

One Backup to Rule Them All.

Virtual. Physical. Cloud.
Backup Exec.

WINNING WITH BACKUP EXEC[™]

PARTNER SUCCESS KIT

INTRODUCTION

Welcome to the 'Winning with Backup Exec Partner Success Kit'. Over the following pages you'll find resources to help you:

- Understand the proposition
- Drive demand
- Discover sales opportunities
- Create new leads
- Accelerate your sales
- Maximize your profit

So, go ahead! Take advantage of the materials and services available. If you need further help and support, use the link below.

MID-MARKET BACKUP & RECOVERY IS CHANGING

THE WAY MID-MARKET ORGANIZATIONS STORE THEIR DATA IS CHANGING.

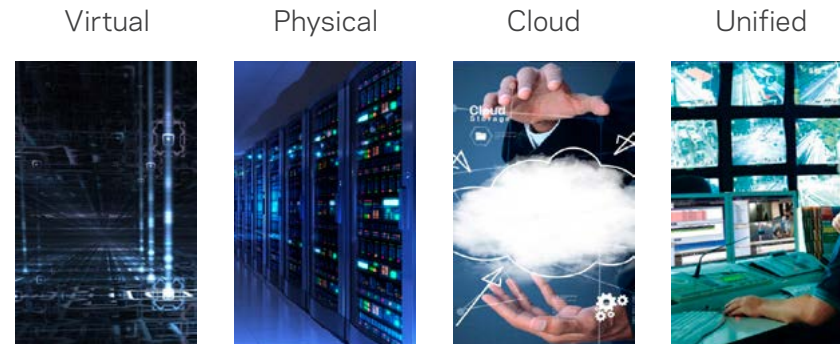
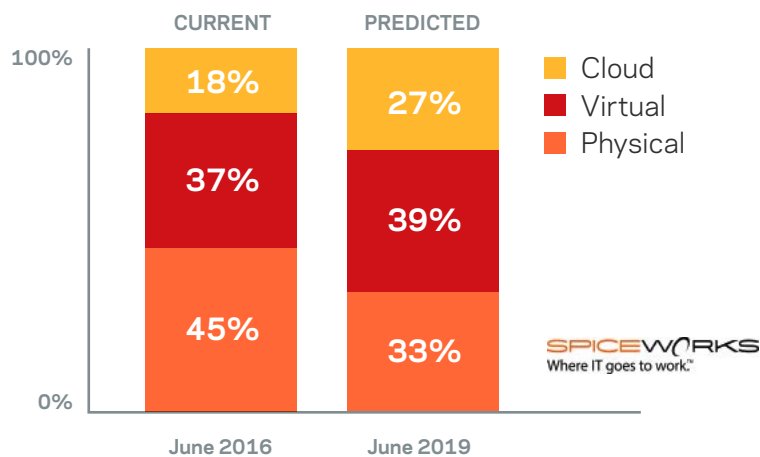
Currently it's **45%** physical, **37%** virtual and **18%** in the cloud, according to a global customer survey by Spiceworks in June 2016.

[Read here](#) ▶

Three key lessons:

- 1. Physical remains important:** a third of mission-critical data must still be protected
- 2. Virtual grows only marginally:** as IT users realize costs and limitations of virtualization
- 3. Cloud grows by 50%:** but not all data can go there for privacy and regulatory reasons

To protect their data, which is their most important asset after people, mid-market users want a unified solution with **faster data recovery, reduced costs and simplified management.**



Backup Exec: One Backup to Rule Them All.

WHY VERITAS AND BACKUP EXEC?

\$6bn

backup and recovery market is growing at **8%** a year

#1

Veritas is **#1** vendor worldwide with **25%** of the market

2.2m

organizations in **200** countries rely on Backup Exec - that's more than **800m** backups and **7m** restores

Veritas has **dedicated resources** to drive Backup Exec **Globally**

AWARD-WINNING SOLUTION RECOGNIZED BY INDUSTRY AND CUSTOMERS.

"The future is Unified Backup Solutions covering Virtual, Physical, Cloud."



