BELIEVE IN THE BOX.
OUR APPLIANCE IS YOUR LAUNCHPAD.

Move forward with backup.

VERITAS™
Partner Force

FORWARD THINKING BACKUP SALES PLAYS
PARTNER SUCCESS KIT

CONTENTS

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WHAT IS THE FORWARD THINKING BACKUP CAMPAIGN?

WHY DOES THE WORLD NEED 'FORWARD THINKING BACKUP'?

It is well established that businesses are undergoing a dramatic digital transformation. Organizations must proactively adapt to remain profitable, competitive, and compliant. Data is at the center of it all, growing at an unprecedented rate. So today's customers face more information challenges than ever before – including increasing regulatory pressure.

Digital protection for the digital business.

In the digital business, protecting data takes on a new meaning, and when it's properly managed, information can be leveraged as a valuable asset. A clearly defined approach to backup is now a core element of every customer's information management strategy. It's time to think ahead. It's time for Forward Thinking Backup.

Veritas has created this document to help you make the most of present market opportunities and proven, industry leading technologies.

Show your customers how to reduce complexity, scale for growth, increase agility and make more strategic decisions by unlocking the power of their data.

CAMPAIGNS AND SALES PLAYS: DEMAND TO ACCELERATION

	FORWARD THINKING BACKUP	**Marketing Campaign** This is the Partner Success Kit you are already using to run marketing campaigns: ▪ Demand Generation ▪ Lead Generation and Nurture ▪ **Lead Conversion**
	BELIEVE IN THE BOX	**Sales Play** This presentation sets out how to convert leads from your marketing campaigns into sales: ▪ Opportunity Qualification ▪ Showing Value ▪ **Sales Acceleration**

Marketing Led

Sales Led

WHY APPLIANCES?

Reduce Complexity with Veritas

Our mutual customers need accelerated solutions for converged unified backup, to help them reduce complexity across their on-premise and virtual environments. Veritas has taken its position in the integrated backup appliance market from 0% to 40% in 5 years and is seeing double digit growth in this market. Start here by showing your customers how they unify their backup and achieve rapid time to value with your help and services.

Hear IDC talk about the advantages of integrated backup:
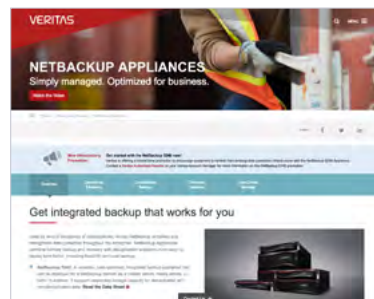
Visit the page ›

Read the report ›

Read about how appliances can reduce cost and complexity for your customers:

