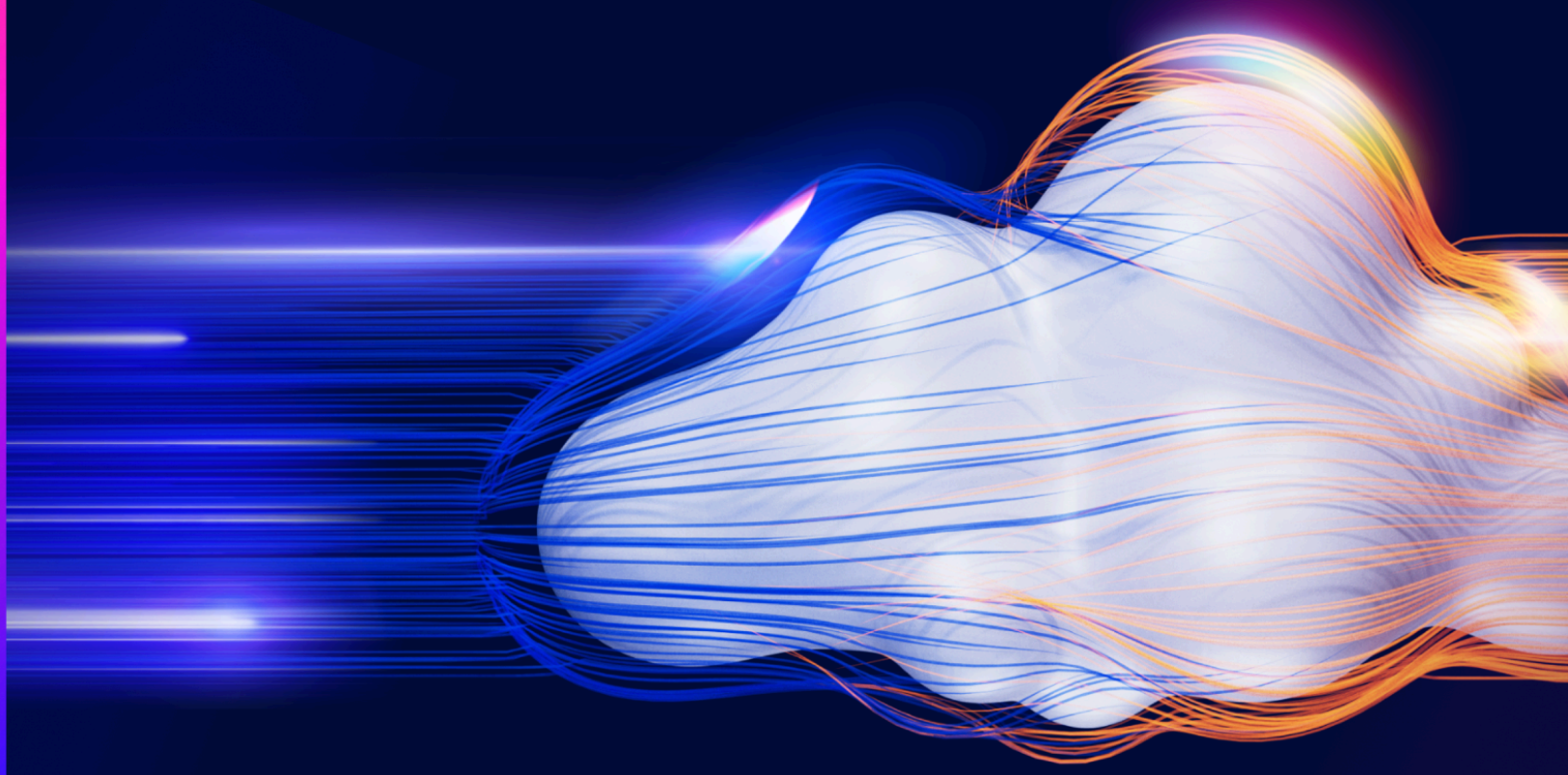
druva

Zero Hardware. Zero Delays. 100% Predictable:

Why Druva Leads the Cloud-Native Era



Whitepaper
Q426-20584

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Executive Summary

Cloud-based backup and recovery solutions are rapidly displacing on-premises systems. This white paper synthesizes findings from roughly **1,000 verified G2 reviews in 2025** to illustrate why buyers embrace hosted, subscription-based platforms.