TARGET CUSTOMERS



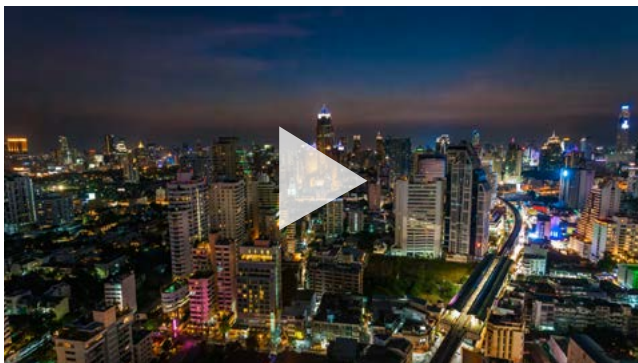
COMPANY SIZE	IT ENVIRONMENT	JOB TITLES	KEY FOCUS AREAS
<p>Primary target 10 - 1,000 employees</p>	<p>Organizations with one to hundreds of virtual hosts (or moving to a virtual environment), or tens of physical servers, or a combination of both. Microsoft-centric workloads (Exchange, SharePoint, SQL Server, Oracle) and some Linux. Moving some data to cloud-based systems, or investigating. Require administrative simplicity and clarity: non-dedicated IT staff may manage the environment. Large and very large organizations with distributed, standardized, independent IT pods.</p>	<ul style="list-style-type: none"> ▪ Server/Virtual Server Administrator ▪ Backup Administrator ▪ Network Administrator ▪ Windows Administrator ▪ System Administrator ▪ Storage/Virtual Storage Administrator ▪ Infrastructure Administrator ▪ IT Administrator ▪ IT Manager ▪ IT Director ▪ Application Administrator and Architects 	<p>Existing install base on:</p> <ul style="list-style-type: none"> ▪ Older versions ▪ Physical environments transitioning to virtual and cloud ▪ Expiring platform (OS) customers e.g. Microsoft Windows Server 2003

SOLUTION OVERVIEW

Find out why Backup Exec is customers' solution of choice for backup and recovery.

View the video on the **most powerful, flexible and trusted mid-market data protection solution** that protects virtual, physical, and cloud environments.

[Watch the video](#) ▶



Physical

Backup Exec has the most extensive Hardware Compatibility List of any mid-market data protection solution. **Protect all your data, using cutting-edge or existing infrastructure.**

Virtual

Backup Exec focuses on VM-specific fast backup and instant recovery using standard APIs such as VADP and vSan. **Quarterly updates with the latest versions of VMware and Hyper-V mean your customers are not waiting.**

Cloud

Backup Exec's flexible cloud architecture addresses Amazon, Google and hybrid-cloud S3 directly, with Azure support coming soon. **Supports your customer's cloud strategy, eliminating the need for costly cloud infrastructures and proprietary cloud "agents".**

Unified

Backup Exec has global de-duplication across virtual and physical environments. **We've seen up to 95% reduction in backup storage needed: much more than the competition and with real customer savings in time and money.**

SELL BACKUP EXEC WHEN YOUR CUSTOMER IS...

INVESTING IN BLOCK
STORAGE?

DOING A SERVER REFRESH?

EXPLORING HYBRID STORAGE?

SEEKING PUBLIC CLOUD
STORAGE?

RENEWING MICROSOFT LICENSING
OR PURCHASING NEW?



Add Backup Exec to the quote. All that customer data needs to be backed up, whether it's in virtual machines or on physical.

Add Backup Exec to the quote. Whether virtual or physical, new servers need to be protected.

Add Backup Exec to the quote. Your customer can take advantage of the lower cost and high agility of cloud, while reducing on-site storage costs.

Add Backup Exec to the quote. Your customer can take advantage of the lower cost and high agility of cloud, while reducing your on-site storage costs.

Add Backup Exec to the quote. If your customer is planning to deploy the latest Microsoft environments, they need data protection that keeps up with them.

For more information, download the Backup Exec
Sell-With Cheat Sheet [▶](#)

BACKUP EXEC & NETBACKUP – WHICH TO SELL & WHEN?

Commercial

- Smaller IT environment
- Require ease of management
- Windows-centric environment
- Microsoft applications focus

Mid-Market

- Medium-sized IT environment
- Decentralized infrastructure
- Windows and Linux
- Virtual data center

Enterprise

- Large centralized IT environments
- Dedicated admin teams
- Windows, Linux, Unix
- Enterprise applications

