program
- AWS ISV Workload Migration Program
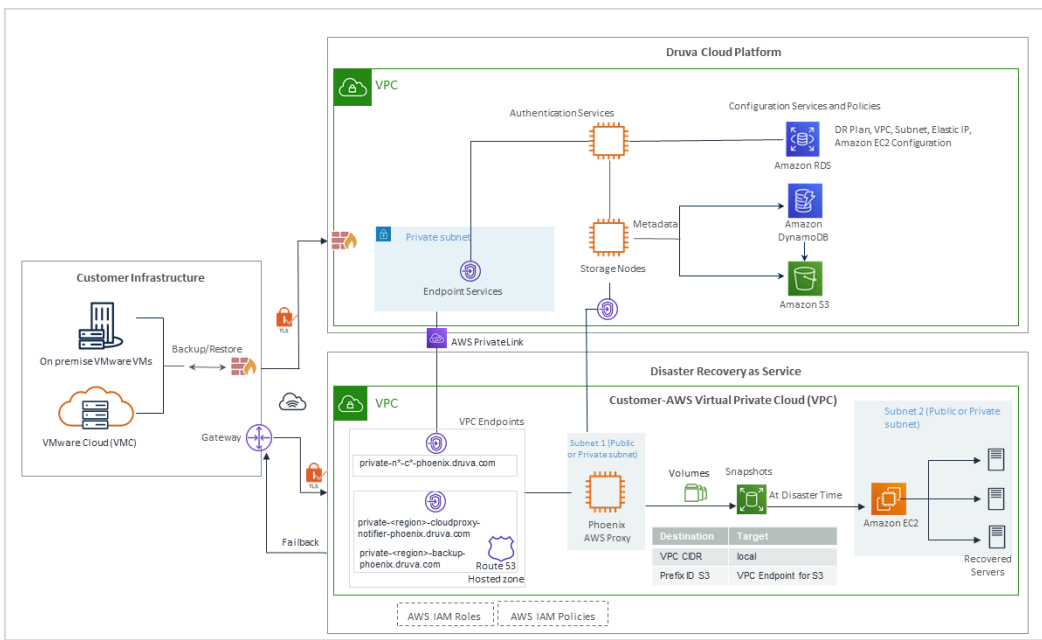
In February 2021, Druva applied to the AWS Service Ready Program to be the first software-as-a-service vendor to become an AWS PrivateLink Ready Partner. It has built online products that enhance the security and privacy of its customers' workloads by connecting their virtual private clouds to their services through the AWS Private Network. Druva also reviewed its architecture using the AWS Well-Architected Framework, which helps cloud architects build secure, high-performing, resilient, and efficient infrastructure for their applications. Since joining the AWS Service Ready Program, Druva has experienced a 312 percent increase in number of customers connecting to its service using AWS PrivateLink. Customers have benefited from Druva's centralized protection offering, which facilitates remote office connectivity rather than having valuable data spread in data centers, at the edge, and in the cloud. Druva's solution also provides

its customers robust disaster recovery backup to a secure cloud infrastructure. Plus, because Druva's disaster recovery solution deploys only when a customer's primary site is unavailable, it saves customers money by reducing hardware costs, maintenance fees, and other monthly expenses.

Druva's AWS Service Validation for AWS PrivateLink further solidifies its all-in approach to AWS. The company had previously achieved the AWS Service Validation for AWS GovCloud (US) Delivery. AWS GovCloud (US) gives government customers the flexibility to architect secure cloud solutions that comply with the most stringent US regulations and compliance regimes. Further, Druva has joined the AWS Competency Program and acquired a number of AWS Competencies, such as the AWS Storage Competency, the AWS Digital Workplace Competency, and the AWS Government Competency, showcasing the breadth of Druva's solution.

> "AWS has been really good at providing guidance to us in how we design solutions that connect Druva, our customers, and the AWS technology stack in the most optimal, secure way."
>
> - Stephen Manley, CTO, Druva

Using AWS to Expand Customer Offerings

In August 2021, the company began offering AWS PrivateLink alongside VMware Cloud on AWS, which delivers a fast, simple, and cost-effective path to the hybrid cloud. Druva has also begun to use Amazon S3 Object Lambda, which lets companies add their own code to Amazon S3 GET requests and thereby modify and process data as it is returned to applications. Druva also continues to explore the machine learning and artificial intelligence tools of AWS to help with cybersecurity, optimize infrastructure management, and help customers gain insights into their data.

"AWS has been really good at providing guidance to us in how we design solutions that connect Druva, our customers, and the AWS technology stack in the most optimal, secure way," Manley says. "The security of our solutions on AWS lets our clients focus on what their real jobs are: to create more business value, accelerate their businesses, gain a competitive advantage, and help their customers."

Learn More or Participate in the AWS Service Ready Program