Sales Script — Internal & Channel

Backup Exec™ 16

Backup Exec delivers powerful, flexible, and trusted protection for all data, regardless of where it lives: virtual, physical or cloud. With Backup Exec, you can easily meet your organization's data recovery objectives by reducing the time it takes to secure and recover data. In a matter of minutes, you can recover any data protected; including virtual machines (VMs), applications, databases, files, folders and granular application objects such as emails. IT administrators trust Backup Exec to efficiently protect all their data with a single, refreshingly easy-to-operate user console.

Target Audience:

- Existing Backup Exec customers on older versions
- Organizations using other backup and recovery tools
- Organizations looking to leverage cloud storage or infrastructure with physical or virtual infrastructure
- Backup Exec customers who are out of maintenance
- Customers seeking to refresh older OS platforms e.g. Microsoft Server 2003
- Roles: Director of IT; business owner; system / backup / virtual / Exchange / SQL / SharePoint admins

Discovery: Q&As to open the conversation

Use these questions to uncover the customer's IT plans that represent new or upgrade opportunities for Backup Exec. The first step is to find out what they are using today and to get more details about any challenges with their existing backup and recovery strategy.

Questions	Answers or questions to ask next
How are you currently protecting your organization's data? Determine if they are an existing Backup Exec customer or if they are using a competing tool. In particular, find out if they are using *multiple* solutions for backup and recovery	Customers who are current with maintenance can upgrade to the corresponding Backup Exec 16 licenses at no additional charge. These customers will receive an email—or a letter if we do not have an email address—from Veritas directing them to the Veritas Customer Portal (https://my.veritas.com), where they enter their existing serial number, and then download the product directly. They can also request to have a DVD mailed to them. Running multiple backup tools increases licensing, operational and infrastructure costs. Moving to a unified data protection solution saves costs and allows the organization better control over all their data. *Note: Existing Backup Exec customers who do not have current maintenance/support may purchase version upgrades at a lower price. Use the Backup Exec Feature Comparison Matrix to show customers what they are missing by not upgrading.* *If they are using a competitive product, use this additional talking point—Customers currently running a competitive product can upgrade to the latest version of Backup Exec at a lower price.*
Where is your organization's data stored today? Where do you plan to be in three years? How much of your data is on physical systems, on virtual systems? What data may you send to the cloud? What plans do you have to migrate data backup to cloud storage? Goal: establish with customer that their entire data set must be protected by a unified data protection solution, not point products.	A survey commissioned by Spiceworks and Veritas found that organizations stored 45% of their data on physical systems, 37% in virtual systems, and 18% in cloud. While this is predicted to change in three years (33% physical, 39% virtual, 27% cloud), it is clear that a **balance** is necessary to protect the organization's entire data set: • Using individual point products to back up virtual, physical and cloud data leads to greater licensing, maintenance, operations and infrastructure costs • Point backup products increase risk of data "falling through the cracks" – not being protected • Backup Exec supports a wide range of **physical** apps, servers, tape and storage devices • Backup Exec has award-winning **virtual** support = Instant GRT (granular recovery technology) and Instant Recovery (start a virtual machine moments after backup is complete) • Backup Exec writes data to public **cloud** storage through cloud connectors and numerous cloud gateway devices

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Current user without maintenance:
What version of Backup Exec are you on?
 	
Or if using a competitive solution:
How is your current backup product meeting your organization's needs? What could be improved upon?
 	
If customer has a competing solution, find out where their solution doesn't meet their needs today.
How much time are you spending managing your backup systems today? How well are you meeting business/organization expectations for data protection? Backup compliance?
	By upgrading to the latest version of Backup Exec, you'll quickly discover how easily you can protect your entire infrastructure regardless of where it resides: virtual, physical or cloud. Advanced integration with the most recent releases of VMware and Hyper-V ensures recovery is fast and efficient. Backup Exec includes capabilities such as:
	
	• Full protection for your virtual environment and Software-Defined Data Center including integration with VMware vSphere 6.5, Virtual SAN and Virtual Volumes.
	• Rapid virtual backup and recovery so you can significantly reduce time spent protecting your data:
	  ○ Instant GRT for fast backup of individual files
	  ○ Instant Recovery starts up protected virtual machines in seconds, directly from the backup media.
	• The flexibility to protect anything—whether physical or virtual systems, whether a single object or a complete server—and quickly restore anywhere.
	• Seamless upgrades from previous versions of Backup Exec
	• A visual workflow that lets you replicate all of your organization's data on-premise, off-site or to cloud. This workflow eliminates complex data lifecycle policies, simplifying backup protection and allowing you to stay compliant.
	
