Backup Exec™ 16 Upgrade Objection Handling

VERITAS

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

Copyright © 2016 Veritas Technologies LLC. All rights reserved. Veritas, the Veritas Logo, and Backup Exec are trademarks or registered trademarks of Veritas Technologies LLC or its affiliates in the U.S. and other countries. Other names may be trademarks of their respective owners.

Backup Exec™ 16 Upgrade Objection Handling

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 • **(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

Copyright © 2016 Veritas Technologies LLC. All rights reserved. Veritas, the Veritas Logo, and Backup Exec are trademarks or registered trademarks of Veritas Technologies LLC or its affiliates in the U.S. and other countries. Other names may be trademarks of their respective owners.