Visit the page ›

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THE APPLIANCES OPPORTUNITY FOR PARTNERS AND VERITAS

The Market Opportunity with Appliances
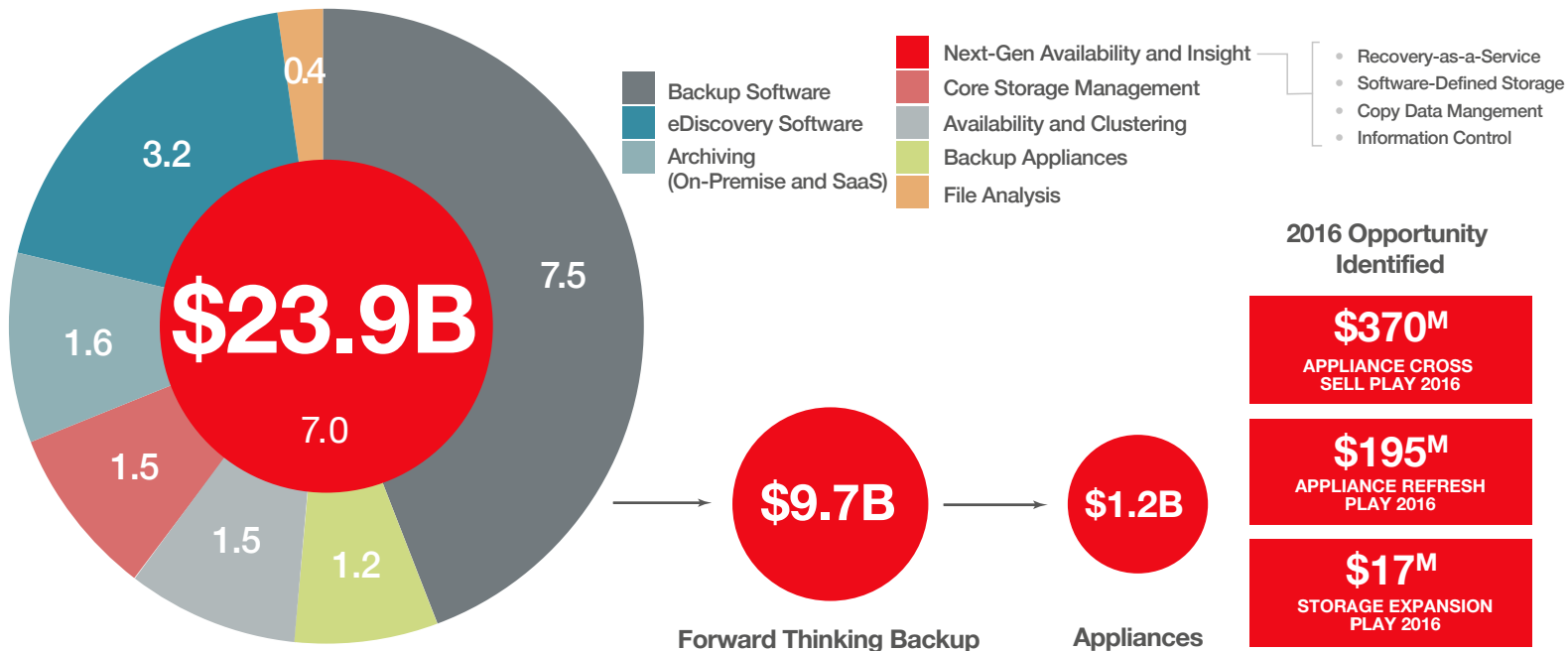2019 Forecast for Addressable + Adjacent Markets

$23.9B

Pie chart values:
- 7.5
- 7.0
- 1.2
- 1.5
- 1.5
- 1.6
- 3.2
- 0.4

Legend:
- Backup Software
- eDiscovery Software
- Archiving (On-Premise and SaaS)
- Next-Gen Availability and Insight
- Core Storage Management
- Availability and Clustering
- Backup Appliances
- File Analysis

Next-Gen Availability and Insight:
- Recovery-as-a-Service
- Software-Defined Storage
- Copy Data Mangement
- Information Control

$9.7B
Forward Thinking Backup

→

$1.2B
Appliances

2016 Opportunity Identified

$370M
APPLIANCE CROSS SELL PLAY 2016

$195M
APPLIANCE REFRESH PLAY 2016

$17M
STORAGE EXPANSION PLAY 2016

Here's the full size of the sales opportunity for backup appliances – $1.2 billion by 2019 – and how the immediate opportunity breaks down for 2016 across the key sales plays.

1. IDC Worldwide Data Protection and Recovery Software Forecast 2015-2019: 2016: $6.9Bil, 2019 $8.2Bil with a Global CAGR of 6.3%

QUALIFYING THE SALES OPPORTUNITY

Qualifying the sales opportunity for backup appliances, the key questions to ask:

1 Does the customer have an immediate problem with backup and recovery that needs to be resolved urgently?

2 What backup solution is the customer using now? Do they use dedicated appliances, or other solutions, such as the cloud, or build-your-own media servers?

3 Are they using appliances from any other vendor? What is their purchase cycle and when is the renewal for their existing appliances?

4 Is your customer using any master and/or media servers?

5 If they're using build-your-own media servers, do they understand the risks and the inefficiencies involved?

6 Is your customer using NBU software? If so, which version?

7 Is your customer using Oracle?

The answers to these questions will help you select your sales play

FTB SALES PLAYS:
BELIEVE IN THE BOX

These sales will also help you act now to convert your FTB leads into the following:

▪ Opportunity Qualification

▪ Showing Value

▪ Sales Acceleration

▪ **Target: Installed Base + Prospects**
  - ▪ NetBackup software customers
  - ▪ Selected prospects
▪ **Objective:** Incremental opportunity acceleration

