

# Backup and Recovery for Small- and Medium-Sized Businesses

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**How Micro Focus® VM Explorer helps small- and medium-sized businesses protect critical virtual servers and data.**

**Results of the TechValidate survey conducted with customers worldwide.**

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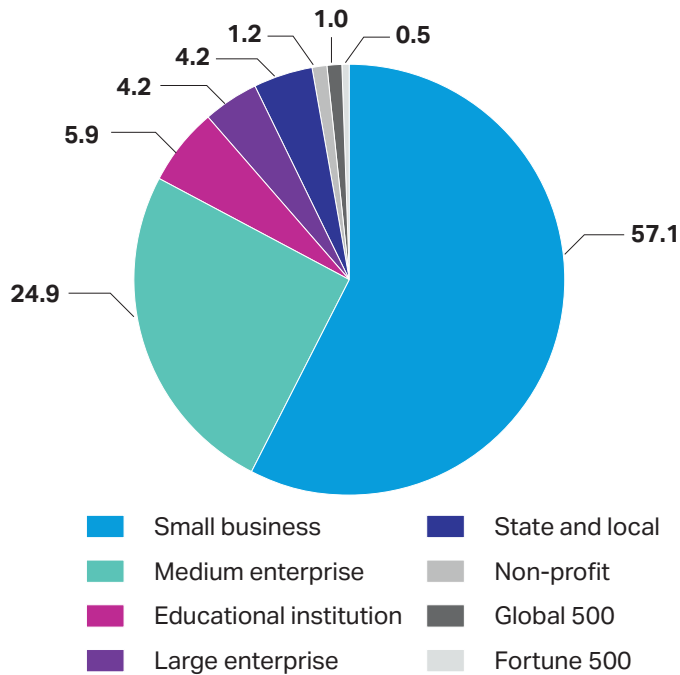
## Introduction

Over the past decade, many small and medium-sized businesses (SMBs) have virtualized their servers to maximize the value of their IT infrastructure investments.

Over the same period, backup technologies have evolved to ensure data can be protected on these new virtual machines (VMs), and to accommodate other new on-premises and cloud-based storage solutions.

Despite these advancements, VM backup and recovery remains a pain point for many SMBs. Enterprise-grade applications with advanced features are often too complex or expensive for smaller organizations. This can lead backup teams to rely on inadequate tools and manual workarounds, which can expose their organizations to data loss or long recovery times.

VM Explorer is a low-cost, easy-to-use backup solution designed to address the backup and recovery needs of SMBs. With its suite of intuitive features, it allows organizations to quickly, cost-effectively, and reliably back up and recover data, applications, and entire VMs.



**Figure 1.** Survey respondents by type of organization (percentage)

### Survey Methodology

To better understand how customers are using VM Explorer and the value gained from it, we recently surveyed more than 400 of our users across a range of industries and countries.

We conducted the survey in September 2016 via the TechValidate online survey platform, which generates data based on verified customer feedback.

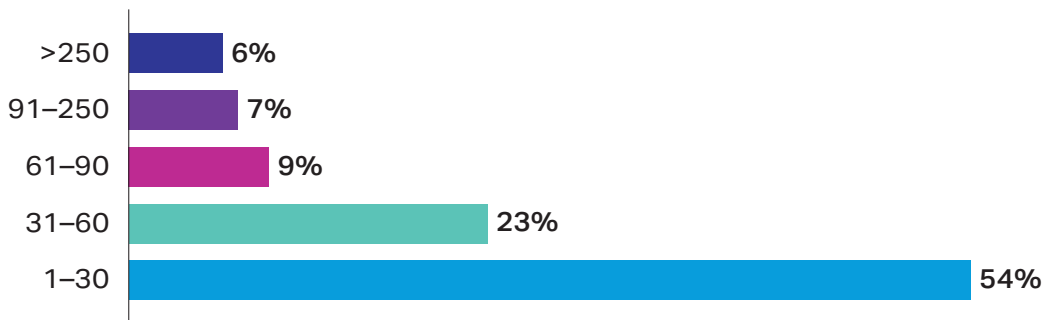
Respondents were based around the world, with the largest concentrations in Germany (25 percent), the United States (16 percent), Italy (9 percent), Switzerland (5.2 percent), and the United Kingdom (4.7 percent).

