

# OPENTEXT RECEIVES THE 2023 TECHNOLOGY INNOVATION LEADERSHIP AWARD

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*Identified as best in class in the disaster recovery  
as a service industry*

## Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. OpenText excels in many of the criteria in the disaster recovery as a service space.

AWARD CRITERIA	
<i>Technology Leverage</i>	<i>Business Impact</i>
Commitment to Innovation	Financial Performance
Commitment to Creativity	Customer Acquisition
Stage Gate Efficiency	Operational Efficiency
Commercialization Success	Growth Potential
Application Diversity	Human Capital

### Security threats driving DRaaS market changes

Increasing cyber threats from attacks like ransomware require data to be handled with extreme care.

*“DRaaS providers like OpenText recognize the threats that today’s businesses face when protecting data. As such, many have made moves to acquire or develop enhanced security features to bolster their core DRaaS service. Integrating DRaaS with security and other data management features is not only creating more fully featured DRaaS platforms but is also causing a great deal of M&A activity as providers seek to integrate more features into their DRaaS platforms and services.”*

**- Karyn Price,  
Industry Principal, ICT**

According to the [2022 Verizon Data Breach Investigations Report \(DBIR\)](#), ransomware saw its largest rise in recent years, increasing 13% in 2021 and a total of 25% over the last 5 years. Of those, approximately 40% of incidents lead to a payout for the criminal actor. When companies lose data, the cost is steep and the downtime can damage an organization beyond repair.

With remote work being far more prevalent in the post-pandemic era, more endpoints

and uncontrolled and often unprotected internet connectivity at the employee makes data protection even more challenging.

As a result, businesses are placing greater importance on data backup and recovery. DRaaS enables businesses to replicate workloads and data that may be a ransomware target—such as sensitive customer financial or healthcare data—into secure, cloud-based facilities that can be easily recovered, often in minutes, should a business be subjected to a ransomware attack.

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### ***OpenText DRaaS Offers Industry-Leading Environment Protection with Minimal Business Disruption, Fast Recovery When Needed***

OpenText, a Canadian information and data management company, has been developing and acquiring technology to extend its data management services into the DRaaS space. Its acquisition of Carbonite in late 2019 gave the company a ready-made DRaaS service for the SMB and mid-sized business market, which OpenText has worked on scaling in the years since the acquisition. The service—which still operates under the Carbonite brand but resides within the OpenText Security Solutions portfolio—can now scale to serve enterprise customers.

The DRaaS service, called Carbonite Recover, continues to operate under the Carbonite brand. It offers an agent-based software service that sends new data continuously to the Carbonite Cloud, in a way that is bandwidth-optimized to limit the impact of data movement on the corporate network. Data is automatically encrypted, both in motion and at rest.

The service provides automated discovery of systems, enabling the customer to more easily determine what is in the environment to be protected. Recovery point objectives of just minutes is available as a standard part of the service. To help make protection of larger, enterprise environments easier, Carbonite Recover offers orchestration, boot order, and failover scripting to ensure safe recovery of larger, multi-tier applications. Finally, the service allows for self-service testing that is not disruptive to the production environment.

In the event of an outage or disaster, customers can engage a simple, push-button failover process that, as mentioned above, engages a pre-scripted process that recovers the needed applications and data and spins it up on the Carbonite Cloud within minutes. When your normal production environment is recovered, the service also enables the process of failback to be reversed easily with a few clicks, just like the failover process does. When needed, the company offers robust support around the clock, which has been lauded for good service to customers.

### ***OpenText Acquisitions and Development Leads to Innovative, Creative Portfolio of Security Solutions***

OpenText has been investing heavily to innovate creative, new services through acquisitions and organic growth. The company acquired security company Webroot in December 2019, adding threat intelligence and other cyber security solutions to its stable of offerings. OpenText integrated Webroot and Carbonite,



creating a data protection service. It continues to add new technologies through acquisitions as well as organic development to offer customers a comprehensive information and data management portfolio of services. In December 2021, OpenText acquired Zix, adding leading SaaS-based data protection, information archiving, email encryption and threat protection to the Carbonite and Webroot portfolios.

OpenText also recently announced that it intends to acquire additional service operations management capabilities through an upcoming acquisition of MicroFocus.

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launching and marketing these new offers, leveraging popular brand names post-acquisition.

### ***Integrated OpenText DRaaS Service Drives Growth, New Customer Acquisition***

OpenText has successfully grown both its company and its revenues in recent years thanks to acquiring new technologies and customer bases. The company reported revenues of \$3.4 billion for FY2021, up from \$3.1 in FY2020. The intended acquisition of MicroFocus could almost double OpenText revenues.

Finally, OpenText has a strong vision for a comprehensive information and data management portfolio of services that encompasses both management and security of data. The company reports that it is also expanding to offer both public cloud and edge DRaaS capabilities. Adding these will make the OpenText service one of the most comprehensive in the market today.

Mergers and acquisitions can be fraught with uncertainty and integration difficulty, but OpenText has largely avoided these challenges. Its recent purchases have not only added significant technology capability to create a comprehensive, secure DRaaS solution—and in fact, information management portfolio—but has also brought significant growth in customer base and revenue that is expected to continue in the future.

## **Conclusion**

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OpenText has a strong vision of what DRaaS—and information management—services need to offer to attract and retain customers from SMB through enterprise and has built a DRaaS service that fits the bill. With its strong overall performance, OpenText earns Frost & Sullivan’s 2023 Global Technology Innovation Leadership Award in the disaster recovery as a service market.

## What You Need to Know about the Technology Innovation Leadership Recognition

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Frost & Sullivan's Technology Innovation Leadership Award recognizes the company that has introduced the best underlying technology for achieving remarkable product and customer success while driving future business value.

### Best Practices Award Analysis

For the Technology Innovation Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Technology Leverage*

**Commitment to Innovation:** Continuous emerging technology adoption and creation enables new product development and enhances product performance

**Commitment to Creativity:** Company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

**Stage Gate Efficiency:** Technology adoption enhances the stage gate process for launching new products and solutions

**Commercialization Success:** Company displays a proven track record of taking new technologies to market with a high success rate

**Application Diversity:** Company develops and/or integrates technology that serves multiple applications and multiple environments

#### *Business Impact*

**Financial Performance:** Strong overall financial performance is achieved in terms of revenues, revenue growth, operating margin, and other key financial metrics

**Customer Acquisition:** Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

**Operational Efficiency:** Company staff performs assigned tasks productively, quickly, and to a high-quality standard

**Growth Potential:** Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

**Human Capital:** Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

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- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



# The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

### Analytical Perspectives:

- Mega Trend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)