▪ **Target: Installed Base**
  - ▪ NetBackup Appliance customers with models 5000, 50x0, 5200 and 52x0 (>3 years)
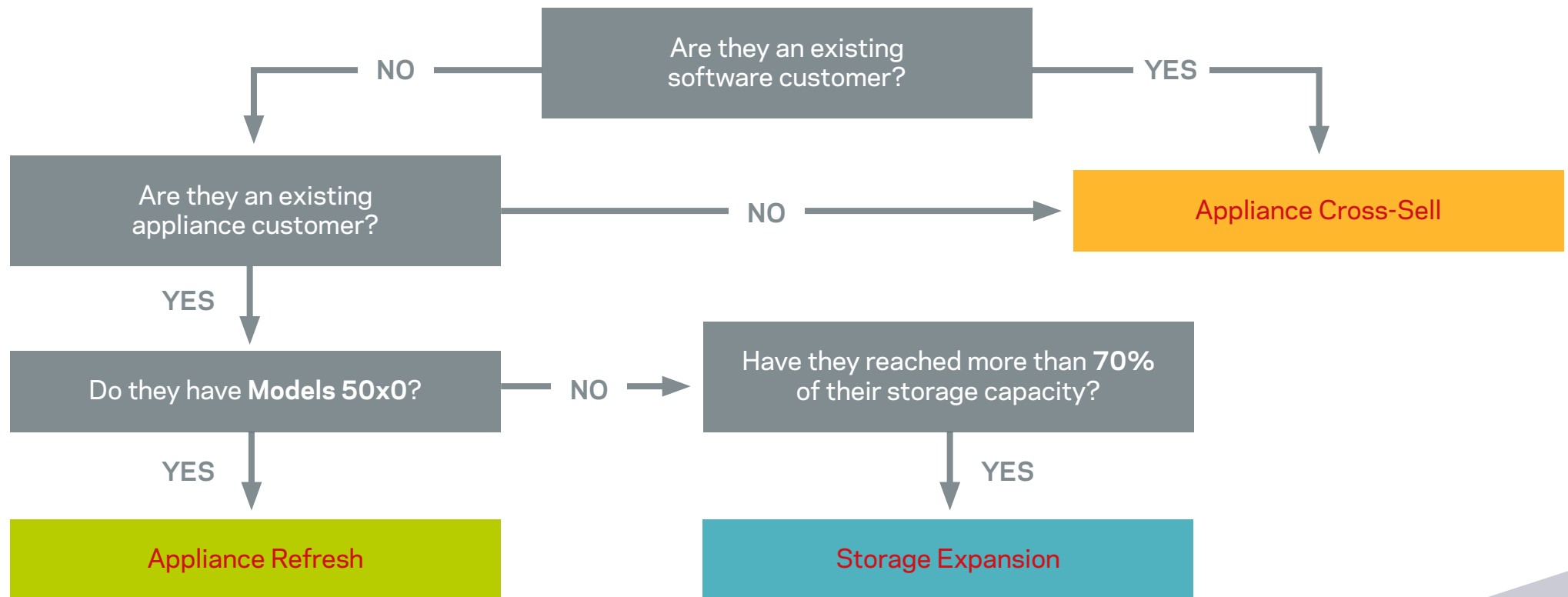▪ **Objective:** Upsell opportunities

▪ **Target: Installed Base**
  - ▪ NetBackup Appliance customers that are at >70% capacity utilization
▪ **Objective:** Upsell opportunities

WHICH SALES PLAY?
QUALIFYING DECISION TREE

Are they an existing software customer?

NO → Are they an existing appliance customer?

YES → Appliance Cross-Sell

Are they an existing appliance customer?

NO → Appliance Cross-Sell

YES → Do they have **Models 50x0**?

Do they have **Models 50x0**?

NO → Have they reached more than **70%** of their storage capacity?

YES → Appliance Refresh

Have they reached more than **70%** of their storage capacity?

