



# Modern Data Protection

Delivering 360 Data Management with  
NetBackup™ and NetBackup Appliances

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Partner Sales Play Kit

**VERITAS**™

The truth in information.



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# Why is modern data protection important?

Businesses are undergoing a dramatic digital transformation. Organizations must proactively adapt to remain profitable, competitive, and compliant – and to seize the competitive and cost advantages offered by virtualization and the cloud.

## Data protection for the digital business

Digital business needs to respond to the increasing data management challenges in a multi-cloud and virtual world. Data is one of the most valuable assets the organization possesses. It's time to think ahead. It's time for modernized data protection.

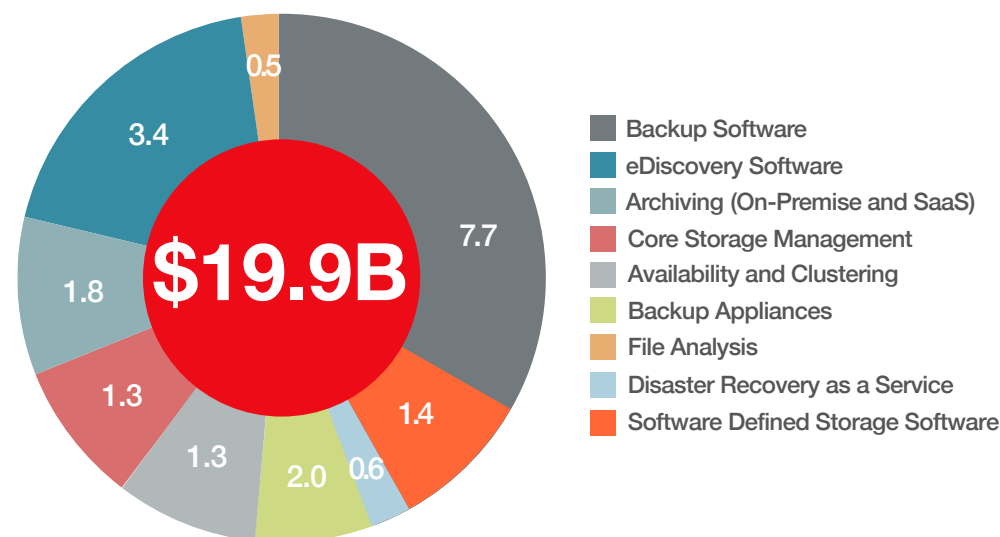
Why now? Now is the tipping point where businesses must re-evaluate their information infrastructure as they move to digitalization.

Why? We're moving into the future, and in that future being able to capture data, turn it into information and manage it is absolutely key. Information is increasingly at the core of our customers' business.

Help them keep their business at the front of the pack!

## What's at stake? Accessible Market Opportunity

2020 Veritas Accessible Markets\*



\*Veritas Accessible Market is calculated on the basis of IDC and Gartner analyst data and normalized by Veritas Market and Customer Insights against Veritas revenue actuals and market presence. For Veritas partners, this forecasts accessible market opportunity, based on focused and targeted demand generation efforts with Veritas.

Show your customers how to modernize their data protection to deliver 360 Data Management: for today's multi-cloud, virtual and on-premise cloud environments.

# Your opportunity for bigger conversations

## Become a trusted and valued multi-cloud data management advisor

By helping your customers shape a multi-cloud data management strategy, you can establish yourself as a trusted advisor for years to come, as data challenges continue to grow and your customers need to enable their businesses for digitalization. To help you do just that, Veritas has published reports with information and statistics raising the issues your customers are facing and showing ways forward that you can leverage.

Find out how customers are addressing the challenge in the Databerg report [▶](#)

Show your customers how they can benefit with a 360 Data Management approach [▶](#)

Dedupe to the cloud using NetBackup™ CloudCatalyst and more with NetBackup 8.1 [▶](#)

Take advantage of expandable storage for physical and virtual environments with NetBackup™ 5240 Appliance [▶](#)

NetBackup™ 5300 series is an integrated media server with storage protecting both virtual and physical environments [▶](#)

## Talk about the power of partnership

As you discuss how to help your customers solve their biggest enterprise data management challenges in partnership with Veritas, we are forging the technology alliances that will be key for your customers as they develop their cloud strategy.



