

IDC PERSPECTIVE

How Dürr Group Accelerates Its Cloud Journey with NetApp ONTAP, BlueXP, Tiering, and Its Backup and Recovery Services

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EXECUTIVE SNAPSHOT

FIGURE 1

How Dürr Group Accelerates Its Cloud Journey with NetApp ONTAP, BlueXP, Tiering, and Its Backup and Recovery Services

Hybrid cloud transformation is the future for many organizations, especially for those in heavily regulated industries with a large on-prem data footprint. Starting with backup/recovery and data tiering use cases can yield maximum impact if it is connected to business objectives of cloud integration, cost optimization, and operational resilience — as Dürr Group's IT team did.

Key Takeaways

- Dürr Group had a highly distributed infrastructure that was complex to manage and expensive to operate.
- The company embarked on a multiyear plan of storage and data management standardization, consolidation, and integration with public cloud to align with its hybrid cloud strategy.
- Dürr Group selected NetApp as its strategic vendor for storage consolidation and deployed BlueXP to minimize complexity. It also deployed NetApp's tiering and backup and recovery services to move cold data to cost-effective cloud storage and gain greater data resilience.

Recommended Actions

- Dürr Group should prioritize its data and analytics strategy after establishing a strong data infrastructure foundation.
- The company should explore use of other cloud data management capabilities to accelerate its hybrid cloud transformation.
- Dürr Group should continue to collaborate and co-innovate with its strategic data management and storage vendor to continuously meet its data security, compliance, IT optimization, and AI goals.

Source: IDC, 2024

SITUATION OVERVIEW

Dürr Group, a German mechanical and plant engineering enterprise, is undergoing a multiyear hybrid cloud transformation journey.

Dürr is a tier 1 automotive supplier for many car manufacturers worldwide and also has a strong presence in the woodworking industry. Its technology architecture is critical for meeting customer expectations. To deliver on these expectations, the organization has adopted a cloud-first strategy with Microsoft Azure as its primary public cloud and AWS Cloud for some use cases.

The 128-year-old company continues to have a large amount of business-critical data in its on-premises environment for compliance and latency reasons, making a hybrid cloud strategy important for its future IT operations. Dürr Group's hybrid cloud strategy is in line with industry trends. About 80% of European organizations surveyed in IDC's 2023 *European CloudOps and Cloud Data Management Survey* preferred a hybrid cloud environment, citing similar reasons.

The starting point of this hybrid cloud journey for Dürr Group is storage transformation. The IT team realized the importance of getting the storage architecture right to provide a resilient, consistent, and integrated hybrid cloud environment for the business. Its on-premises environment is distributed and includes a few large datacenters, as well as smaller datacenters across more than 120 locations. Many of these datacenters host large storage arrays.

Key challenges for the IT team in this distributed environment include constant data growth of on-premises data, high costs, and management complexities. These triggered the team to prioritize storage transformation by moving from multiple vendors to a hybrid data management strategy enabled by a single vendor.

Dürr Group's pain points and investment priorities echo the investment priorities of many organizations, according to IDC research. Amid macroeconomic pressures and rising cyberthreats, the top 2 IT areas that are resilient to budget cuts are "security, risk, and compliance" and "infrastructure and IT operations optimization projects," according to wave 10 of IDC's *Future Enterprise Resilience and Spending (FERS) Survey*, conducted in November 2023.

Dürr Group selected NetApp as its strategic unified management control and data services vendor for global locations and has put NetApp ONTAP at the heart of its modern cloud storage architecture. It adopted NetApp BlueXP to unify control of its storage and data services management into one experience, enable the data protection and mobility services, and reduce overall complexity. Now, it can deploy storage in the public cloud and benefit from the native, scalable cloud infrastructure.

One of the first cloud transformation use cases for the Dürr Group was global backup and tiering. The team implemented NetApp BlueXP backup and recovery service. As part of its hybrid cloud data protection strategy, the company uses Snapshot for primary storage and the FAS system in secondary environment for backup, making it a unified architecture to manage backup and recovery. BlueXP backup and recovery enables customers to orchestrate local snapshots and replication using ONTAP technologies without relying on the cloud. This helps customers looking for IT outcomes such as fast, granular-level restore from a local environment in the event of a user/application error. In addition, the backup-to-cloud capability enables the use of traditional backup in case of a major disruption, taking snapshot data from either the original or replication system.

One of the advantages of BlueXP and its backup and recovery services is the unified, single-management plane, through which backup policies are created, implemented uniformly, and managed. In a conversation with IDC, Dürr Group's IT team said that implementing a single control plane for managing backup in its hybrid cloud environment has eliminated data management complexity, which was a big pain point.

According to the same *FERS Survey*, 55% of organizations cited they will increase their 2024 spending on cloud-based data recovery services compared with 2023, indicating strong demand for cloud backup and recovery services.