YES → Storage Expansion
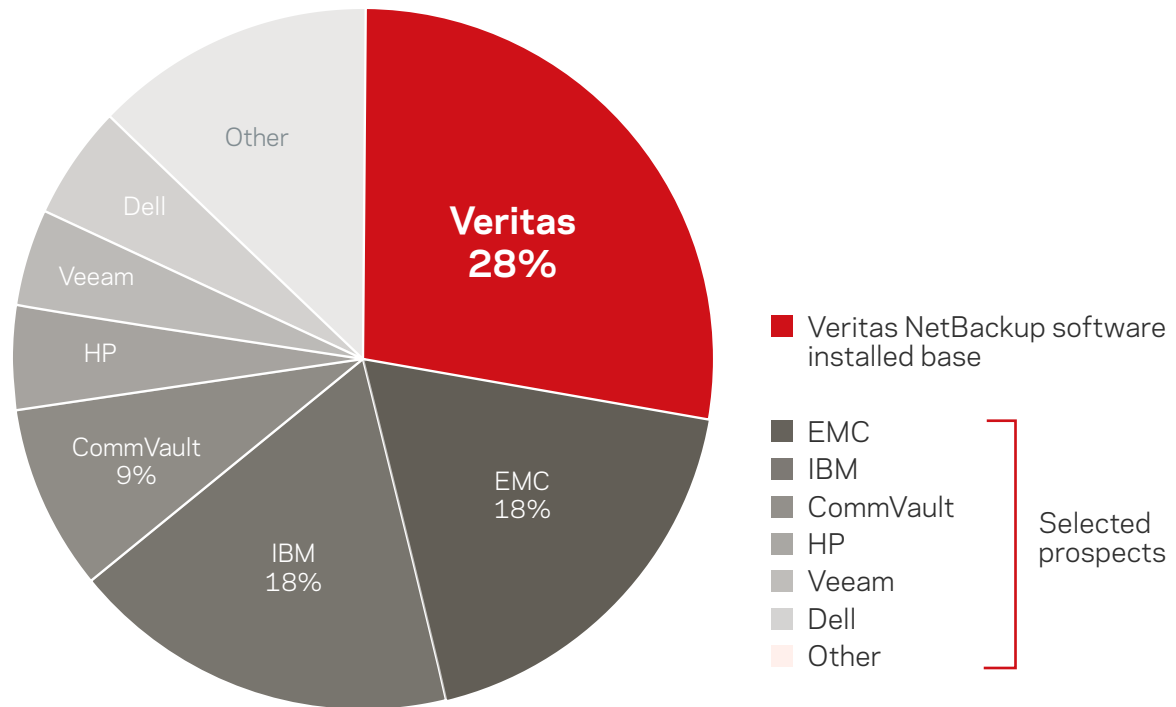
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APPLIANCE CROSS-SELL: THE OPPORTUNITY

#1 Worldwide Leader Backup and Recovery

Market Share: All Software Markets, Worldwide, 2015, Gartner (June 2016)

Leader in every Gartner Magic Quadrant for enterprise backup and recovery software 1999-2016*

Visit the page ➤

■ Veritas NetBackup software installed base

■ EMC
■ IBM
■ CommVault   Selected
■ HP   prospects
■ Veeam
■ Dell
■ Other

*Source: Veritas Business Insights, Oct 2015

APPLIANCE CROSS-SELL: APPROACH

## Land your initial appliance sale: NBU 5240 Appliance Server

- Co-exists with any existing dedupe back-end storage targets: Data Domain, Quantum, etc.

NetBackup 5240
201 TB Master or Media server

Expand your footprint with the customer: Position expansion with 5240 and/or 5330

- Address expansion needs with 5240 expansion storage shelves for increased capacity
- Address media server needs with NBU 5240 or 5330 media server appliances
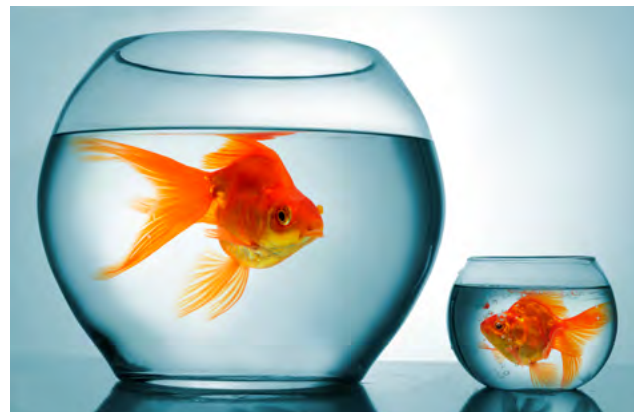
LAND STRATEGY

Appliance Cross-Sell

It's About Qualification!

Understand the Customer's Landscape:
- Identify their NBU or other backup server infrastructure
- Learn how they purchase infrastructure:
  - CAPEX – how do they depreciate assets?
  - OPEX – how long do they lease or subscribe?