Learn more [▶](#)

Microsoft Azure

Learn more [▶](#)



Google Cloud Platform

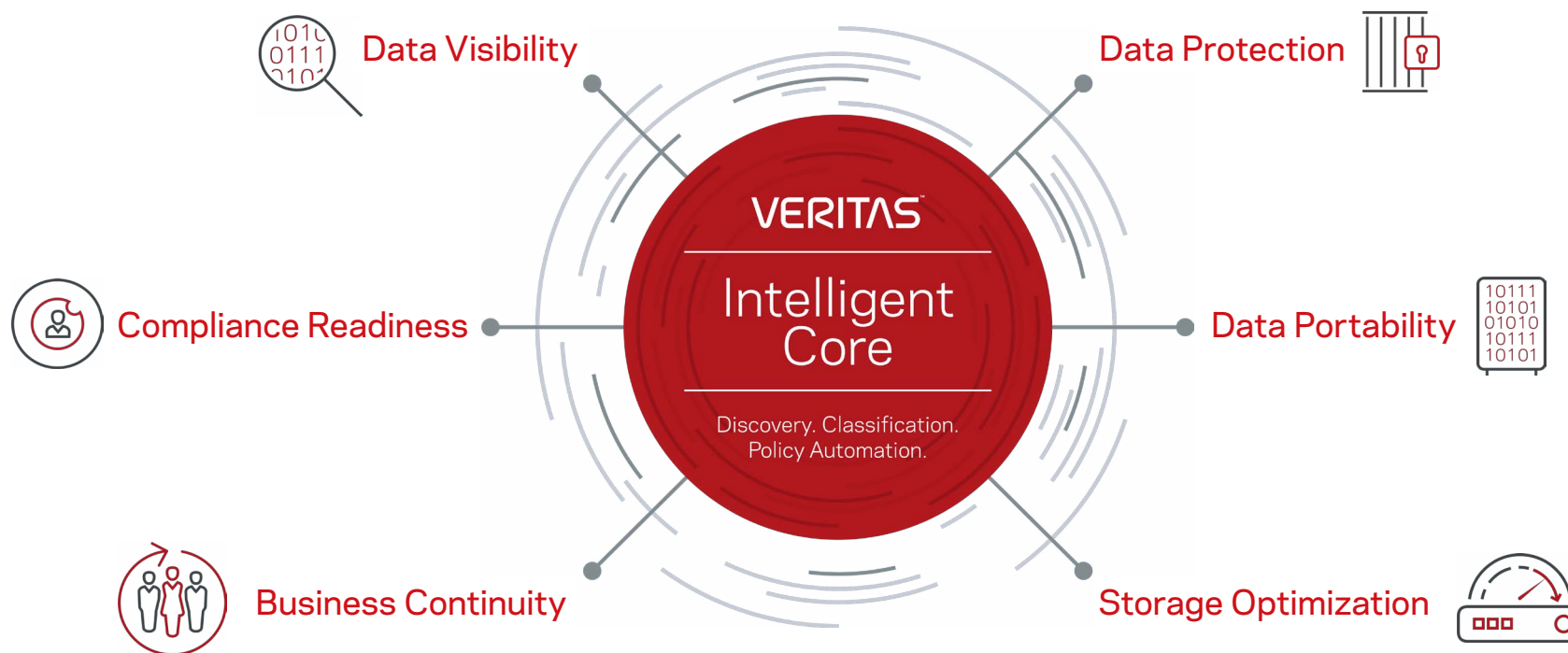
Learn more [▶](#)



Learn more [▶](#)

# The Veritas answer: 360 Data Management for multi-cloud

Veritas 360 Data Management enables enterprises to accelerate their move to the cloud, while ensuring cost efficiency and reduced risks along the way.