Just over 57 percent of respondents were small businesses, while 25 percent were medium-sized enterprises. Around 35 percent were from the computer software and services industry, while others included industrial and government organizations.

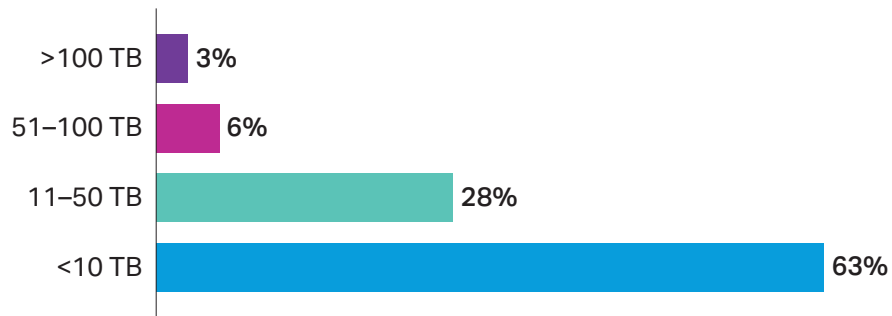
More than half (54 percent) of respondents were running between one and 30 VMs, while 23 percent had 31 to 60, 9 percent had 61 to 90, 7 percent had 91 to 250, and 6 percent had more than 250.

Most respondents (63 percent) used VM Explorer to back up less than 10 terabytes (TB) of data, while 28 percent backed up 11 to 50 TB, and 9 percent backed up more than 50 TB.

A large majority of surveyed customers (87 percent) ran VMware virtual environments. The rest used Microsoft Hyper-V (8 percent) or other hypervisors (6 percent).



**Figure 2.** Number of virtual machines respondents run



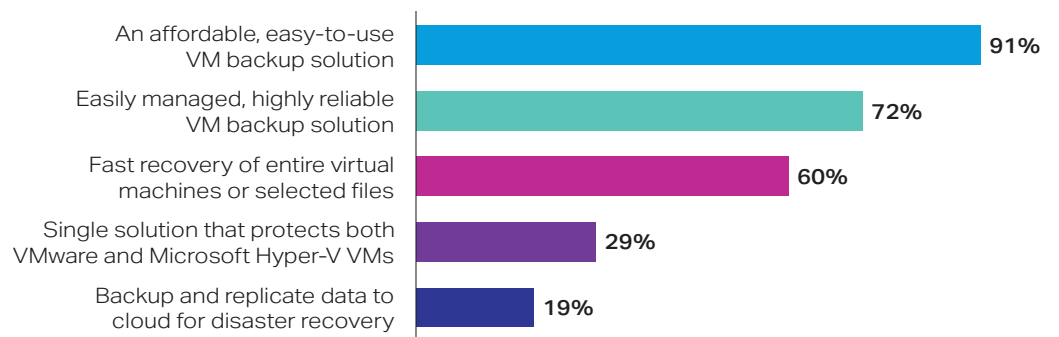
**Figure 3.** Amount of data respondents back up using VM Explorer

## Why SMBs Choose VM Explorer

### Cost and Usability

The survey shows the main customer requirement VM Explorer addresses is the desire for a low-cost solution that is easy to use. Ninety-one percent of respondents said the product was an affordable and easy-to-use solution, while 72 percent saw it as an easy-to-manage and highly reliable product. Speed was also a key benefit, with 60 percent of respondents valuing VM Explorer’s ability to quickly recover entire VMs or selected files.

From obtaining, training, and maintaining, VM Explorer is a low-cost experience. Its licensing model is both affordable and simple, and self-service capabilities eliminate the need for special training and enable easy maintenance. Its advanced features and lightweight resource requirements whereby customers don’t have to dedicate a lot of hardware or memory resources to the actual backup process, also making it easier to host VMs themselves—means VM Explorer delivers high value at a low price point.



**Figure 4.** Requirements addressed by VM Explorer

Ease of use was also a prominent factor when respondents were asked which feature was most valuable in their day-to-day activities. Seventy-two percent liked VM Explorer’s fair and simple pricing model, while 80 percent valued the ease with which VM Explorer could be installed and used.

