Partner Sales Cheat Sheet – Backup Exec 16

VERITAS

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Basic Information

- Veritas Backup Exec version 16
- General Availability November 2016

Product Value Proposition: One Backup to Rule them All

Backup Exec is the powerful, flexible and trusted backup solution that protects virtual, physical and cloud environments from a single, cost-effective, easy-to-operate console. This gives organizations greater control over information, their most valuable asset; improves IT productivity; reduces storage and administrative costs; and allows them to worry less about data protection so they can focus on achieving their goals.

Product Summary Description

Backup Exec is a powerful, flexible and trusted backup solution that protects virtual, physical and cloud environments from a single, easy-to-operate console.

- **By unifying data protection into a single solution, customers achieve operational and infrastructure savings, and gain greater visibility into their organization's entire data pool.**
- **Virtual: deep integration with the latest VMware and Hyper-V ensures the valuable business functions these infrastructures represent can be recovered quickly and easily**
- **Physical: the industry's widest hardware compatibility allows users to extend the life of existing tape libraries and disk arrays. Support for the most recent Microsoft application and OS ecosystem help users remain agile and leverage new technologies**
- **Cloud: flexible public, private and hybrid cloud options pave a smooth path for transition to cost-efficient, performant cloud-based workloads**

Key features and customer benefits

Backup Exec 16: Enhanced Scalability and Performance

- Azure cloud connector paves a smooth path for transition to cost-efficient cloud-based workloads
- Cloud-ready data protection for Microsoft Cloud operating environment: Server 2016, Hyper-V 2016 and Azure
- Instant GRT and Instant Recovery for VMware vSphere 6.5 and Hyper-V 2016 allows rapid backups and file-level recovery and immediate restores for test, validation and recovery purposes

Key Features & Benefits

- Single solution for virtual, physical and cloud environments: gain full overview of your organization's data, and save licensing, administrative and infrastructure costs
- Fast snapshots through deep integration with Microsoft® Volume Shadow Copy Service (VSS) and VMware's vStorage APIs for Data Protection (VADP) makes better use of infrastructure by minimizing CPU, memory, and I/O load performance impacts.
- Easy-to-use interface with intelligent dashboards and intuitive wizards provide the visibility needed to quickly track, monitor and manage every backup and recovery job.
- Mitigate risk and cost of downtime with a wide variety of flexible data protection methods including VMware and Microsoft snapshots, agent and agentless backups.
- Advanced integration with VMware and Hyper-V: use latest hypervisor features to protect crucial systems. Easily create stand-by virtual copies of physical systems for disaster recovery. Tame VM sprawl by automatically identifying and protecting new VMs as they appear.

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- Global deduplication minimizes backup windows, decreases network traffic, and reduces disk space and cost required for storing backup data. De-duplicate across all virtual and physical backups, eliminating the need for purchasing multiple solutions and managing separate storage silos.
- Protect key operating environments and applications: VMware and Hyper-V, Microsoft and Linux physical machines, Exchange, SQL, Oracle and SharePoint
- Write data directly to public and private cloud providers (AWS, Google, Azure, S3), allowing greater control and utility of cost-effective cloud storage
- Fast, efficient, and versatile recovery that easily restores virtual machines, servers, applications, databases, file/folders or granular objects in seconds, enabling business to move forward.
- Integrated bare-metal disaster recovery, physical to virtual (P2V) and virtual to physical (V2P) for rapid return to services after server failures.

Supporting facts and stats

- Backup / Recovery is a $6 billion market worldwide, growing at 8% annually. SMB / Mid-Market is 20%, or $1.2 billion
- While the data protection market is quite fragmented, Veritas holds the position of #1 vendor worldwide, based on deep experience in SMB and enterprise markets.
- A recent study by Spiceworks (2016) indicates that mid-market users expect to store less data in physical systems and more in cloud systems, with virtualization only growing marginally.
- Privacy laws and industry rules prevent storing all data in cloud.
- 69% of IT users prefer a unified backup & recovery solution that protects virtual, physical and cloud. This solution should be powerful, cost-effective and easy to operate.
- Data is growing at rapid pace – estimated 25-30% per year.
- IT budgets continue to be flat, yet business demands increase.