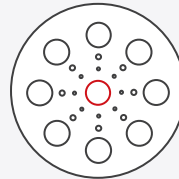


# Customer challenges with data management today



## Complex Cloud Migration

Cloud migration processes are too complex and take too long, delaying your customer's ability to exploit the advantages of cloud computing



## Fragmented Protection/Control

Management and control is fragmented by too many point tools and processes, straining IT skills and killing staff efficiency



## Rising Storage Costs

Storage costs continue to rise exponentially, draining IT budgets that could be better spent on innovation



## Stricter Regulations

Regulatory risk continues to place pressure on IT to make sure data is properly retained or destroyed in a timely manner



## Slow App Deployment

New application development is decelerated as data becomes more difficult to obtain by those who need it

# Reasons to move your customers to NetBackup 8.1

## Better Cloud Backups

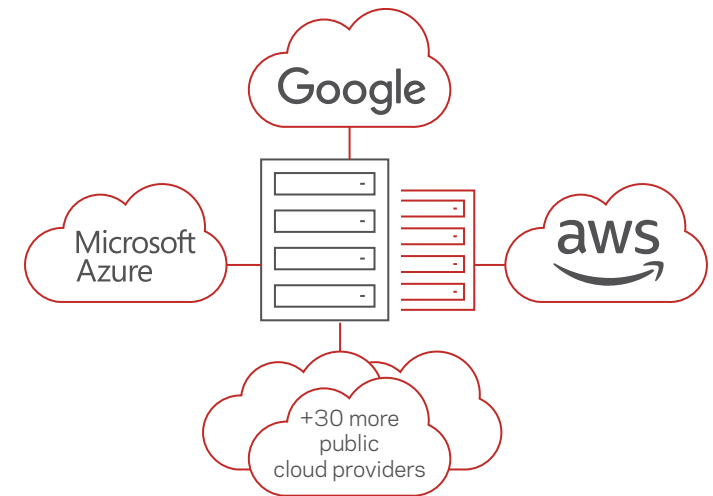
Only NetBackup™ 8.1 delivers broad choices and confidence to the multi-cloud with 40+ certified public cloud connectors. With NetBackup CloudCatalyst, backups to the cloud are deduplicated up to 3 times faster than the competition, dramatically reducing the time and cost associated with cloud storage and eliminating the need for 3rd party cloud gateways.

## Protect Modern Next-Gen Workloads

Whether it's Big Data, Hyperconverged, or Open Source, NetBackup 8.1 has your customers covered. NetBackup Parallel Streaming and its agentless, on-demand flexibility and dynamic scale-out performance allow customers to keep pace with multi-petabyte workloads such as Hadoop and NoSQL, and hyperconverged workloads such as VDI with Nutanix. And with NetBackup appliance Universal Share, any data can be copied directly to an Appliance, saving production storage space and eliminating double data moves.

## Build Resilient, Flexible Backup Infrastructure with NetBackup Physical and Virtual Appliances

Veritas is the only vendor to offer active-active, highly available, integrated appliances that deliver nearly zero downtime. We can also scale to 1.9 petabytes and improve performance as much as 70% with a high availability configuration. And with NetBackup Virtual Appliances for both the Remote Office and now the Data Center, never has there been more deployment options to build out the "right for me" data protection infrastructure.



# Extend your opportunity to backup as a service

## Deliver differentiated backup and DR services

Backup-as-a-Service Powered by Veritas enables partners to provide uniform backup and DR capabilities and deliver differentiated offerings tailored to their unique customer base.

