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# Cloud Business Resilience With Commvault Cloud Rewind

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## Overview

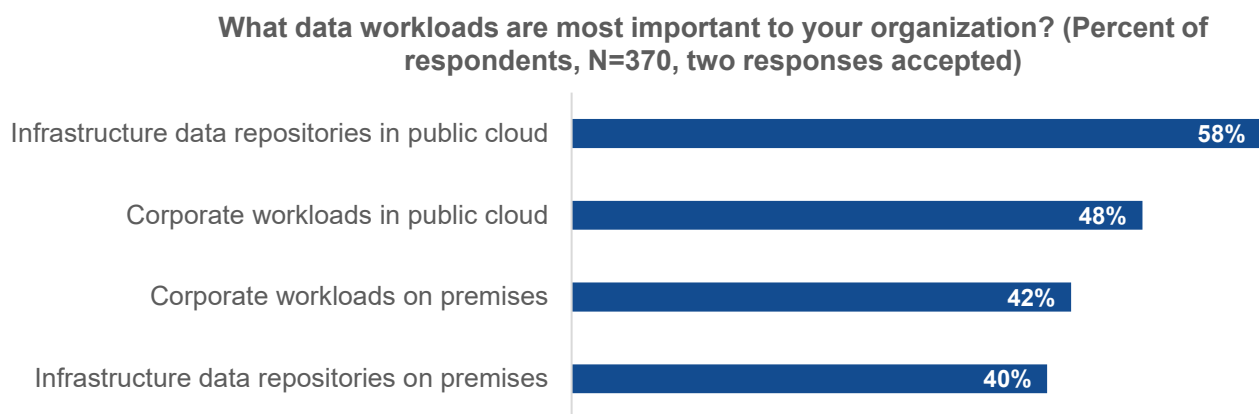
In 2025, strengthening cyber resilience and improving cyber recovery dominate nearly every IT priority list, typically surpassing even artificial intelligence in importance. In an era defined by distributed application and data environments along with increasingly sophisticated cyberthreats, traditional protection and recovery techniques have become too bulky to keep pace.

Commvault’s Cloud Rewind announcement from the second half of last year, based on technology from its Appratrix acquisition, offers a glimpse into how businesses must adjust their expectations regarding what constitutes modern resilience. Cloud application environments have become business-critical for the typical enterprise, and they must be priorities for resilience efforts. In addition, those efforts must focus on accelerating recovery of core business operations—not just traditional application or data set recovery, but also recovery of complementary elements such as networking.

## Analysis

The contemporary enterprise relies upon an application estate that spans both data centers and cloud locations. While cloud adoption has been a trend for years now, IT and business leaders continue to underestimate the interconnected and essential nature of on-premises and cloud-based workloads. Ensuring business resilience requires protecting both on-premises and cloud-based applications and data sets (see Figure 1).<sup>1</sup>

**Figure 1.** Data in the Cloud Surpasses Data Centers in Importance to Organizations



Source: Enterprise Strategy Group, a division of TechTarget, Inc.

<sup>1</sup> Source: Enterprise Strategy Group Research Report, [Achieving Cyber and Data Resilience: The Intersection of Data Security Posture Management With Data Protection and Governance](#), September 2024.

As a hybrid-cloud-based business grows, its application estate grows as well, which in turn expands the surface area for potential malicious attacks. Additionally, the rise of artificial intelligence is expected to increase the frequency and sophistication of cyberattacks, considering:

- 89% of organizations ranked ransomware as a top-five threat to the viability of the organization.<sup>2</sup>
- 62% of organizations agreed that cyber adversaries will gain advantages from innovation in generative AI.<sup>3</sup>

The distributed nature of applications and data, combined with the increasing risk of cyberattacks, necessitates a reframing of both approach and expectations when it comes to protection, resilience, and risk mitigation. Ultimately, we must agree that:

1. Cyber-risk to on-premises and cloud-based digital assets are top factors in determining business risk.
2. Time to recovery must be measured as the time required to get business operations back to minimal viability, not just the time to restore individual applications or data sets.

## Conclusion

The increased interdependence between business resilience, cyber resilience, and data resilience—along with the essential role of cloud-based applications—validates Commvault’s decision to invest in the Appranix technology. Cloud Rewind offers more than traditional cloud recovery options do by augmenting recovery of individual applications, data sets, databases, PaaS, and serverless with tools to identify, protect, recover, or even to rebuild in isolated cloud accounts the interconnects that underpin cloud-based workloads, such as virtual private clouds, subnets, gateways, load balancers, security groups, and route tables. Without those tools, additional time and effort will be required to return to functional business operation, even after the application data has been recovered.

Cloud Rewind can accomplish this feat by continuously discovering and mapping the dependencies of cloud resources within an application environment and then incorporating infrastructure as code to automate and orchestrate the restoration and rebuilds. Commvault currently offers Cloud Rewind for Amazon Web Services, Microsoft Azure, and Google Cloud Platform. Commvault’s integration of the Cloud Rewind technology into the greater Commvault Cloud platform shows Commvault’s commitment to supporting the roadmap for the Cloud Rewind technology. In addition, it builds on Commvault’s strategy to simplify the protection, recovery, and resilience capabilities of public cloud applications.

What stands out about Cloud Rewind is its ability to accelerate the manual and often overlooked efforts required to restore business operations, even after cloud applications have been restored. Commvault Cloud Rewind helps automate the process of identifying, protecting, and recovering what for many organizations are “unknown unknowns,” namely, the cloud interdependences that add risk, time, and complexity to recovery efforts.

Ultimately, in order to effectively address the business risks associated with cyberattacks, businesses need the utmost confidence in recovery, including the ability to recover everything necessary for the business to function. You can’t just protect the apps and the data; you must protect everything in between as well.

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<sup>2</sup> Source: Enterprise Strategy Group Research Report, [Ransomware Preparedness: Lighting the Way to Readiness and Mitigation](#), December 2023.

<sup>3</sup> Source: Enterprise Strategy Group Research Report, [Beyond the GenAI Hype: Real-world Investments, Use Cases, and Concerns](#), August 2023.

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