VM Explorer is very fast to install and configure. The entire software is installed through a single lightweight installer that takes less than a minute to complete. Configuration requires a few simple clicks, and within minutes, an IT administrator can start backing up and replicating VMs.

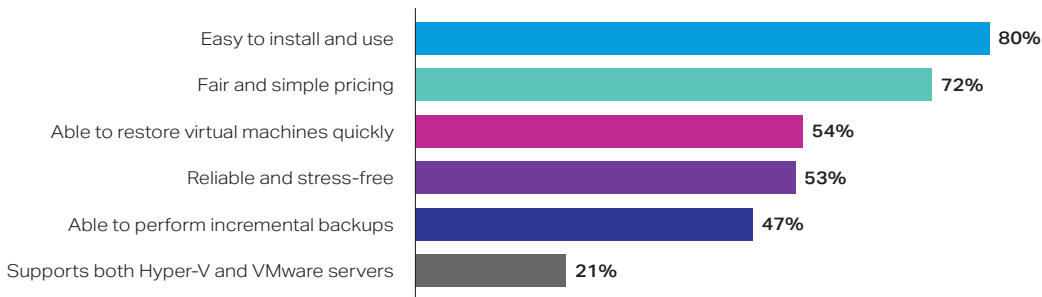


Figure 5. VM Explorer features survey respondent’s value most

### Improved Performance

The survey shows that VM Explorer meets businesses’ needs for keeping their data safe while making it fast and simple for them to recover it in the event of a problem.

By using VM Explorer, 61 percent of respondents reduced their time spent managing backups by more than 50 percent.

VM Explorer is an extremely powerful application. Its integrated job scheduler allows an IT administrator to schedule backup and replication tasks. The restore process is just as simple and intuitive; users specify what they want to restore and where, and VM Explorer does the rest. New hires can become VM Explorer experts in less than a day.

A large majority (81 percent) of respondents said they had also reduced the time required to restore their systems by at least 26 percent, and 18 percent said it had improved by more than 76 percent.

Customers are benefiting from VM Explorer’s advanced recovery options, including its instant virtual machine recovery technology, which enables a VM to power up directly from a backup, restoration, or single-item recovery. The ability to recover VMs in a matter of seconds directly from a backup reduces unplanned downtime and improves service availability.

In addition, 85 percent of surveyed customers had reduced the cost of backup processes by 26 percent or more, and one in five had cut backup costs by 76 percent or more.

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**61 percent of respondents reduced their time spent managing backups by more than 50 percent**

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**“VM Explorer has reduced our time managing backup and restore situations by 50 to 75 percent. This free time now can be used to optimize our platforms instead, which is great.”**

**MOGENS SOEGAARD**  
Application Manager  
Arla Foods

“Before using Micro Focus VM Explorer, we spent so much time configuring, optimizing, and fixing errors in our backup solution. After switching to VM Explorer, we can ‘set and forget’ our backup configuration because it’s so simple to use while it has all the important features as the big players. We have reduced the maintenance time for our backups by 80 percent.”