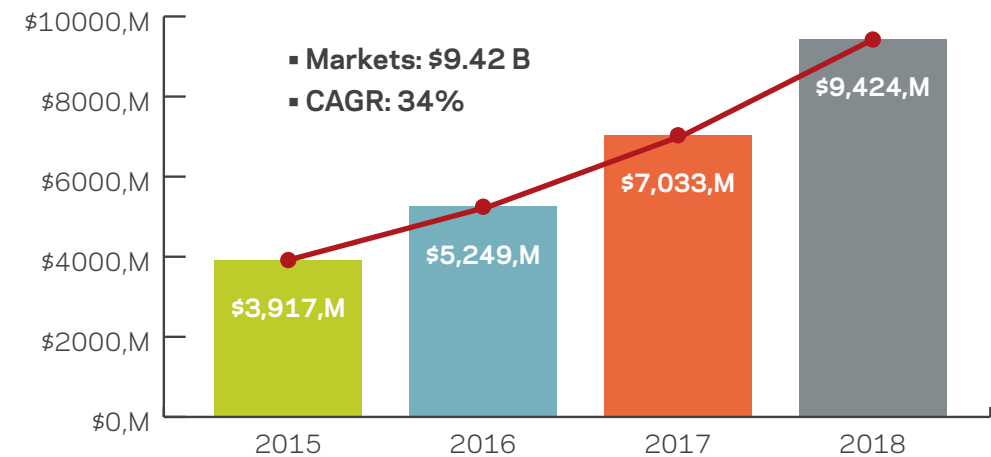
Delivers for your customers:

- Central management and policy-based automation
- Fast recovery speed
- Flexible recovery options/SLAs
- Heterogeneous coverage with one solution
- Lower total cost of backup
- Information awareness

## Partner benefits

- Customer satisfaction and retention
- Long term customer relationships
- New customer acquisition
- Recurring revenue streams
- Greater profitability and predictability of business
- Door opener for additional services

## Your opportunity with Backup-as-a-Service



M&M – Worldwide Market Forecasts and Analysis (2013-2018)

[Databerg Report](#) ▶

[State of the Hybrid Cloud Report](#) ▶

[360 Multi-Cloud Data Management partner assets](#) ▶

[360 Data Management video](#) ▶



# Extend your opportunity to Oracle

## Reduce the complexity of Oracle database backup and recovery

NetBackup™ Copilot for Oracle integrates components of the NetBackup application, Oracle Recovery Manager and the NetBackup appliance to allow database administrators to independently manage database backups.

Helps your customers:

- Reduce the complexity of Oracle database backup and recovery
- Lay the groundwork for future growth
- Help IT to become more agile to deliver greater business value

Watch the video 

## Your opportunity with Copilot for Oracle

A large and fast growing market to tap into:

- IDC estimates the database market will grow to \$50 B by 2017 with a 11% CAGR
- Oracle cites 430,000 database customers across 175 countries in their 2017 fiscal year report



Faster backup and recovery of Oracle databases



Easy coordination between the DBA and backup admin



Reduced storage costs and impacts to production environment

*"With NetBackup Copilot for Oracle, ESG Lab believes that Veritas is reaping the rewards from years of solid data protection product development. By focusing on customer challenges around Oracle database protection, Veritas was able to deliver a comprehensive solution by simply fine tuning and integrating its existing technologies."*

ESG Labs Spotlight, February 2016

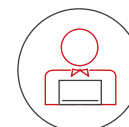
# Target profiles for 360 Data Management



## Unified Data Protection?



## Data Visibility?



## Business Continuity?



## Data Access?

	Unified Data Protection?	Data Visibility?	Business Continuity?	Data Access?
<b>VP / IT Director (SIT IN IT)</b>	"Fewer tools to maintain, no data management silos, significantly improved TCO, simplicity & agility."	"Real time, actionable reporting on unstructured data to maximize storage efficiency across disk, tape and cloud making it easier to plan for growth."	"I can recover multi-tier applications with a single click & ensure compliance with non-intrusive DR testing."	"Integrating Data Protection & Copy Data Management provides drastic savings in storage & rapid data access."
<b>BackupAdmin (FIT IN IT)</b>	"Fewer tools, hardware & software components to learn, manage & maintain. Fewer mundane tasks to perform every day."	"Now I can create more intelligent data protection policies aligned to the importance of our data I can provide more strategic value."	"Being able to initiate single-click Disaster Recovery simplify our processes and gives me piece of mind."	"I don't need to be involved in the recovery process for Developers or data scientists who need data quickly."
<b>VM / Cloud Admin</b>	"By automating VM backup and performance I can ensure all VMs are protected and deliver near 100% success. With integrated cloud connectors and dedupe I enable more choice and faster multi-cloud backup."	"Now I can see the dark data within our VMs I can make informed decisions on what to move to the cloud & what to delete."	"Recovery of Applications within our VMs means I can leverage Cloud infrastructure for disaster recovery."	"I don't have to wait in line to get my data back."
<b>DevOps &amp; Data Scientists</b>	"By leveraging backups, DevOps has instant access to production data to accelerate application delivery. I can now meet data protection SLAs for multi-petabyte, cloud-scale workloads with agentless, parallel streaming technology."	"I can visualize more information than ever & make better, faster decisions."	"I can recover my multi-tier application rapidly & know it will work every time."	"I can self serve my own data recovery."