	Are you interested in learning more about what's new in Backup Exec and the benefits you will experience by upgrading to the latest version?
	
	Note: Existing Backup Exec customers who do not have current maintenance/support may purchase version upgrades at a lower price. Use the Backup Exec Feature Comparison Matrix to show customers what they are missing by not upgrading.
	If they are using a competitive product, use this additional talking point—Customers currently running a competitive product can upgrade to the latest version of Backup Exec at a lower price.

Current customer with maintenance: How are you maintaining your Backup Exec licenses today? How much time do you spend figuring out software entitlements for renewal?	Customers who are current on maintenance have the option to migrate their licenses to the Capacity Edition or Capacity Edition Lite. Why switch to Capacity? • Capacity and Capacity Lite are licensed per front-end TB of data • Capacity provides an easier way to license and consume Backup Exec • Capacity licenses are scalable to easily accommodate data growth Here's how it works: For each Backup Exec eligible license, customers purchase 1 TB at the capacity renewal maintenance price, which is a significant cost savings. See the Backup Exec 16 Pricing and Licensing Guide for specific details and information about this offer. The Capacity Edition Lite offers a more affordable solution for smaller customers. It provides protection for Windows and Linux operating systems, VMware and Hyper-V virtual environments, Microsoft Applications, Oracle and Enterprise Vault. The full Capacity Edition includes all the features and functionalities of Capacity Edition Lite plus deduplication, centralized management and much more.
Are you running VMware or Microsoft Hyper-V in your environment, and if so, how are you protecting it? Goal: Make sure customers are aware of the innovative virtualization capabilities that Backup Exec offers.	Backup Exec provides deep visibility into VMware and Hyper-V environments for fast and efficient backup and recovery. Our technology enables backups of entire VMware or Hyper-V guests with the ability to recover a virtual machine, virtual disk, file/folder level, application, and even an application object, all from a rapid single-pass backup (Instant GRT). With no need to run multiple backups, you reduce the backup time and save on storage costs. Manage data protection for your physical and virtual environment from one console to increase both operational and storage efficiency. Additionally, Backup Exec also provides the capability to convert backups to virtual machines for Instant Recovery. For example, if a server fails, you can get that server back up and running in a VMware or Hyper-V environment in the time it takes you to turn on a virtual machine (typically seconds). Converting backups to virtual machines is a core function of Backup Exec that greatly simplifies physical-to-virtual (P2V) migration and disaster recovery. **Did you know?** Backup Exec has been protecting VMware data since 2004 – that's longer than some of our competitors have been in business.

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How is your disaster recovery plan working? Are you meeting business expectations for recovery? Goal: Help your customers understand there's a better way to get systems back up and running.	Backup Exec can transform traditional manual recovery processes with a seamless, automated solution that can be used to quickly restore entire systems, even to dissimilar hardware. It can also convert backups of physical systems into virtual machines, enabling instant disaster recovery in a virtual environment. Additionally, Backup Exec can automatically replicate data offsite between Backup Exec servers. Business downtime is minimized and essential servers can be re-established quickly in the event of a server or application failure. What's even better is that integrated disaster recovery is built right in to Backup Exec.

Upsell: Find opportunities for Agents and Options

Category	Additional Questions/Projects	Topics to Discuss
Virtualization with VMware and Hyper-V	How far along are you with your virtual environments? What proportion of your systems are virtual?	Discuss the Backup Exec Capacity Edition / Capacity Edition Lite, both of which include protection for VMware and Hyper-V, or alternatively you can also discuss adding just the Agent for VMware and Hyper-V if they are an existing customer not interested in migrating to capacity licensing. Backup Exec provides deep visibility into VMware and Hyper-V environments for fast and efficient backup and recovery. Our technology enables backups of entire VMware or Hyper-V guests with the ability to recover a virtual machine, virtual disk, file/folder level, application, and even an application object, all from a single-pass backup. Our Instant Recovery capability allows a protected virtual machine to be recovered and started in seconds.
Storage infrastructure	How rapidly are your data volumes growing year over year? How is your budget keeping up with this data deluge?	Highlight the BE Deduplication Option (included with Capacity License) • Easily automate storage savings • Consolidate data • Reduce backup management resources • Improve backup and recovery times • Keep storage at predictable levels
Microsoft Applications	Which new Microsoft applications are you rolling out? MS Server, Exchange, SharePoint or SQL Server?	Discuss Backup Exec Agent for Applications and Databases—*SQL, Exchange, Active Directory, SharePoint, Oracle®, Enterprise Vault.* • Veritas commits to supporting major OS and application updates within 60 days of release • Application agents use vendor APIs to back up and recover faster with granular recovery technology