Validate what is being refreshed:
- If just refreshing NBU or other backup server infrastructure, pause and focus on the "Land" strategy
- If refreshing target disk as well, proceed directly with the "Land" and "Expand" strategy

Position our NetBackup Appliance Value:
- Reduces complexity and improves agility
- Re-allocate build-your-own refresh budget to NBU 5240s

> Help me understand your schedule for refreshing your NBU infrastructure?

> Please describe what infrastructure you are refreshing and your plan to do so?

> What additional initiatives would you focus on if you had extra time available from your team?

EXPAND STRATEGY

Appliance Cross-Sell

It's About Follow-Up!

Schedule time to review install experience:

- Discuss next steps in backup modernization
- Meet the database and virtualization teams

Promote advanced features in appliance:

- Copilot – improved process for database protection
- VMware & Hyper-V advanced solutions
- Both will drive requirement for appliance storage

Deliver proposal for storage:

- Uncover budgeted dollars for the 3rd party target disk refresh
- Position those funds for NBU appliance storage expansion instead

What is your plan to refresh the 3rd party target disk in your backup infrastructure?

Help me understand the working relationship between your database and backup teams?

What would it mean to you if there was a way to consolidate your infrastructure and reduce costs?
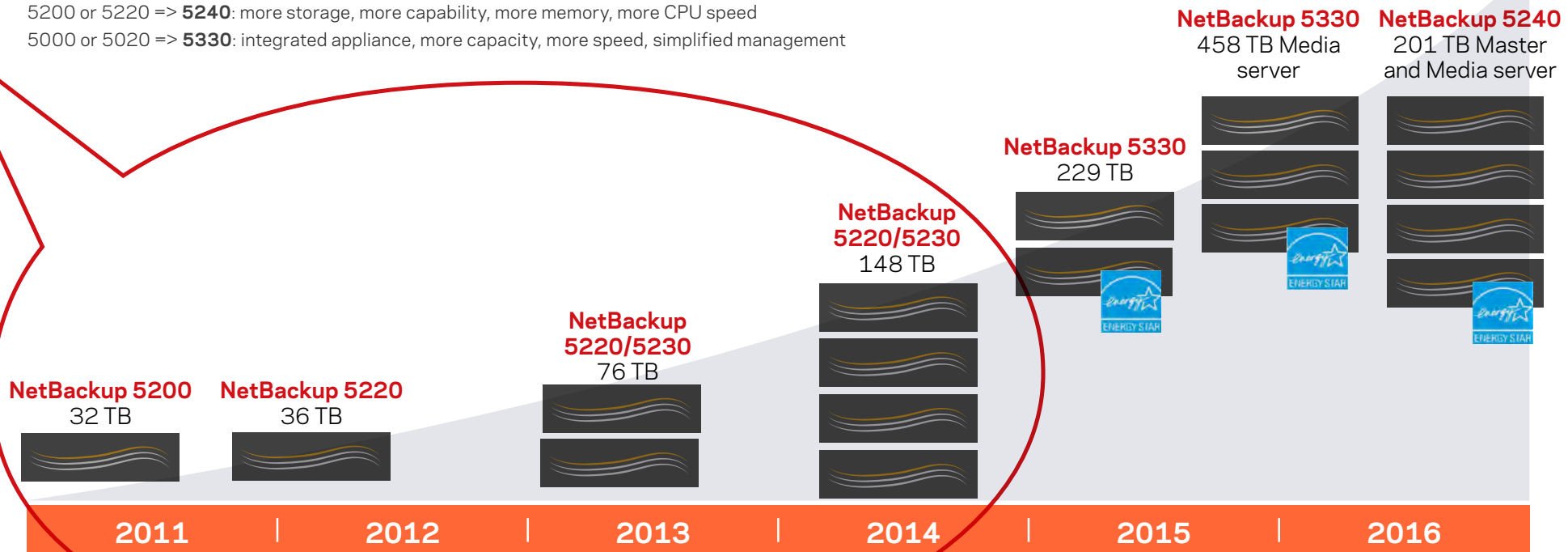
APPLIANCE REFRESH: THE OPPORTUNITY

Appliance Refresh

These are the key target customers for Appliance Refresh. Upgrade scenarios for these customers:

5200 or 5220 => **5240**: more storage, more capability, more memory, more CPU speed
5000 or 5020 => **5330**: integrated appliance, more capacity, more speed, simplified management

NetBackup 5200
32 TB

NetBackup 5220
36 TB

NetBackup 5220/5230
76 TB

NetBackup 5220/5230
148 TB

NetBackup 5330
229 TB

NetBackup 5330
458 TB Media server

NetBackup 5240
201 TB Master and Media server

| 2011 | 2012 | 2013 | 2014 | 2015 | 2016 |

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APPLIANCE REFRESH: APPROACH

Why should customers upgrade their existing NetBackup Appliances?