# Qualifying your customer

## Your Customers' Challenges

Fragmented point products

No visibility of unstructured data

Backing up everything forever

Too many physical copies



## Why Current Solutions are Not Sustainable

Increases cost and complexity; inconsistent DP raises risk

Unsustainable growth/cost; contradicts good compliance

Slow and unpredictable application recovery

Average of 13 copies; missed SLAs; space-intensive

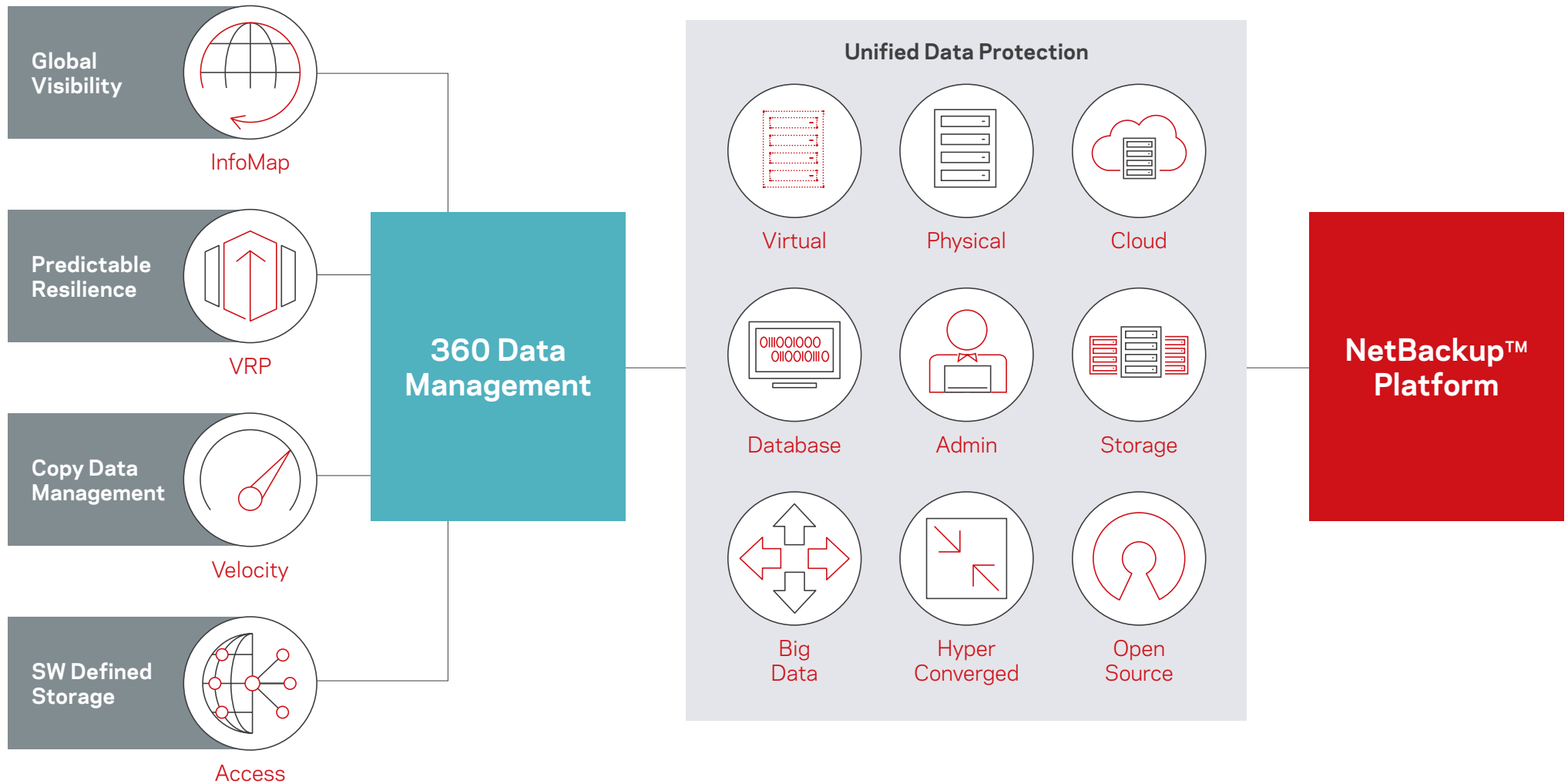
## Veritas Solution and Benefits

- Reduce data security and compliance risk with visibility of unstructured data
- Help avoid fines of up to 4% annualized turnover
- Reduce physical copies up to 80%
- Speed up cloud adoption/migration & protection
- Lower TCO by not storing/protecting ROT data
- Reduce complexity of point products, so your organization can focus on strategic initiatives

## Position Veritas Solution

- Veritas has a track record of protecting data in the most demanding environments (86% of the G500 customers)
- Veritas is a market leader in Integrated Backup Appliances, and provides unified protection for all your data across virtual, cloud and physical environments
- Veritas enables you to manage data growth & easily scale with near 100% B&R success rates out-of-the-box
- Veritas offers innovative pricing models (subscription to socket-based, for virtual environments and more)

# Qualifying your customer



# Qualifying your customer

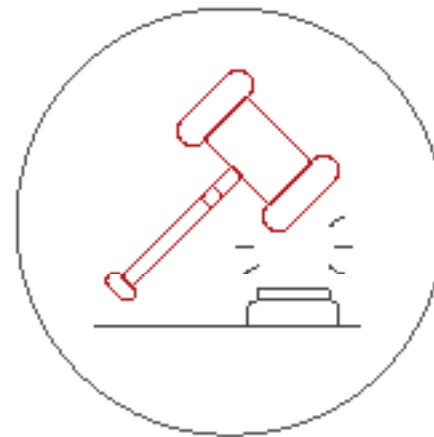
