

Commvault Doubles Down on Cloud and Cloud-Native Protection Coverage with Clumio Acquisition

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IDC'S QUICK TAKE

Commvault has acquired cloud-native backup and recovery provider Clumio to strengthen its AWS data protection capabilities to meet customers' multicloud resilience needs. Clumio marks Commvault's second cloud-native platform acquisition in six months, indicating its focused strategy to expand its coverage of data and modern applications.

M&A ANNOUNCEMENT HIGHLIGHTS

On September 24, 2024, data protection provider [Commvault announced it has acquired](#) 7-year-old Santa Clara-based startup Clumio. Clumio's cloud-native backup and recovery platform specializes in protecting critical AWS environments, including S3 and RDS, which host critical business data relevant for a new generation of applications.

IDC'S POINT OF VIEW

Digital resilience around data, infrastructure, and applications is a C-suite imperative due to sophisticated cyberattacks, a toughening regulatory landscape, and geopolitical and economic uncertainties. The necessity to respond and recover swiftly and to be proactive in managing digital disruption is forcing organizations to invest in security and data protection capabilities. In fact, security, risk, and compliance are consistently cited as the most immune to budget cuts among organizations worldwide.

With ransomware attacks rising, more business and technology leaders recognize the growing importance of data protection and recovery technologies in ensuring resilience. Cyber-resilience vendor Commvault has quickly expanded to provide newer security-oriented capabilities ranging from visibility and detection through protection and recovery across a wide range of applications, including cloud apps and SaaS platforms. Its strategy to address modern resilience needs has incorporated both platform evolution and inorganic growth.

In acquiring Clumio, Commvault will strengthen its coverage of the AWS landscape, as the Clumio platform offers autonomous backup and recovery for popular workloads — including S3, EC2, EBS, RDS, and DynamoDB — via public cloud.

IDC sees this as a strategic acquisition for several reasons:

First, cloud and cloud-native environments are critical for digital businesses. Public cloud AWS has the largest IaaS footprint, and AWS' data services underpin modern applications. The continuous backup and restoration of AWS environments is a key requirement for users, as it ensures complete resilience. But traditional tools are unsuitable for AWS environments, which are dynamic, scalable, and interconnected. Built as cloud native from the ground up for AWS, Clumio's architecture provides autonomous backup to key AWS workloads through an intuitive policy engine, and it handles such capabilities as data classification, granular restoration, and simple backup management. Commvault has strong expertise in protecting core datacenters and a wide array of cloud environments, including Microsoft Azure. This acquisition shows a determination to expand multicloud cyber-resilience by adding best-of-breed AWS protection capabilities, which will be well received among Commvault's long-standing partners — particularly those delivering multicloud data services.

Second, thanks to Clumio's cloud-native characteristics, its backup and restore features appeal to DevSecOps teams. IDC has observed a new trend — developers taking more operational responsibility. Making data protection intuitive to DevOps teams helps businesses embed resilience at the design stage, ensuring data protection is no longer an afterthought. This will help Commvault capture the mindshare of newer app-dev and platform-engineering personas.

Clumio's marquee customers — including high-scale technology and information businesses such as Atlassian, Cox Automotive, Duolingo, and LexisNexis — can provide Commvault with new customer insights. More significantly, the acquisition brings cloud-native data protection talent into Commvault, complementing its application resilience talent (from its Appratrix acquisition — see below) alongside its core platform team.

The Clumio acquisition comes less than six months after Commvault acquired application resilience provider Appratrix. IDC believes that Commvault's combination of Clumio, Appratrix, and Threatwise capabilities positions the vendor uniquely to address broader application and operational resilience, as opposed to just data resilience.

While the acquisition has strong potential and expands Commvault's ability to address protection and recovery needs broadly, the devil is in the detail. How Commvault ensures a smooth transition for Clumio customers, evaluates overlapping capabilities (M365 data protection), plans integration, and educates the partner community will ultimately determine how the vendor can capitalize on the potential of this acquisition.

Commvault will need to make some tough choices around services overlap and how it manages its public cloud ecosystem partners and investments. It will also need to ensure

existing and prospective customers are not overwhelmed by choice but, instead, have clear access to turnkey data protection capabilities — modularly, as and when needed.

But the prospects are bright. IDC believes Clumio's platform is well positioned to extend Commvault's protection to AI workloads built on AWS cloud. IDC's research shows that organizations are keen to increase their AI budgets significantly in 2025 and are leveraging third-party models in public cloud for their early AI initiatives. Over time, as these AI workloads become business critical, full-stack AI protection (including LLM protection) will become essential and Commvault will be able to address these needs natively.

Beyond that, the acquired platforms bring holistic visibility into the data and application health of multicloud customers. Commvault can use the insights it gains to make intelligent recommendations for newer use cases, such as cost optimization, workload placements, and efficient operations, giving its resilience proposition a clear edge in the market.

IDC believes that the addition of Clumio will help Commvault position its platform as being fundamental to proactive protection and compliance — especially for customers that prioritize the resilience of multiple public clouds, next-gen applications, and AI.

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