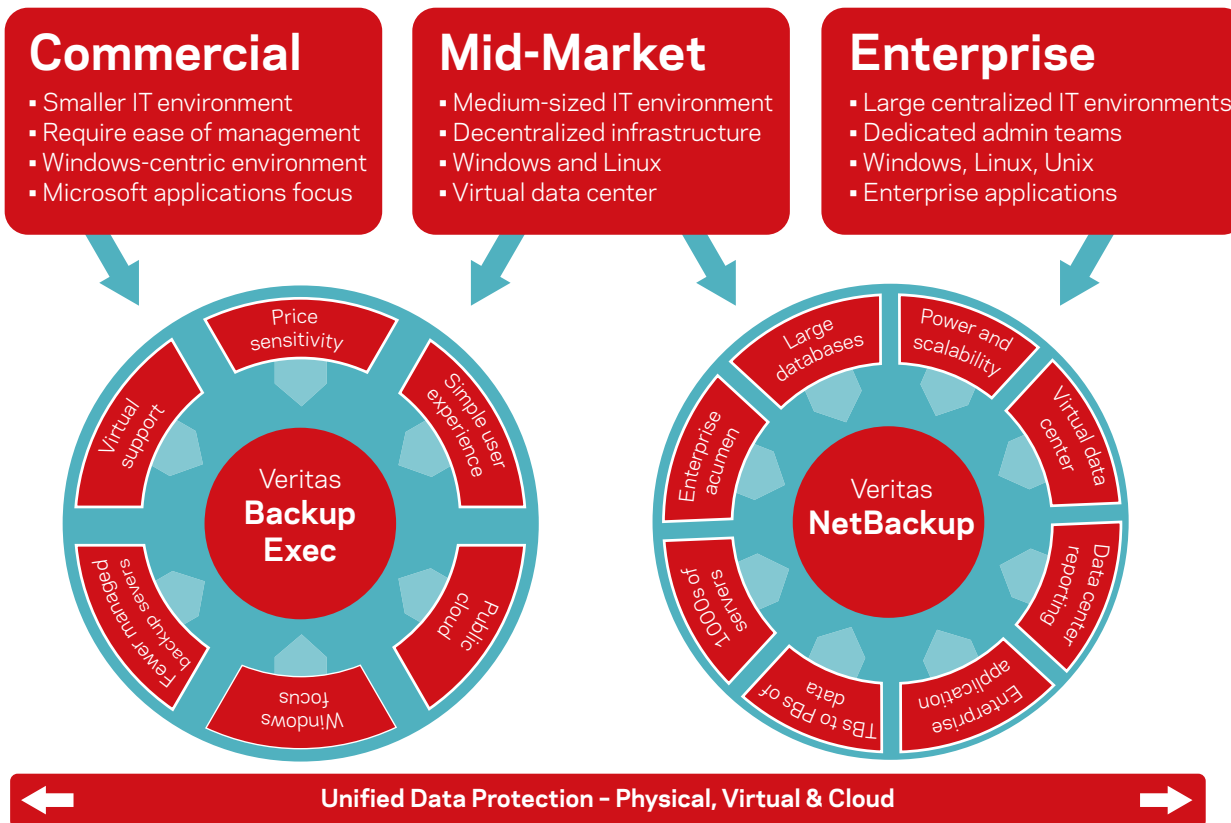
BACKUP EXEC

Powerful, flexible, trusted, easy-to-use backup and recovery for small and mid-market customers with a Windows-centric IT environment.

NETBACKUP

Enterprise and mid-market data protection for heterogeneous environments.

Follow the decision-tree infographic to help your customers get the right product.



“ Backup Exec is an exceptional product which works really well in both physical and virtual scenarios: it’s time for Backup Exec! ”

Zubair Ismail, Avnet Technology Solutions

POSITIONING GUIDELINES

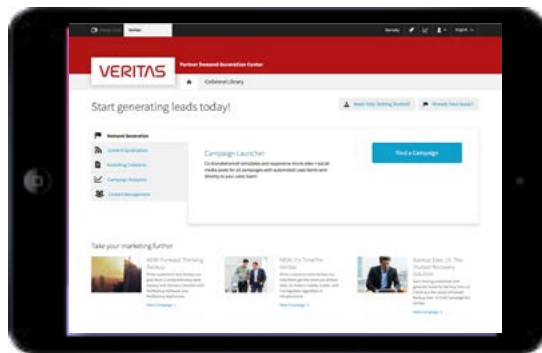
BACKUP EXEC AND NETBACKUP - HOW TO POSITION

