Backup Exec™ 16 Blitz Day-in-a-Box
Program Guide

Backup Exec 16 Overview

About Backup Exec 16

Industry analyst reports are indicating that information challenges are driving customer decision making:
• Adopting and extending virtual/cloud
• Keeping pace with data growth
• Reducing cost/complexity

Backup Exec 16 has been designed to address these challenges.

Powerful: help customers to meet business recovery objectives by reducing the time it takes to back up and recover their data**.**

Flexible: single solution allowing customers to protect physical, virtual and cloud using a single console. Supports latest Microsoft & VMware platforms. Numerous cloud options.

Trusted: easy management, seamless upgrades, simplified licensing and scalable management of distributed sites.

Market Opportunity

According to a study published by Gartner, Backup / Recovery revenue is a $6 billion market worldwide, growing at 8%.

- While the data protection market is quite fragmented, Veritas holds the position of #1 vendor worldwide for SMB and enterprise backup and recovery.
- 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.

Target Customers

- Company size: 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 org IT admins 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.

Reseller Incentives

Make up to 20% more margin when you sell Backup Exec

Margin Builder – https://veritasmarginbuilder.com
- Fast – less than 2 minutes to complete
- Sure – lock in your deal with your customer
- Easy – only 3 steps to increase your deal margin

Consult with your local Distributor or Partner Account Manager for company-specific incentives and participation

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Executing Blitz Day is as easy as 1 – 2 – 3

Step 1: Prepare

Prepare prospect call list database (with Name, Contact Number, Email Address, and Company).

Email Backup Exec 16 eDM to prospect call list

Step 2: Call Out

Call out to prospects with the following Call to Action:

Prospects: Offer free trialware download

Existing customers: Set up appointment with customers for Upgrade opportunities to Backup Exec 16

Step 3: Close Deals

Follow up with prospects and existing customers.

Register Opportunities on Margin Builder to enjoy up to 20% additional points (see local guidelines for availability and exact %)

Sales & Marketing Tools

Use the following Backup Exec 16 assets to execute your demand generation programs.

Customer-facing:

- To-Customer eDM on Grid
- Top Reasons to Upgrade
- Backup Exec 16 Datasheet
- Feature Comparison Matrix

For Reseller use only:

- Cheat Sheet
- Call Script
- Competitive Cheat Sheet
- Sales Presentation

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