Hosted deployments now account for roughly three-quarters of backup installations, rising from **52% in 2020** to **72% in 2025** as buyers prioritize ease, automation, reliability, breadth of coverage, and responsive support. In 2026, infrastructure volatility adds a new risk category: *procurement-gated resilience*. When backup depends on backup servers, scale-out nodes, or appliance expansions, resilience inherits lead times, quote windows, and repricing.

Druva meets this moment as the industry's first and only 100% SaaS data security and resiliency platform — deployable in minutes, managed for you, and continuously updated — so organizations can protect, govern, and rapidly recover data across endpoints, SaaS apps, data centers, and cloud workloads without managing infrastructure.

Introduction

The volume of data organizations must protect continues to explode, while cyber threats, compliance requirements, and remote working models strain legacy backup architectures. On-premises systems require significant capital investment and ongoing maintenance. Scaling them as data grows only increases complexity and cost. Today, the 'normal' rules of infrastructure planning are breaking down: extended component lead times and spot-market quoting behavior (short validity windows, frequent repricing). That volatility doesn't just hit compute projects; it hits the systems you depend on for last-resort recovery.

In contrast, cloud-hosted backup delivers elasticity, reduced infrastructure overhead, and built-in security, all under a predictable subscription model. The broad migration to Software-as-a-Service (SaaS) is reshaping backup and recovery, and understanding buyer sentiment helps explain why.

Methodology

We analyzed qualitative data sets from G2's Online Backup category, each containing responses from roughly 1,000 unique reviewers. Instead of counting each question as a separate review, the total represents about 1,000 customers whose feedback was captured across prompts to assess their feelings toward the software, including **what they liked** and **what problems the software solved.** Responses were coded into themes to identify the features and benefits customers value and the outcomes they achieve. This report combines those themes with market context to explain the rapid shift to hosted backup.

Adoption Trends

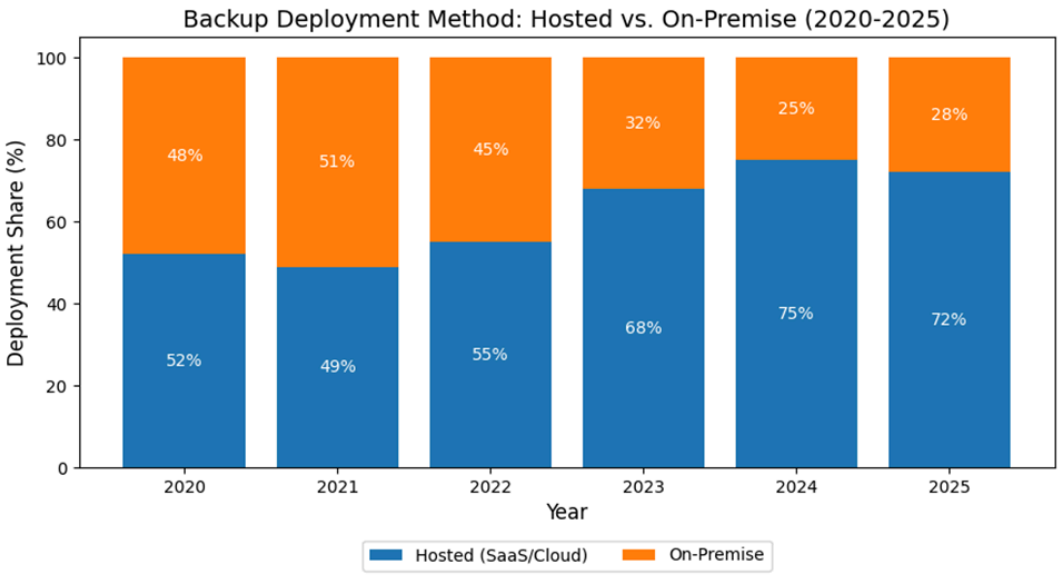

Figure 1: The share of hosted (SaaS/cloud) versus on-premise backup deployments, 2020–2025.