They are approaching the end of the appliance's lifecycle:

1. Purchased on lease – the end of the lease term is approaching.

2. Depreciation cycle – the appliances are nearing the end of planned usage.

3. End of support – the appliances are about to age out of support coverage by Veritas.

How do they purchase their software and hardware?

They have maximized the storage capacity of their existing systems:

1. They need to add expansion shelves to their existing systems.

2. They have already fully expanded their existing systems and are still growing.

How do they budget for future expansion needs?

They need access to the latest set of features or capabilities:

1. Appliance models 5000, 50X0, and 5200 cannot run the latest software versions.

2. Expanded deduplication capacities are only supported on the latest high performance models.
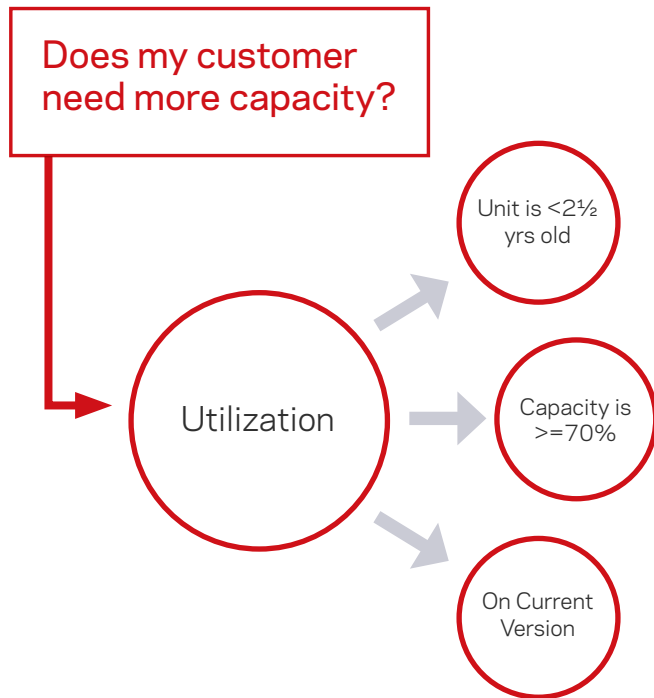
What new requirements are you anticipating for your data protection strategy?

Install Base

Autosupport

Renewal

Utilization

Versioning

Expansion Shelf

Trade in Programs

Work with your PSM to combine your installed base insights with ours

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STORAGE EXPANSION: THE OPPORTUNITY

Does my customer need more capacity?

- Utilization
  - Unit is <2½ yrs old
  - Capacity is >=70%
 - On Current Version

Why are these factors important?

Age: most data centers have a policy for server refresh oriented around 3 or 4 years. Understanding the customer's refresh plan means we are first in line for the business.

Capacity: a customer must plan ahead to ensure solution availability and uptime, and to ensure there is budget in place for refresh or expansion. Often this takes longer than a quarter.

Current version: to ensure the customer has improved supportability and new capabilities.

Install Base

Autosupport

Renewal

Versioning

Utilization

Expansion Shelf

Trade in Programs
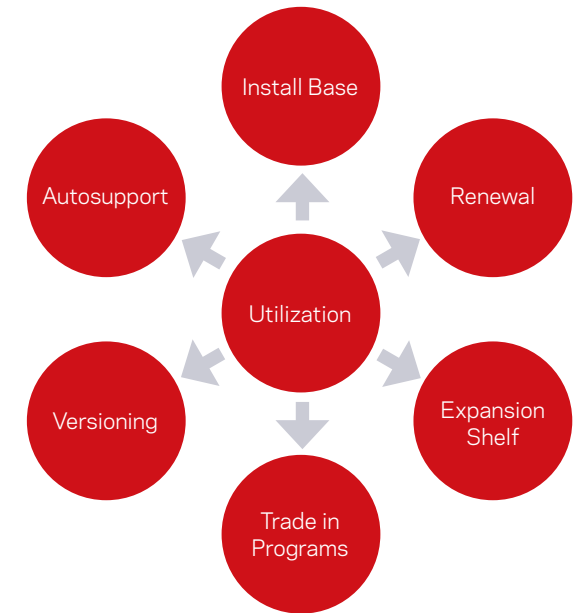
Work with your PSM to combine your installed base insights with ours