Backup Exec	Powerful, flexible, and easy-to-use backup and recovery	
NetBackup	Enterprise data protection for heterogeneous environments	
Attribute	Backup Exec	NetBackup
Primary target market	Small and mid-market customers	Mid-market and Enterprise customers
Customer IT environment	Windows-centric	Heterogeneous
Market positioning	Powerful, flexible, trusted, easy-to-use backup and recovery	Enterprise data protection for heterogeneous environments
Key differentiators	<ul style="list-style-type: none"> ▪ Ease of use ▪ Microsoft applications and Windows focused ▪ Low price 	<ul style="list-style-type: none"> ▪ Depth of features, functionality ▪ Customization, flexibility ▪ Scalability, up to the largest and most complex environment
Veritas cross-sells	Veritas System Recovery, Veritas Desktop and Laptop Option, Veritas Enterprise Vault, Veritas InfoScale	Veritas Desktop and Laptop Option, Veritas Enterprise Vault, Information Map, Veritas InfoScale, Veritas Resiliency Platform, Velocity

Note: Veritas System Recovery (VSR) and Veritas Desktop and Laptop Option (DLO) remain viable and fully supported solutions in the Information Protection Solution portfolio. These solutions should also be considered where appropriate when engaging with customers.

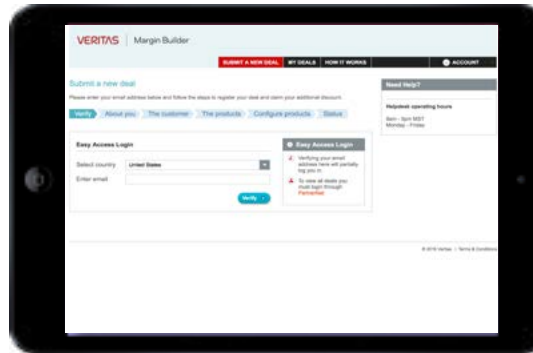
PARTNERS: BE PROFITABLE & EMPOWERED

GENERATE MORE



Generate campaigns on
The Grid [➤](#)

EARN MORE



Maximize profit using
Margin Builder [➤](#)

MANAGE MORE



Find opportunities on the
Renewals Portal [➤](#)

Veritas only sells Backup Exec through partners.

MAXIMIZE YOUR PROFIT

MARGIN BUILDER

Margin Builder provides an upfront discount to you for developing and closing incremental small and medium business sales opportunities.

- Maximize your margin potential selling Backup Exec
- Earn up to **20% upfront discount** on **unlimited quantities** of Backup Exec licenses
- It's fast (2 minutes on-screen approval), targeted (SMB and Mid-Market opportunities)
- Applicable to all new, version upgrade and competitive upgrade licenses of Backup Exec

Open to members of the Veritas Partner Force Program. **Partner Force** is free to register.

Register opportunities in [Veritas Margin Builder](#) (PartnerNet log-in required)

The screenshot shows the Veritas Margin Builder web application. At the top, there's a navigation bar with 'VERITAS | Margin Builder', a language dropdown set to 'English', and buttons for 'SUBMIT A NEW DEAL', 'MY DEALS', 'HOW IT WORKS', and 'ACCOUNT'. Below the navigation, there's a 'Submit a new deal' section with a prompt to enter an email address and a progress bar with steps: 'Verify', 'About you', 'The customer', 'The products', 'Configure products', and 'Status'. There are two 'Easy Access Login' forms. The first has a 'Select country' dropdown set to 'Puerto Rico' and an 'Enter email' field. The second form has a warning icon and text: 'Verifying your email address here will partially log you in.' and 'To view all deals you must sign through PartnerNet'. On the right, there's a promotional banner: 'MAKE UP TO 20% MORE MARGIN WHEN YOU SELL BACKUP EXEC™' with a 'LEARN MORE' button. At the bottom right, there's a 'Need Help?' section with a phone number '+44 1844 363 008', an email address 'EMEAheadoffice@veritasmarginbuilder.com', supported languages (English, French, German, Italian, Polish, Spanish, Swedish), and 'Helpdesk operating hours' (9am - 5pm GMT, Monday - Friday).

Help your customers avoid expensive annual renewals from other vendors by upgrading to Backup Exec.