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Figure 1 shows hosted backup adoption overtaking on-premises solutions. In 2020, the market was split: hosted deployments made up 52% of installations while on-premises systems accounted for 48%. By 2023, hosted solutions had grown to a 68% share; by 2025, they reached around 72%, while on-premises systems declined to under 30%. This steady trajectory demonstrates a structural shift rather than a transient spike.

Growth in Buyer Engagement

G2 platform data indicates that interest in the backup category is surging alongside the shift to hosted deployments. Traffic to online backup products has grown **more than thirteen-fold** in the two years to September 2025: relative to a baseline in September 2023, traffic count percent growth climbed to **over 1,300%** by September 2025. The steep increase in traffic suggests more buyers are researching and comparing backup solutions.

Review activity is expanding as well. Relative to January 2020, **review volume has more than doubled,** with review count percent growth rising from 0% to **about 122%** by July 2025. The increase accelerated after mid-2022, signaling a maturing market where customers are more engaged, share feedback, and inform peers. Together, the traffic and review data confirm that the backup category is not only shifting to SaaS but also drawing heightened attention from buyers.

What Users Like About SaaS

Across the "like" responses, five themes stand out:

Ease of Use	Users highlight simple setup and intuitive interfaces that allow even non-technical staff to configure and monitor backups quickly.
Reliable Protection	Customers trust that backups run on schedule and that data can be restored without drama. Peace of mind is a recurring phrase.
Automation	Policy-based scheduling and "set-it-and-forget-it" workflows reduce manual effort and free up IT staff.
Broad Coverage	Platforms protect endpoints, servers, virtual machines, and SaaS services like Microsoft 365 and Google Workspace from one console.
Responsive Support	Many reviewers applaud fast, knowledgeable customer service when they have questions or issues.

Collectively, these attributes point to a core advantage of SaaS-based backup: it offers robust protection without the complexity traditionally associated with enterprise backup software.

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Business Problems Solved

When asked about the problems solved, reviewers describe several business outcomes:

Data Safety & Resilience	Companies rely on hosted backup to protect critical files, databases, and cloud applications. Rapid restore capabilities underpin disaster-recovery planning and cyber-resilience programs.
Operational Efficiency	Automation and centralized management enable small teams to protect large estates. Subscribers avoid managing hardware or juggling multiple point tools.
Cross-Environment Flexibility	Solutions span on-premises workloads, cloud instances, and SaaS platforms, simplifying hybrid and multi-cloud protection.
Cost Control	Subscription pricing avoids the capital expenditure of buying hardware and software licenses. SaaS also reduces exposure to short quote validity windows and mid-project repricing — delivering price certainty and schedule certainty when procurement gets volatile.
Compliance & Governance	Auditable backup policies and immutable storage help organizations meet regulatory mandates and demonstrate data-protection controls.

These outcomes show why organizations of all sizes — mid-market businesses through global enterprises — are choosing cloud backup to underpin business continuity and compliance.

Implications

Taken together, the adoption data and reviewer feedback suggest that **SaaS backup is becoming the default choice** for data-protection strategies. Buyers appreciate simplicity, automation, reliability, and broad platform support. Organizations gain resilience and compliance benefits while reducing infrastructure burden. Prospective buyers should evaluate solutions not only on technical features, but also on ease of use, customer success, and contractual flexibility.

Your Ideal Solution: The Druva Data Security Cloud

This evolving market demands solutions that are not only technologically advanced but also intuitive and adaptable. It's in this dynamic environment that Druva, keenly positioned to thrive in the cloud era, emerges as the ideal choice.

Druva delivers simplified cyber resilience for your enterprise data. A fully managed, 100% SaaS solution, Druva provides a unified platform for all your data needs — from backup and recovery to management and protection. Forget juggling multiple vendors; Druva simplifies your data strategy by protecting workloads across SaaS apps, cloud environments like AWS and Azure, data centers, and end-user devices. Leveraging a common metadata namespace, Druva provides AI insights into the lateral movement of threats, with the AI co-pilot 'Dru' always available for assistance. The platform deploys in minutes, requires zero infrastructure, patching, or manual processes, and cuts costs up to 40% vs. legacy solutions.