Target customers

- **Company size:** focus on SMB and Mid-Market (25 - 999 employees). Larger orgs use Backup Exec for widespread, decentralized environments that require ease of operation.
- **IT environment:** Microsoft-centric infrastructures with some Linux. One to thousands of virtual hosts (or moving to a virtual environment), one to hundreds of physical servers or a combination of both. Requirement for simple, reliable administration. Highly virtualized. Moving to hybrid and public cloud services.
- **Job titles:** Server / System Admin, Virtualization Admin, Backup Admin, Windows Admin, Storage / Virtual Storage Admin, IT Manager, IT Director, Application Admin, Architect.
- **Pain points solved:**
  - Small organization IT administrators typically wear many hats: Backup Exec offers simplicity of operation, configuration.
  - Rapid expansion to virtual, cloud leads to multiple backup tools in play: Backup Exec protects virtual, physical and cloud from one console.
  - Physical and tape systems still important: Backup Exec certifies the widest range of hardware in the market, so customers don't have to.

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Key Influencers

- **Server / System Admin:** typically an IT generalist with lots of responsibility and activity. Cannot spend much time on data protection. Backup Exec excels with simple Interface and reliable, trusted daily operation.
- **Virtualization Admin:** cares primarily about virtual machine data protection. Backup Exec interfaces with VMware and Hyper-V standard APIs to protect VMs quickly and reliably
- **Backup Admin:** cares about meeting business data recovery objectives. Powerful, flexible features enable data protection to disk, tape, cloud – adapting to the business' storage strategy.
- **Storage / Virtual Storage Admin:** must keep protecting rising amounts of data. Backup Exec's global data de-duplication dramatically reduces the amount of disk storage required for effective information protection, saving infrastructure and operating costs.
- **IT Manager, IT Director:** facing rising expectations from the business while budgets decline. Backup Exec delivers strong value with enterprise-class features at a mid-market price point.
- **Architect:** designing a long-term IT strategy for coping with increasing amounts of data, while keeping costs down. Backup Exec protects data regardless of where it resides: whether virtual, physical or cloud. Backup Exec's flexible cloud storage options allow it to serve your cloud strategy, not the other way around.

Qualifying an opportunity

Currently using Backup Exec

- Which version of Backup Exec are you using today?
  - What has changed in your environment since you purchased Backup Exec?
- Number of Servers? Remote Locations? Operating systems and applications in use?
  - Are they all being protected with Backup Exec today?
  - If not, how many different backup solutions are you managing today?
- Are you currently using virtualization in your environment?
  - How are you backing up your virtual machines today?
- What are your plans for storing data in public or private cloud services?
- Are you satisfied with current licensing and renewals process?
- How many terabytes of front-end data are you looking to protect?

Using a competing product

Step 1: Capture the Customers Current Infrastructure

- What solution are you currently using for backup and recovery?
- How many servers do you have? Where are they located?
- What operating systems and applications do you have?
- Are you using more than one solution?
- How complex is your solution today? Dedicated staff?

Step 2: Determine the Need

- How much virtualization are you using in your environment? How many physical systems?
- Do you have different data protection solutions for your physical and virtual environments?
- How are you dealing with rapid data growth?
- What is your company strategy for using public or private cloud storage?
- What performance challenges do you face when backing up and recovering data?
- What is your process for recovering individual files/folders or emails?
- How often do you practice disaster recovery?

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Primary Competitors

Veeam:

- Initially marketed as a "virtualization-only" backup tool, Veeam's attempt to expand their market has led to rising technical expectations and customer disappointments.
- Extremely aggressive on gaining market share. Low price, marketing, strong community, and easy to sell
- Deep ties with Microsoft and VMware. Strong virtualization support.

Countering:

- How many backup tools do you have in place? *Veeam customers typically have several, leading to higher operational, licensing and infrastructure costs*
- How many physical machines in your environment? *Veeam's physical machine support is widely regarded as poor*
- Do you have policy or requirement to write to tape? *Veeam makes customers self-certify their backup devices*
- How has your backup data grown recently? *Veeam has job-based data de-duplication, which is less efficient than Backup Exec's global method. Our tests show 45% less data stored.*

CommVault:

- Typically tries to drive a wedge between Backup Exec and NetBackup, both with price and features.
- SMB is not their focus area. Feeling pressure from Veeam.
- Strong cloud support.

