Backup Exec Sell-With Cheat Sheet

VERITAS

Use these sell-with propositions to attach Backup Exec to your customer offer. Is your customer:

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

- *Re-use your old storage array as a backup target: enable infrastructure flexibility*
- *Powerful backup methods include global de-duplication to reduce the amount of backup disk capacity needed*
- *Backup Exec has the largest hardware compatibility list in the market, so your investment is well protected.*

What to sell: Add 1TB Capacity or Capacity Lite per TB of block storage

Doing a server refresh? Add Backup Exec to the quote.
Whether virtual or physical, new servers need to be protected. Choose the trusted mid-market data protection solution with the widest hardware compatibility list in the industry.

- *Bare Metal recovery ensures the exact server configuration is preserved.*
- *Use Backup Exec for fast, reliable server image deployment.*
- *Physical-to-Virtual and Virtual-to-Physical conversion methods maximize business agility*
- *Most mid-market organizations have 4 backup point products – reduce costs by consolidating to a single data protection solution that covers virtual, physical and cloud environments (Spiceworks survey June 2016)*
- *Backup Exec has the largest hardware compatibility list in the market, so your investment is well protected.*

What to sell: Add 1TB Capacity or Capacity Lite per server

Exploring hybrid storage? 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.

- *Hybrid solutions offer local storage with cloud back end for limitless scalability.*
- *Supported configurations for writing backup data securely to Azure, Amazon S3 & Glacier, AWS VTL, Cloudian, Google Cloud (standard & DRA), Quantum Q-cloud, NetApp AltaVault and StorSimple*
- *Get rid of expensive tape libraries – mechanical failures will increase as the device gets older*
- *Reduce risk by writing archive data to the cloud – second copies of critical data*

What to sell: add 1TB Capacity or Capacity Lite per TB of block storage

Seeking public cloud storage? 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.

- *No additional hardware needed for writing backup data securely to Azure (all geos & tiers), Amazon S3 & Glacier, Google Cloud (standard & DRA), Quantum Q-cloud*
- *Get rid of expensive tape libraries – mechanical failures will increase as the device gets older*
- *Reduce risk by writing archive data to the cloud – second copies of critical data*

Cheat Sheet	Channel/Internal Only

- *Writing backup data to cloud is the #1 use case – in 3 years, 78% of mid-market users will be doing this (Spiceworks survey, June 2016)*

What to sell: Add 1TB Capacity or Capacity Lite per TB of public cloud capacity

Renewing Microsoft licensing or purchasing new? 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.

- ***Backup Exec supports Microsoft Server 2016 and Hyper-V 2016 from Day 1***
- ***Veritas certifies the latest Microsoft applications, including CUs and SPs***
- ***Quarterly updates ensure most current platforms are supported***
- ***SQL Express and SQL Server 2005 - 2016 are supported with flexible database, differential, and log backup methods***
- ***Exchange 2007 – 2016 restore individual messages, files, mailboxes, accounts, databases***

What to sell: Add 1TB Capacity or Capacity Lite per TB of block storage. If customer has Backup Exec: convert to Capacity

Renewing Oracle on Windows or purchasing new? Add Backup Exec to the quote.
Customers store their most critical information in Oracle databases. Ensure that this data is powerfully and flexibly protected.

- *Backup Exec supports Oracle 10g, 11g and 12c on most current Windows and Linux platforms*
- *Fail-safe and RAC configurations are supported*
- *Backup Exec uses Oracle APIs for reliable, database-consistent protection*
- *Options to protect the DB structure, individual tables and files*

What to sell: add 1TB Capacity or Capacity Lite per TB of Oracle database capacity.
If customer has Backup Exec: convert to Capacity

Go to the <u>Backup Exec SKU Generator</u> to complete your quote!