More Information

Visit our website
www.backupexec.com | Follow us on Twitter: @BackupExec
For details about Backup Exec system requirements, technical specifications, licensing, and more, visit www.backupexec.com/compatibility. Also, a wealth of white papers, user guides, case studies, and other documentation is available at and accessible through www.backupexec.com/be.

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Backup Exec 16 Upgrade Customer Email

Functional IT

Information:

*Personalize this email to fit the customer's situation / the way you normally send emails

Email Subject: Get the Ultimate in Flexibility with Backup Exec 16

Dear <Customer>,

I hope this note finds you well.

Your environment has lots of complexity, so you don't need a backup solution that restricts your options. Backup Exec 16 lets you choose which platforms to backup, where to save the backups, and exactly what to restore.

Backup Exec 16 is a trusted choice with over 2.2 million installations worldwide. Our customers value Backup Exec's unified approach, which protects all data in your organization rather than just a niche:

- Flexibility to back up whichever platforms you choose: virtual, physical, Windows, Linux, Mac, SQL, Exchange, and more.
- Freedom to store data in more places including to disk, tape, cloud, or a third-party appliance.
- Simplicity of recovering data in multiple ways: entire physical servers, VMs, applications and databases or even just a single file.

You can protect your complex environment with just a single solution. It's time for backup and recovery that's powerful, flexible and easy to use. It's time to upgrade to Backup Exec 16!

Sincerely,

<NAME>

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Backup Exec 16 Upgrade Customer Email

Strategic IT

Information:

*Personalize this email to fit the customer's situation / the way you normally send emails

Email Subject: Get the Ultimate in Flexibility with Backup Exec 16

Dear <Customer>,

I hope this note finds you well. Gartner Analyst Dave Russell recently said, "Most backup systems are antiquated and designed for architectures and environments that are no longer the norm . . ." Don't let your backup system be one of them.

Backup Exec has evolved with and responded to these changing needs and the trends in the market. In fact, Backup Exec 16 has the capability to:

- **Reduce the complexity** of multiple platforms with a single console for centralized management
- **Mitigate the risk** and cost of downtime by using a wide variety of flexible backup and recovery methods
- **Lower management costs**, storage costs and solve for disaster recovery
- **Extend your use** of virtualization and cloud

Upgrade to Backup Exec 16 with new capacity licensing options so you can focus on your actual business, not the business of IT.

I would like to schedule a 15-minute call to learn more about your current backup and recovery needs, give you more details about Backup Exec 16 and our offer to help you migrate to our simplified capacity licensing. What is your first availability?

Sincerely,

<NAME>

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Backup Exec 16 Upgrade
VITO Email

Information:

When to Send: One week prior to expected call date

*Personalize this email to fit the customer's situation / the way you normally send emails

Subject: It's time for powerful, flexible, trusted backup

Dear <Customer>,

Keeping your critical systems running isn't optional, it's what keeps your (business | organization) afloat – the phones ringing, emails arriving, information flowing and transactions processing – the activities that (put money in the bank | help you achieve your mission).

The latest release of Backup Exec 16 helps you avoid the costly downtime associated with an outage of your most critical services, keeping applications operational and allowing your employees to focus on what's important – driving your (business | organization) forward.

- **Instant Recovery of failed applications**: Backup Exec can start standby virtual machines directly from backup disk – simply power on the virtual machine and put it on the network.
- **Restore anything, anytime, anywhere**: critical data recovered in minutes to the original location or an alternate location, even to the cloud.
- **Protect all systems, not just a few:** that "virtual-only" backup product may seem like a good solution but if it doesn't protect all of your IT assets, it's just not sound fiscal policy.
- **Reduce storage costs for backup:** as data grows rapidly, Backup Exec global de-duplication helps you complete your backup faster and reduce your backup storage.

We're also taking the complexity out of licensing:

- Simplified Capacity Licensing that works with your budget. Get all of the protection you need for one simple, low price.

On [xxx date], I will be calling you to discuss how Backup Exec 16 can help you ensure your business critical assets and information is protected.

I look forward to speaking with you.
Sincerely,

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