The Dürr Group also leverages the modern features in BlueXP, such as automation and its policy engine, to reduce the need for niche specialists to manage their storage and data services. The benefits for the organization include:

- **Security and compliance.** As with all large organizations in heavily regulated industries, data security and compliance is a big focus area for the IT team. It has a lot of sensitive data, and it has made its modern backup strategy part of its security, risk, and compliance road map.
- **Ease of operations.** BlueXP provides a single data management plane for backup as well as easy management of primary, secondary, and backup data.
- **Robust SLAs.** The ease of searching, seeing, and restoring data quickly enables the team to meet its regulatory and performance obligations by keeping current data on premises.
- **Cloud integration.** Complete integration with ONTAP system ensures the IT team can execute on its cloud-first strategy. "It is inside ONTAP and this is a big advantage for us," said Arno Burkhardt, manager of Hybrid Data Center at Dürr Group in a 1:1 conversation with IDC.
- **Data tiering and automation.** Automating hybrid data storage is done by defining the security parameters and ease of putting data on tiering mode right from the application system.

Dürr Group also cited other benefits that it has yet to quantify but is confident of achieving. It is expecting huge cost savings as a result of single-vendor consolidation and datacenter power and footprint reduction. The team expects the new cloud architecture to contribute to sustainable operations.

As an existing user of NetApp flash storage solutions and NetApp ONTAP, the availability of BlueXP, cloud backup capability, and NetApp technologies' cloud integration and cloud-like user experience played a big role in the team selecting NetApp as its hybrid cloud storage provider. The team highlighted other features that contributed to a single-vendor strategy with NetApp. "We see NetApp as a good innovation partner, especially with ONTAP. We trust the platform and the people," Burkhardt told IDC.

Dürr Group's IT team had very close collaboration with NetApp's team for more than two years before selecting it as the strategic vendor.

What's Next in the Hybrid Cloud Storage Transformation Journey?

Dürr Group has a target to migrate about 40% of its on-premises storage to the cloud using tiering and has already migrated nearly 2PB of data.

Another use case the team is exploring is to share its business-critical engineering data and heavy files that reside on premises with applications hosted in the public cloud. It is planning to use Cloud Volumes ONTAP to share file systems on a worldwide cache supported by ONTAP.

The organization's File Services, VMware, and databases all run on NetApp worldwide. In addition, BlueXP Tiering and BlueXP backup and recovery are critical for Dürr Group's objectives of eliminating complexity and high costs. Beyond this, the NetApp-based storage strategy is well aligned to the company's four broad objectives, according to the IT leaders:

- **Security, risk, and compliance.** The business outlines and enforces the data management policies for backup in BlueXP, and the team manages the systems and uses features such as Snapshot and SnapMirror Cloud from NetApp to boost compliance and resilience.

- **High level of automation and standardization of infrastructure.** Continuous focus on consolidation, standardization, and automation is important and leveraging automation in BlueXP services contributes to the automation mandates the IT team has set itself.
- **Integration of infrastructure.** The company has grown inorganically through acquisitions and the central IT team aims to integrate infrastructure to have consistent experience throughout the entire organization. The single storage environment contributes to this objective.
- **Data and analytics.** With hybrid cloud storage strategy, the team has been able to migrate and operate about half of its total IT data estate in the cloud, resulting in a shift of data growth to the cloud. As part of its data and analytics strategy, it is examining use cases for analyzing operational data to enhance resilience and utilize AI-based analysis. The organization also has a lot of IoT data and digital twin data generated by the Dürr Group and its customers.

ADVICE FOR THE TECHNOLOGY BUYER

In the era of AI Everywhere, Dürr Group should keep up the momentum in its data and analytics strategy as well as execute on its other three priorities, which are all essential for a resilient, digital future.

To ensure it minimizes operational complexity, it needs to capitalize on more capabilities in its unified data management control plane as it continues its hybrid cloud journey. It should also continue its co-innovation with NetApp to ensure its integration needs are met. One outcome of such collaboration can be addition of features in BlueXP that helps the team to directly connect with its public cloud storage account and tier directly to the cloud without creating an on-prem repository, which it is currently doing before sending cold data into the cloud object stores.

As of now, the IT team is reaping the rewards of its single-vendor storage consolidation and cloud backup strategy that has positively contributed toward its cloud-first outlook, hybrid cloud integration, cost reductions, and management complexity reductions.

In IDC's opinion, amid unprecedented data growth, cyber-risks, and budget pressures, organizations need to have a data tiering strategy and robust backup and disaster recovery architecture to ensure quick recoverability, cost efficiency, and data availability. Dürr Group's cloud backup and recovery implementation and its unified data management strategy will help it create a resilient data infrastructure fit for its future goals.

LEARN MORE

Related Research

- *Container Data Management: End-User Trends and Opportunities for Technology Providers* (IDC #EUR151460023, December 2023)
- *As AI Redefines Data Management and Application Development, MongoDB Evolves Its Portfolio with AI at the Top* (IDC #EUR151453923, December 2023)
- *What are EMEA Organizations' Biggest Security, Compliance, or Trust Challenges When It Comes to Cloud?* (IDC #EUR151503823, December 2023)

Synopsis

This IDC Perspective assesses German manufacturing company Dürr Group's hybrid cloud transformation journey.

"Data infrastructure integration with public cloud is paramount for hybrid cloud success. Backup and recovery transformation and data tiering can be a great use case for hybrid cloud, but organizations must start with a control plane that is integrated and that helps seamlessly tier data to leverage cloud

infrastructure correctly, as demonstrated by Dürr Group," said Archana Venkatraman, research director, CloudOps and Cloud Data Management at IDC Europe.

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