DEMAND GENERATION

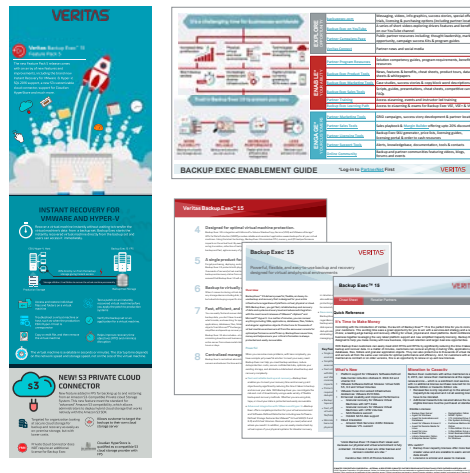
MARKETING RESOURCES ON THE GRID

The Grid contains a library of marketing assets and resources to help you drive marketing leads. You can create your own email campaign and microsite, customized with your logo and contact details.

With real time lead alerts you can make proactive sales calls or send follow-up emails while your brand is top of mind.

- Launch comprehensive Nurture Flow campaigns
- Import and manage your contacts
- Track and analyze campaign performance
- Automate Lead Alerts directly to your sales team
- Access the Collateral Library for supporting assets and materials
- Best of all? Any leads you generate are your own.

For fast access register now [▶](#)



Two new ways for you to drive demand

Need help with Backup Exec opportunities?
Contact our sales team:

Campaign in-a-box

Build a campaign directly through the Grid. Choose from a wide range of integrated campaign assets to create a campaign with personalized calls to action to complement your business model.

Campaign to-go

Use campaign-ready assets to integrate into your existing campaigns. Leverage campaign tools, content and messaging where appropriate to your business to create a compelling value proposition for your campaign.

PARTNERING IN SUCCESS

At Veritas we are committed to helping our valued partners make the most of every opportunity, selling leading technologies that will help your customers to combat data growth and realize the full value in their information.

Veritas Partner Force

To make it easier and more rewarding than ever before to work with us we are constantly evolving our partner program. Find out information on the program and what's coming next.

[Visit the page](#) ➤

PartnerNet

Your one-stop portal for all the information about partnering with Veritas. See the Sales and Marketing tab for resources such as the Market Opportunity Guide and the Sales and Partner Playbook.

[Log in to PartnerNet](#) ➤

Veritas Partner Enablement

To help you build skills, knowledge and competencies, access Partner Enablement on PartnerNet.

[View now](#) ➤

Veritas Partner News

Get the knowledge to sell confidently with the latest news and thought leadership articles direct from [Veritas Connect](#).

Look out for the [Veritas Voice](#) newsletter, with in depth features and the key articles for where you are, coming in your locale and language, monthly.

Subscribe today and stay current by opting-in to the newsletter via your Communication Preferences on the My Account page on [PartnerNet](#).

Veritas Sales and Partner Playbook

A mobile-friendly enablement tool which provides our sales teams and our partners with anywhere and anytime access to the information they need to have effective conversations and sell to different customer personas.

[Download now](#) ➤

Veritas Distribution Hub

Our distributors will help engage, on-board and support you as you take on the great opportunities to sell Information Management.

[Visit the page](#) ➤

Veritas eLibrary

Get free access to hundreds of on-demand web-based training modules across our product portfolio.

[Visit now](#) ➤

Veritas Partner Force Campaigns

Bookmark our dedicated Partner Force Campaigns page for the latest information from Veritas.

[Visit the page](#) ➤

HELP AND CONTACTS

PARTNER SUPPORT

Sales Support Helpdesk delivered by Partner Service

We're here to assist you with pre- or post-sales queries on any topic, including:

- Product information
- Activation
- Buying programs
- Product licensing and pricing
- License transfers
- License certificate reprints
- Product upgrades/downgrades
- Install base reports
- Renewals IDs and proof of purchase
- Temporary or evaluation keys
- Partner programs
- PartnerNet

CustomerCare@Veritas.com ➤

ANY OTHER QUESTIONS?

For other information or assistance, please contact your Partner Manager or email:

Americas (AMS):

AMSChannelComms@veritas.com ➤

Europe, Middle East and Africa (EMEA):

EMEA.ChannelMarketing@veritas.com ➤

Asia Pacific and Japan (APJ):

APJ.ChannelMarketing@veritas.com ➤

CONTACT YOUR LOCAL BE SALES TEAM

For other information or assistance, please contact your Partner Manager or email:

Americas (AMS):

Backupexecsales.AMS@veritas.com ➤

Europe, Middle East and Africa (EMEA):

Backupexecsales.EMEA@veritas.com ➤

Asia Pacific and Japan (APJ):

Backupexecsales.APJ@veritas.com ➤

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