STORAGE EXPANSION: APPROACH

Storage Expansion

Many customers report data growing at rates as high as **50%** per year. We have many ways to increase capacity either by simply adding a shelf of storage or adding an additional appliance to your infrastructure. How can we help you keep up with data growth?

Action – Lead for Storage Expansion

What is your plan to refresh the 3rd party target disk in your backup infrastructure?

What would it mean to you if there was a way to consolidate your infrastructure and reduce costs?

Help me understand the working relationship between your database and backup teams?

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VERITAS NETBACKUP™ 5240 APPLIANCE PROMOTION

Objective

- Drive awareness for the new 5240
- Encourage our mutual customers to refresh aged backup infrastructure

Promotion Details

- Complementary Standard Installation Service included
- Promotion applies to **53TB, 103TB, 152TB, and 201TB** capacity options
- No limit to the number of promo appliances a customer can purchase
- Try & Buy opportunities are not eligible for the promotion
- Promo available through February 28, 2017

Process

- For distributors, promotion SKU's are available on the September price lists and are transactable starting on August 1st
- For partners ordering through distribution, please contact your distributor of choice and reference the 5240 promotion SKUs.

52xx-series Positioning
Flexible Master Server, Media Server, or Media Server with storage

NetBackup 52xx Appliance Positioning
Position 52xx Appliances to **replace your customers' home-grown NetBackup infrastructure** and achieve compelling TCO/ROI targets (refer to the corresponding Solution Brief for more information).

NetBackup 52xx Appliances Can:
- Replace disk target backup products being used by customers
- Be used to consolidate and simplify multiple products into one platform
- Work in small through mid-sized enterprise customer environments as a media server PLUS disk solution
- Work in any environment as a dedicated media server

Get more information ❯

VERITAS NETBACKUP™ 5330 APPLIANCE PROMOTION

Objective

- Increase ability to win NBU Appliance competitive displacement opportunities by providing aggressive promotional pricing

Eligibility

- EMC competitive take-out opportunities
- Customer must purchase 3 years of appliance support upfront or on an installment basis

Details

- No limit to the number of 5330 promo appliances a customer can purchase
- Try & Buy opportunities are eligible for the promotion[1]
- Promotion available through February 28th, 2017

Process

- The 5330 promotion does not have promo SKU's
- To determine promo price, contact your Distributor or Veritas account manager to work on creating a quote and obtaining a discount approval ID (i.e. DAI code)

[1]Try & Buy SKU's can be used for the promotion as long as the shipment and purchase of the try buy unit(s) occurs in the same quarter.

52xx-series Positioning
Powerful Media Server with storage

NetBackup 53xx Appliance Positioning
Position 53xx Appliances as **enabling customers to modernize their data protection infrastructures** and eliminate 3rd-party disk products, while still performing the media server function.

NetBackup 53xx Appliances Can:
- Offer high performance, high density, and a data center friendly form factor
- Offer customers a compelling alternative to the BYO approach that requires multiple point product solutions
- Be deployed along with multiple 52xx Appliances to provide a comprehensive architecture
- Maximize the capacity and performance of data protection processes

Get more information ❯

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WHICH APPLIANCE? HOW TO POSITION EACH FOR YOUR CUSTOMER

Is my customer's site a Remote Office or Branch Office (ROBO)?

YES

5240

Is my customer's environment Midmarket or Large Enterprise?

Midmarket

Large Enterprise

Is my customer's environment in need of high scalability and performance?

YES

5330

Does my customer need a master server or master/media server?

Does my customer need a master server or master/media server?