## Key Qualification Questions

- Do you have an integrated data protection plan across your virtual, cloud and physical environments to create better visibility and instant data recovery?
- How are you modifying your data protection SLA to include public and hybrid cloud deployed apps?
- How often do you spring clean your data, or purge data that could pose a risk to the business?
- What is your timeframe for refreshing your backup & recovery infrastructure? Where do you need to trim?




## Objection Handling

- "Veeam does it all at ¼ of the price": Veeam only covers virtual workloads and nothing else (e.g. multi-cloud)
- "My EMC contract covers everything": EMC's solution requires multiple separate products (Avamar, Data Domain, Networker) vs. NetBackup (single, integrated solution, single contract)
- "Veritas is a legacy provider": We support multiple public & private clouds, plus SDS, CDM, DR, analytics and mode2
- "I have not heard that making copies is an issue": Making copies isn't the issue, it's the inefficient way they're made



# Competitive positioning

	Veritas	Competitor CommVault	Competitor EMC	Competitor Veeam
Data Protection				
Data Workload Portability				
Storage Optimization				
Business Continuity				
Compliance Readiness				
Data Visibility				
All in a Single SKU				

**Green** = Offers this functionality

**Yellow\*** = Partially offers this functionality

**Red** = Does not offer this functionality

\*Offers a subset of what Veritas does per observed and evaluated functionality (not as extensive or comprehensive as Veritas).