Druva offers robust, defense-in-depth security with an air-gapped and immutable platform to protect you from threats like ransomware. With features including zero-trust architecture, immutable backups, and continuous monitoring of both backup and production environments for unusual activity, you can detect threats earlier and recover from an attack in minutes. Automated alerts integrate with your SIEM/SOAR to accelerate response. The platform automates response and recovery through ML-driven insights, providing uninterrupted access to logs, changed data, clean backups, malware scans, and threat hunting for Incident Response teams.

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How Druva Delivers on What G2 Users "Like Best"

Across the "like" responses, five themes stand out:

Ease of Use	Druva is cyber resilience as a service — deploy in as little as 5 minutes, no hardware to size or manage, and updates happen automatically "over the air."
Reliable Protection	A centralized, fully managed SaaS platform protects data wherever it lives — endpoints, SaaS, data center, and cloud — backed by air-gapped, immutable storage and RBAC, encryption, and audit trails for always-on recoverability.
Automation	Built-in workflows surface risky activity and automate responses. Federated search, indexing, auditing, and sensitive data governance streamline compliance tasks and reduce manual effort.
Broad Coverage	One unified platform for Microsoft 365, Google Workspace, Salesforce, VMware, Oracle, SQL, NAS, AWS, Azure, and more — with new workloads added regularly.
Responsive Support	An award-winning, always-on support team plus Managed Data Detection & Response (DDR) service that's included with the platform — analysts monitor for threats in your backups and guide your response and recovery.

How Druva Solves G2 Users' Business Challenges

Data Safety & Cyber Resilience	Accelerated Ransomware Recovery (ARR) brings automated malware scans, quarantine, curated recovery, and sandbox testing to ensure you restore clean data fast — while DDR analysts help contain threats.
Operational Efficiency	100% SaaS means no appliances, patching, or upgrades — so teams reclaim time and cut overhead. Customers commonly report significant time and cost savings vs. DIY legacy approaches.
Cross-Environment Flexibility	True cloud flexibility with protection across AWS and Microsoft Azure, plus on-prem and SaaS — managed through one control plane with global visibility.
Cost Control	All-inclusive, consumption-based pricing with global dedupe to control storage, and no infrastructure to buy or maintain. (Customers switching to Druva often see TCO savings of up to 40% or more.)
Compliance & Governance	Legal hold, eDiscovery, sensitive data governance, policy enforcement, tamper-proof audit trails, and reporting help teams find, preserve, and prove — faster and at lower cost.

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Conclusion — Why Druva & Why Now?

Backup and recovery is no longer an IT chore; it is a strategic enabler of business continuity and cyber resilience. 2026 adds a practical reality: when resilience depends on hardware-dependent architectures, any shortage becomes a business risk because you can't 'wait out' an incident.

As the market shifts decisively toward hosted backup platforms, enterprises vote with their budgets for flexibility, scalability, and simplicity. G2 reviews show that customers prize ease of use, automation, and reliable recovery, and increasingly expect cloud-native solutions to deliver these benefits. Future-ready organizations will choose partners who combine seamless user experience with strong security, transparent pricing, and rapid innovation.

If you're consolidating multiple point solutions, modernizing cyber recovery, or strengthening compliance, Druva delivers a single, fully managed platform that aligns to how organizations actually operate today — hybrid, multi-cloud, and constantly changing. Gone are the days of 7 vendors, data sprawl, and out-of-control spend — remove hardware from the critical path, and restore price and capacity predictability. Let us show you just how simple and stress-free modern cyber resilience can be.

Take a product tour to see Druva in action, and start a risk-free 30-day self-service free trial — No credit card required.

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Druva is the leading provider of data security solutions, empowering customers to secure and recover their data from all threats. The Druva Data Security Cloud is a fully managed SaaS solution offering air-gapped and immutable data protection across cloud, on-premises, and edge environments. By centralizing data protection, Druva enhances traditional security measures and enables faster incident response, effective cyber remediation, and robust data governance. Trusted by nearly 7,500 customers, including 75 of the Fortune 500, Druva safeguards business data in an increasingly interconnected world. Visit druva.com and follow us on LinkedIn, Twitter, and Facebook.