Countering:

- How complex does your backup need to be? *CommVault is usually sold with several weeks of professional services. Services makes up a significant portion of CommVault's revenues.*
- Can you meet your backup windows, and still get granular recovery? *CommVault may require several agents and multiple backups in order to do granular recovery of application data.*

Arcserve:

- Spun off from CA in 2015, acquired by private equity company
- Long history dating back to mid-90s, good physical device support (similar to Backup Exec)
- UDP now available as an appliance

Countering:

- How many backup tools do you have in place? *Arcserve UDP (Unified Data Protection) is a collection of independent products under one pane of glass: Arcserve Backup, Arcserve D2D, Arcserve Replication and Arcserve HA*
- Can you meet your backup windows, and still get granular recovery? *Arcserve may require multiple backups of Exchange in order to do granular recovery of data.*

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Objection handling

Objection	Response
Why switch to Capacity based licensing?	• Backup Exec™ capacity licenses offer more features at a greater value and are scalable to easily accommodate data growth • Licensing is simpler: easier to manage entitlements and renewals

I started using another product instead of Backup Exec	• How many data protection tools are you running in your IT environment now?
	  ○ Single pane of glass gives visibility to all your organization's data;
	  ○ One solution saves licensing, admin, infrastructure costs vs. multiple
	• Backup Exec 16 delivers key functionality you need including:
	  ○ Support for the latest virtual environments (vSphere 6.5; Hyper-V 2016)
	  ○ Significantly faster deduplication, Exchange and VM backup / recovery than previous versions
	  ○ Flexible public and hybrid cloud options enable easy transition to cloud
	• **(if Veeam)** How many proxy servers are you running just to support Veeam?
	  ○ Did you know that Backup Exec modern architecture eliminates the need for proxies so you can do more with less? Turn those proxies into a cost-effective DR solution with Backup Exec
	  ○ Did you know Backup Exec global de-duplication is up to 45% more effective than Veeam's job-based de-duplication? Backup Exec can save significant amounts of backup disk capacity

How do I know that Backup Exec is a solution I can trust after the issues you had with version 2012?	• We spent a significant amount of time talking with customers trying to understand their needs and concerns. Backup Exec 2014 and Backup Exec 15 were huge steps forward for us. We heard praise coming from customers and partners alike. Product quality is our top priority, and we continue that mantra to Backup Exec 16 as well.
I don't have any physical servers that need to be backed up	• Backup Exec has protected VMware and Hyper-V clients for over 10 years using vendor standard APIs and patented technology • Our V-Ray Edition is specifically licensed for virtual environments • **(already using BE)** Add the Agent for VMware and Hyper-V or upgrade to our new capacity licensing which will protect your entire environment
I'm adding virtual servers to my IT infrastructure and using a separate solution to protect my virtual environment	• Lowering costs and simplifying backup tasks start with deploying a single solution: you save on licensing, admin and infrastructure costs • Backup Exec can protect from one to thousands of servers and virtual machines all from the same user console, providing optimal performance and efficiency • Point backup tools increase storage costs and management complexity
Backup Exec uses agents for virtual machines while other solutions do not	• Backup Exec provides agentless and agent-assisted options for protecting virtual machines • Agent-assisted backups eliminate the need for restore-proxies/servers **(modern architecture: proxies went away from VMware almost a decade ago)** • Agent-assisted backup enables multiple avenues of recovery including granular email, SharePoint, Active Directory objects • Does not require additional processing power or prolonged backups, it is like a 'decoder ring' for intelligence into the data and application • **(if Veeam)** Read the admin guides. Almost every product, Veeam included, uses an agent to communicate with the target. Veeam installs an agent as needed (hidden to the customer), then uninstalls after each job

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	• **(if Veeam)** They can't back up physical machines without a separate agent.
Working out what I need is really difficult	• Backup Exec gives you the ability to choose the right licensing model for your environment at a price point you can afford • With the new Capacity and Capacity-Lite options, licensing is much simpler, easier to manage, and more scalable to accommodate data growth

Technical requirements/specifications

Backup Exec supports the latest Microsoft operating systems and virtualization, along with the latest VMware hypervisors. For more information, consult the Backup Exec 16 data sheet, and the compatibility lists at ***www.backupexec.com/compatibility***

Additional Resources

Licensing Guides
Data Sheets
Top 10 Reasons to Buy

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