# Key resources for partners

## 01

### Understand your Customer

Show thought leadership  
with your customers'  
data challenges >

Databerg Report >

Data Hoarders report >

Turn your data into your  
most strategic asset while  
going through your digital  
transformation journey – video >

## 02

### Qualify

360° approach: all-round  
Protection, Availability and  
Insight for your data, no  
matter where it travels >

Gartner Magic Quadrant article >

360 Data Management  
customer presentation >

## 03

### Position Solution

360 Data Management  
page on PartnerNet >

NetBackup™ product  
page on PartnerNet >

NetBackup Appliance 5200  
product page on PartnerNet >

NetBackup Appliance 5300  
product page on PartnerNet >

Information Map product  
page on PartnerNet >

Resiliency Platform product  
page on PartnerNet >

Velocity product page  
on Veritas.com >

## 04

### Demonstrate Value

News Release: Veritas 360  
Data Management Portfolio  
Advancements >

Entetsu System Service:  
providing unified data  
protection across virtual,  
physical and cloud >

Fujitsu: adopting Veritas  
as part of their data  
protection portfolio >

Forging key technology alliances  
for your customers' cloud future:

AWS >

Azure >

Google >

IBM >

# Run your co-branded campaign on the Veritas Grid

## Campaign resources on the Grid

The Veritas Grid is your marketing resource offering co-brandable campaigns to generate demand and grow pipeline. Simply personalize the assets with your logo and contact details, and you have ready-to-go email campaigns and landing pages.

### Unified Data Protection

Thought  
Leadership

Appliances  
to prospects

Appliances to  
installed base

Oracle  
Copilot upsell

### 360 Data Management

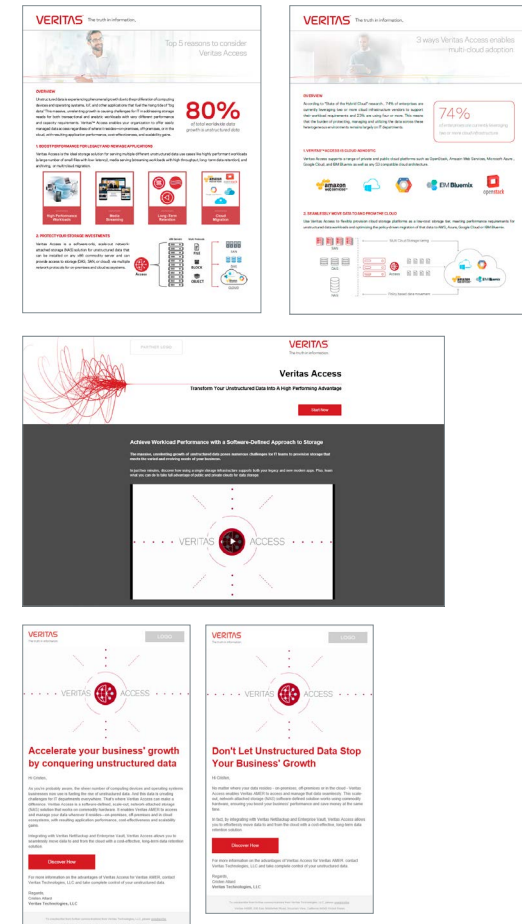
NetBackup™

NetBackup  
Appliances

Information  
Map

Velocity

Resiliency  
Platform



Start your campaign now and generate new leads! [▶](#)



# Maximize your profitability

## Opportunity Registration Program

As a qualifying partner, this program provides rebates to you for actively identifying, developing and closing incremental sales opportunities on qualifying products.