**BILL SOUSAN**  
Chief Technology Officer  
Technical Support

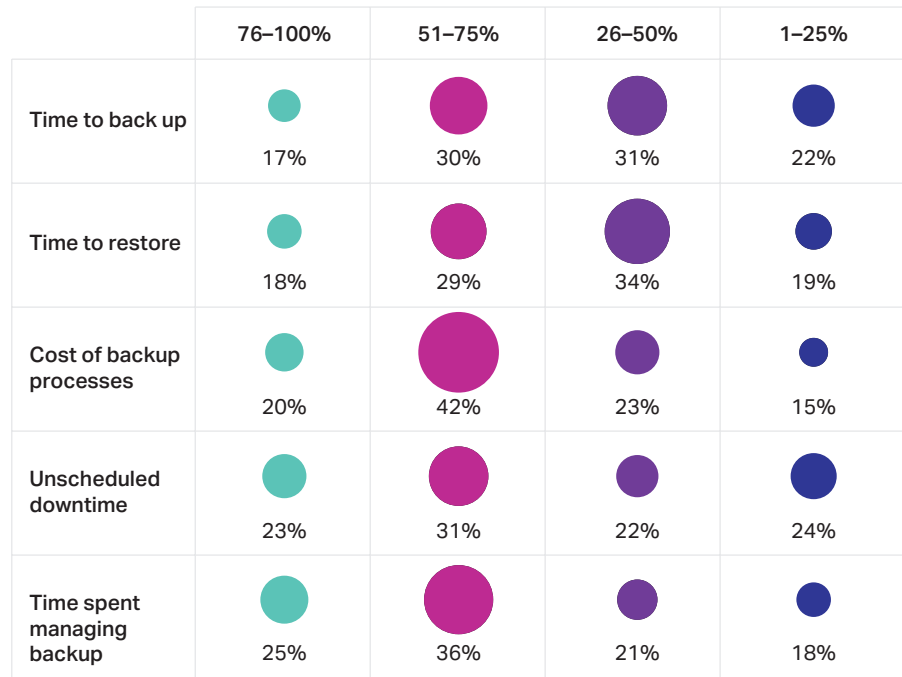


Figure 6. How much respondents have reduced backup and recovery metrics using VM Explorer

### Simplicity and Integration

VM Explorer integrates with other industry-leading storage solutions, helping to simplify and automate backup and recovery tasks and reduce costs. This simplicity is one of the reasons VM Explorer was the first choice solution for 35 percent of respondents, while 39 percent acquired it to replace a specific product that didn’t meet all their needs, such as Veeam Backup and Replication.

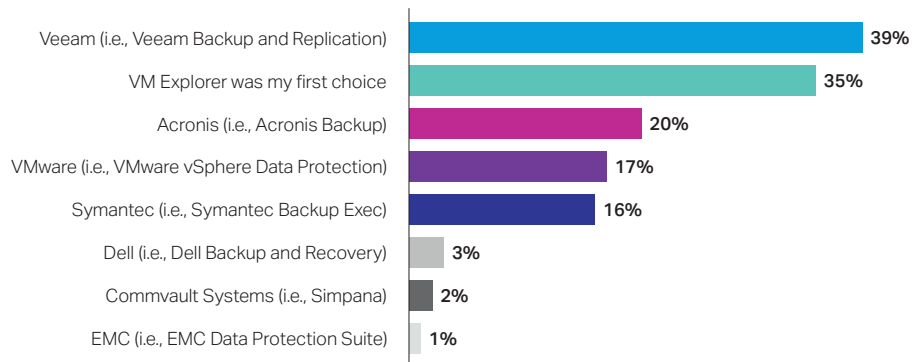


Figure 7. Solutions from other vendors VM Explorer was chosen over

Indeed, 92 percent of customers who replaced an existing Veeam installation found VM Explorer to be an affordable and easy-to-use backup solution, while 78 percent found it to be an easily managed, highly reliable VM backup solution.

## NPS Rating

The TechValidate survey platform provides a Net Promoter Score (NPS), which is a customer loyalty rating that measures the willingness of customers to recommend a company's products or services to others.

An industry standard, the NPS is calculated by subtracting the percentage of a product or service's detractors (respondents who gave it a rating of zero to six out of 10) from the percentage of promoters (who gave it a rating of nine or 10). The NPS also identifies passives—those who give a rating of seven or eight. A positive NPS indicates that customers are satisfied with a company's product or service and are likely to promote it.

VM Explorer received an average and median NPS rating of eight out of 10, indicating that customers are generally very satisfied with the product.

**8.0/10**

(Median: 8)

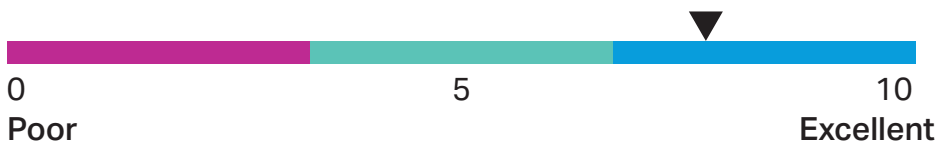


Figure 8. Average NPS rating for VM Explorer

Overall, 86 percent of respondents said they were likely to recommend VM Explorer.

Companies that gave VM Explorer a high rating (at least four stars out of five) focused on the product's reliability. This included the software's ability to save time by automating routine processes and to quickly and efficiently recover lost files.