Master

Master/Media OR Media without storage

Media with storage

Master

Master/Media OR Media without storage

Media with storage

5240

5240

5240

5330

5240 PROMOTION

5330 PROMOTION

APPLIANCE KEY RESOURCES

01 Understand your Customer

IDC white paper: Modernizing data protection with backup appliances
View the white paper ❯

Top six reasons to use a converged backup platform for backup and recovery
View the white paper ❯

Tackling cost and complexity through greater usability white paper
View the white paper ❯

02 Qualify

Why the Veritas NetBackup converged platform is your key to scalability
View the white paper ❯

Veritas NetBackup Appliance family brochure
View the brochure ❯

03 Position Solution

Appliances 3D interactive tool
Visit the interactive tool ❯

Data sheet: Veritas NetBackup 5330 Appliance
View the data sheet ❯

Data sheet: Veritas NetBackup 5240 Appliance
View the data sheet ❯

04 Demonstrate Value

Customer success story: Colt Technology Services
Customer success story ❯

Customer success story: Simulation Software Company
Customer success story ❯

SALES ACCELERATION

NBU Analyzer

The NetBackup Analyzer assessment provides an analysis of your customers' deployment of NetBackup and identifies opportunities to improve and enhance their NetBackup environment.

You can use the report to identify areas of inefficiency that may be costing your customer money and imposing risk. The Veritas NetBackup Analyzer service can help you:

- Maximize your investment
- Reduce the risk of data loss
- Store data more efficiently
- Access data faster and easier
- Recover data more efficiently

- Configure virtual machines more effectively
- Fully protect mission critical applications
- Realize storage savings
- Reduce operating costs
- Backup faster

It's a smart, safe way to improve your customers' backup strategy and for partners to deliver value add benefits.

Please note that the tool needs to be used in close engagement with a Veritas systems engineer. Please discuss your opportunity with your Partner Manager in order to progress access to the NetBackup Analyzer assessment process.

The process:

❶ You collect the data
❷ Veritas conducts analysis
❸ You receive a personalized report

Two levels of output are possible:

1. Executive Summary presentation
Targeted at the business level decision makers and delivered by a salesperson.

2. NetBackup Profile presentation
A more detailed presentation, that can be delivered to the technical decision maker by a systems engineer.

SALES ACCELERATION

NetBackup Deduplication Sizing Tool

The NetBackup Deduplication Sizing Tool assists in sizing the capacity of NetBackup MSDP deployments based on your customers' environment. The latest release of the tool includes sizing for Copilot workloads in addition to workloads written directly to MSDP (Media Server Deduplication Pool).

Features

- Provides MSDP storage sizing for multiple workloads
- Sizing for both Copilot shares and subsequent copies in MSDP
- Supports bi-directional replication of MSDP data between domains

Benefits

- Reliable, defensible sizing for customer environments
- Helps avoid costly sizing errors that can result in support escalations and low customer satisfaction.
- Provides sizing for up to five years of growth
- Based on Veritas observed typical deduplication rates
- Provides suggestions on number of appliances needed based on required capacity

Now available for Copilot!

Please note that the tool needs to be used in close engagement with a Veritas systems engineer. Please discuss your opportunity with your Partner Manager in order to progress access to the NetBackup Deduplication Sizing Tool assessment process.

Please note that the tool needs to be used in close engagement with a Veritas systems engineer.
Please discuss your opportunity with your Partner Manager in order to progress access to the NetBackup Deduplication sizing tool.

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

Find out more (login required) ►

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VERITAS EDUCATION SERVICES

Learn to Enhance Skills, Lower Costs, and Increase Productivity

Harness the technical and education expertise of a leader in information management

- Instructor-led training is available directly from Veritas, or from highly skilled Authorized Training Partners.

- Small class sizes for personalized instruction based upon Veritas best practices

- Hands-on labs for practical experience in building in-house expertise

Not sure of your training needs? Speak to your partner manager or email us below for more information on your custom training needs or our free NBU 7.7 skill assessment for partners.

Partners.GlobalEducation@veritas.com

Get maximum value from Veritas product capabilities.

Instructor-Led Training
Public or private instruction.

Virtual Academy
Live, hands-on instruction via webcast.

Veritas Certification
Validates an individual's technical skills, knowledge, and competence on a product or solution level.

Veritas Certified Specialist Program (VCS)
Leads to expertise on a specific product. Certification covers core areas such as installation, configuration, deployment, product management and administration, and day-to-day maintenance.

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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 appliance qualification discussion
3. Select sales play approach

ENABLE

1. Use sales play resources and assets
2. Use sales playbook on PartnerNet
3. Agree milestones and metrics
   - Log your opportunities in ORR!
4. Execute your sales play(s)

MEASURE

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