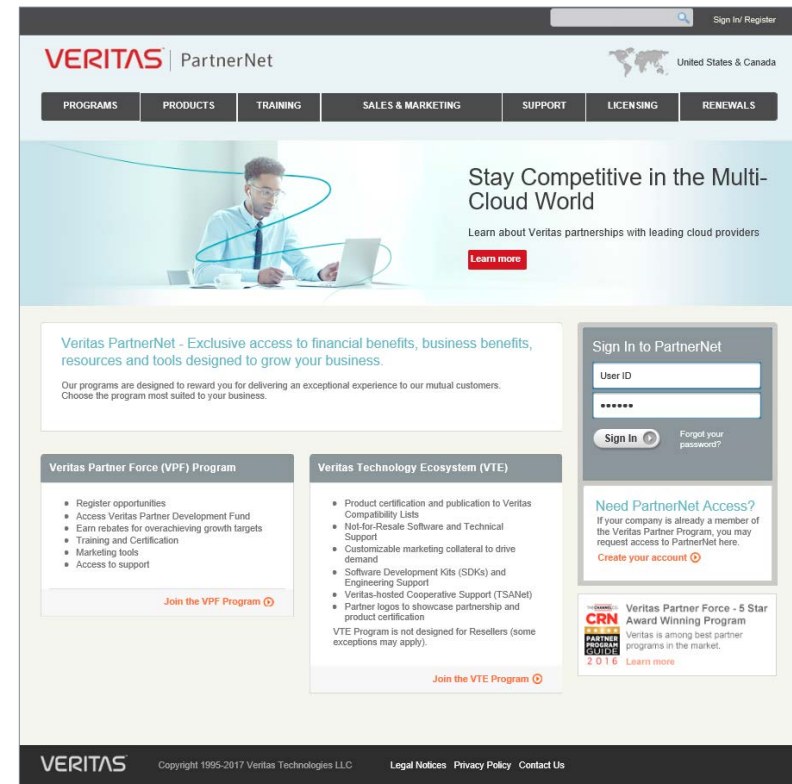
The opportunity must also be one of the following:

- A new end-user customer account
- A sales opportunity for new products within an existing customer account
- A new project for an existing customer

## Growth Accelerator Rebate

As a qualifying partner, you can earn growth rebates by reaching and exceeding revenue targets for Veritas defined eligible new business in your expert competency area(s).

Find out more (login required) ➤



# What next?

## Work with your Partner Manager to...

### Plan

1. Identify target customers
  - From your demand generation activities
  - From your customer base
2. Hold initial discovery conversations
3. Uncover and qualify your opportunities



### Enable

1. Use sales program resources and assets
2. Agree on milestones and metrics  
  
Log your opportunities in ORR ▶
3. Execute your sales program



### Measure

1. Engage Veritas and/or distributor to co-sell
2. Track your ORR progress through the sales cycle ▶
3. Close your incremental business with Veritas

# Partnering for 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.

## 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 local 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 Partner Campaigns

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

[Visit 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](#) ➤

## Virtual On-Demand Training

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

[Visit now](#) ➤

# Campaign help and contacts

## Help with the Grid

If you need help planning, launching and following up with leads, including campaigns, web content syndication and social syndication, our Grid Marketing Specialists can provide free-of-charge professional marketing services.

Simply email:

[Veritas@elasticgrid.com](mailto:Veritas@elasticgrid.com)

For technical support, email:

[Enquiries@elasticgrid.com](mailto:Enquiries@elasticgrid.com)

or call

EMEA: **+40 3100 051 641**

APJ: **+61 2 8396 5700**

AMERICAS:

North America: **+1 801-416-0801**

LATIN AMERICA:

Brazil: **+55 (11) 3527-1940**

Mexico: **+(52) 55 6717-2934**

Other: **+(1) 305-671-2312**

## Partner Pre- and Post-Sales 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](mailto:CustomerCare@Veritas.com)

## Any other questions?

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

North America:

[AMSSChannelComms@veritas.com](mailto:AMSSChannelComms@veritas.com)

Latin America and Caribbean (LAMC):

[LAMC.ChannelComms@veritas.com](mailto:LAMC.ChannelComms@veritas.com)

Europe, Middle East and Africa (EMEA):

[EMEA.ChannelMarketing@veritas.com](mailto:EMEA.ChannelMarketing@veritas.com)

Asia Pacific and Japan (APJ):

[pmc.apj@veritas.com](mailto:pmc.apj@veritas.com)