**4/5 Stars**

Figure 9. As many as 356 surveyed customers rated VM Explorer as 4 out of 5 stars on average

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**“VM Explorer has enabled us to automate the backup process for our relatively small virtualized environment without the overheads and expenses of other backup solutions. Simple, reliable, and cost-effective is what would describe VM Explorer; it’s the main reason we still use it on a daily basis.”**

**DAVID HAMMEL**  
Chief Technology Officer  
TSV-Groep BV



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**“VM Explorer provides a good blend of functionality at an affordable price. It has good support for file level restoration for both Windows and Linux file systems. It is simple to implement with support for backups to cloud providers.”**

**“Using VM Explorer, we’ve been able to eliminate the rat’s nest of overlapping VM and file level backup solutions in our environment and standardize on one simple solution. This has saved us time and money that we can invest into projects that directly support the business.”**

**WILLIAM BONNER**

IT Manager  
Washington State University

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## Customer Snapshot: Washington State University

### Introduction

This case study of Washington State University is based on a September 2016 survey of VM Explorer customers by TechValidate, a third-party research service.

### Challenges

The business challenges that led the profiled organization to evaluate and ultimately select VM Explorer.

- Affordable and easy-to-use backup solution
- Achieving PCI compliance with secure backup
- Scaling with expanding infrastructure

### Use Case

- Selected VM Explorer over the following vendors:
  - Veeam (i.e., Veeam Backup and Replication)
  - VMware (i.e., VMware vSphere Data Protection)
  - Altaro, Retrospect
- Runs 61–90 virtual machines
- Backs up 11–50 TB with VM Explorer
- Have a hyper-virtualized environment

### Results

Values the following features of VM Explorer the most:

- Ease of use and installation
- Fair and simple pricing
- Reliable and stress-free
- Ability to perform incremental backups
- Ability to restore virtual machines quickly
- Support for both Hyper-V and VMware Servers

Reduced the following metrics with VM Explorer:

- Time to back up: 1–25 percent
- Time to restore: 1–25 percent
- Cost of backup processes: 26–50 percent
- Time spent managing backup: 51–75 percent

# Customer Snapshot: ByteSource Technology Consulting

## Introduction

This case study of ByteSource Technology Consulting is based on a September 2016 survey of VM Explorer customers by TechValidate, a third-party research service.

## Challenges

The business challenges that led the profiled company to evaluate and ultimately select VM Explorer:

- Affordable and easy-to-use backup solution
- Back up and replicate data to cloud for disaster recovery
- Ability to meet strict SLAs for backup and recovery
- Achieving PCI compliance with secure backup

## Use Case

- Selected VM Explorer over the following vendors:
  - Symantec (i.e., Symantec Backup Exec)
  - Veeam (i.e., Veeam Backup and Replication)
- Runs 61–90 virtual machines
- Backs up less than 10 TB with VM Explorer
- Have a VMware virtualized environment

## Results

Values the following features of VM Explorer the most:

- Fair and simple pricing
- Ability to perform incremental backups
- Ability to restore virtual machines quickly

Reduced the following metrics with VM Explorer:

- Time to back up: 1–25 percent
- Time to restore: 26–50 percent
- Cost of backup processes: 51–75 percent
- Time spent managing backup: 51–75 percent

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**“VM Explorer is very easy to operate, very cost efficient, and requires no licensing per backup volumes (biggest differentiator to the competition).”**

**“VM Explorer was the only easy to use and affordable (not based on backup volumes) ESX backup solution that we could find. It addresses the most useful features, works reliably, and can be used by anyone with some basic technical background.”**

**ALEXANDER PENEV**

CEO

ByteSource Technology Consulting

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## Conclusion

The TechValidate survey contains responses from individual clients as well as insights drawn from aggregated data.

It reveals just how much customers of small and midsize (SMB) organizations require and value reliable and easy-to-use VM backup tools that can be easily managed and operated by a small team of IT generalists.

Unlike larger enterprises, SMBs have little to no access to some of the more complex and expensive data protection solutions; they need tools that can quickly and easily recover their data through a simple and intuitive interface, and with an affordable pricing model.

Overall, the survey shows that VM Explorer customers around the world are taking advantage of its capabilities for an easier, more agile, and cost-effective way to protect their VMs and critical data.

Try VM Explorer for free at [www.microfocus.com/vm-server-backup/free-trial](http://www.microfocus.com/vm-server-backup/free-trial)

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