



How to market better & sell more  
**Backup Exec**

PARTNER RESOURCE KIT

# INTRODUCTION

Welcome to the **Backup Exec Partner Resource Kit.**

Over the following pages you'll find resources to help you:

- Understand the product
- Discover sales opportunities
- Create new leads
- Accelerate your sales
- Maximise your profit

So, go ahead! Take advantage of the materials and services available. And if you would like further help and support, do get in touch.

[See help and contacts page](#) ➔

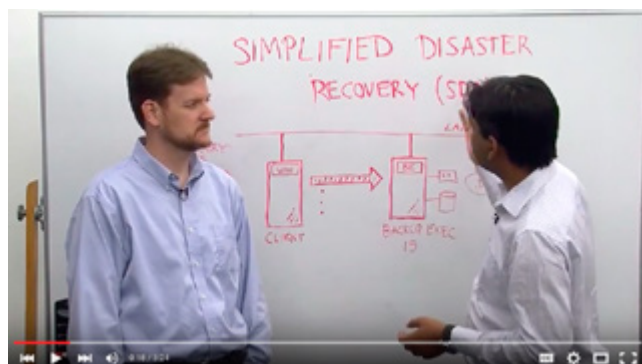




## SOLUTION OVERVIEW

### The Veritas Mission

Our mission is to enable organisations to harness the power of their information, wherever it resides, by delivering solutions that drive availability and reveal insights.



### About Backup Exec 15

A recent survey<sup>1</sup> revealed that nearly two-thirds (62%) of companies use multiple solutions to protect their physical and virtual systems. Yet nine in ten (91%) are interested in a single solution and what it can offer.

Employing Backup Exec 15 as this single solution helps your customers simplify and streamline their data protection strategy.

- Backup Exec proactively protects the entire business ecosystem, whether it's built on virtual servers, physical servers, or hybrid cloud environments
- You can offer your customers a single solution that has the flexibility to rapidly recover an entire server, virtual machine, application or granular object in minutes
- Visit our [YouTube Channel](#) to watch a video overview, plus a deep dive series on Backup Exec's many capabilities



# MARKET OPPORTUNITY

## Market Opportunity

According to a study published by Gartner in May 2014, backup/recovery software revenue grew 6.8% in 2013, reaching \$4.7 billion<sup>2</sup>.

In recent ESG research, more than 3/4 of respondents (77%) reported they were currently using server virtualization<sup>3</sup>. It is among the top 3 most cited priorities in ESG's annual spending survey - reaching the top spot in 2014 - and is tied closely to the 2nd two most-cited priorities; critically important information security initiatives, and improving data backup and recovery<sup>4</sup>.

More than two-thirds of respondents (69%) to ESG's survey indicated that they would prefer a single backup application to protect both virtual and physical servers<sup>4</sup>. Backup Exec 15 meets the market demand for reduced complexity in this area, along with exploding data and storage. To learn more about the opportunities in your market, view the Market Opportunity Guide.

[Veritas Market Opportunity Guide](#) ▶

## Target Customers

**Company size:** Primary target 10 - 1,000 employees.

**IT environment:** Companies with one to hundreds of virtual hosts (or moving to a virtual environment), one to hundreds of physical servers, or a combination of both. There is no limit to the number of servers Backup Exec can protect.

**Job titles:** Server / Virtual Server Administrator, Backup Administrator, Network Administrator, Windows Administrator, System Administrator, Storage / Virtual Storage Administrator, Infrastructure Administrator, IT Administrator, IT Manager, IT Director, Application Administrator and Architects.

**Key Focus Areas:**

- Existing install base on older versions
- Physical environments transitioning to virtual and cloud
- Expiring platform (OS) customers e.g. Microsoft Windows Server 2003



# SALES ENABLEMENT

## Veritas Expert Community

The Veritas Expert Community is where current and future experts go to innovate, experiment and accelerate in partnership with Veritas.

Our members are leaders and champions with a passion for empowering businesses to solve bigger information management problems with our portfolio of market leading next generation solutions in:

- Backup & Recovery
- Information Availability
- Information Insight

If you share our passion and want to get in on the action, click below.

[Read more](#) ▶

**VERITAS** | **EXPERT COMMUNITY**  
INNOVATE, EXPERIMENT & ACCELERATE

## Enabling you through separation

The Veritas Partner Enablement page is designed to support you through the transition and serve as a central repository of training content and links to related collateral you need to be able to engage with Veritas post separation.

[Read more](#) ▶

## Partner Enablement

View the APJ partner enablement calendar to see upcoming webcasts, training and events.

[View calendar](#) ▶

## Partner Force Campaigns

Visit our dedicated Partner Force Campaigns page for the latest campaign information available for you to go to market.

[Visit page](#) ▶

## Veritas eLibrary

The Veritas eLibrary is your one-stop collection of web-based, technical training on Veritas products. This 24/7 internet access, self-guided training is designed to help you and your customers explore new topics or refresh knowledge around the Veritas family of products and solutions. Training ranges from simple 10 minute refresher modules to more detailed in-depth training modules and labs.

[Visit the Veritas eLibrary](#) ▶

## Keep up-to-date

Stay up to date with Veritas VSpeak - our monthly partner newsletter packed with information you need to do business with Veritas and grow your own business. Get easy access to the latest Veritas news, promotions, training, sales resources and more.

[Veritas VSpeak](#) ▶

[Subscribe me](#) ▶



# MAXIMISE YOUR PROFIT

## Opportunity Registration Program

This program provides rebates to you for actively identifying, developing and closing incremental sales opportunities on qualifying products, such as Backup Exec 15.

The opportunity must also be one of the following:

- A new end-user customer account
- A sales opportunity for new products within an existing customer account
- A new project for an existing customer

To find out more, visit [Opportunity Registration Program](#) on PartnerNet.





## HELP AND CONTACTS

### Partner Support



Sales Support Helpdesk delivered by Partner Service

We're here to assist you with pre- or post-sales queries on any topic, including:

- Product information
- Activation
- Buying programs
- Product licensing and pricing
- License transfers
- License certificate reprints
- Product upgrades/downgrades
- Install base reports
- Renewals IDs and proof of purchase
- Temporary or evaluation keys
- Partner programs
- PartnerNet

[Download contact details](#) ▶

[CustomerCare@Veritas.com](mailto:CustomerCare@Veritas.com) ▶

### PartnerNet



PartnerNet is your one stop portal for information about partnering with Veritas.

By joining our Partner Program, you gain access to product information, sales and marketing tools and program benefits just for partners.

Register or sign-in now at [partnernet.veritas.com](https://partnernet.veritas.com) ▶



## REFERENCES

- <sup>1</sup> Symantec's Windows Server 2012 Migration/Virtualization Survey.
- <sup>2</sup> Market Share Analysis: Enterprise Distributed System Backup/Recovery Software Market, Worldwide, 2013.
- <sup>3</sup> ESG Research Report, 2013 IT Spending Intentions Survey, January 2013.
- <sup>4</sup> ESG Research Report, 2014 IT Spending Intentions Survey, February 2014.
- <sup>5</sup> For each eligible Backup Exec license.
- <sup>6</sup> This applies to licenses purchased before 6th April 2015. Renewal fee is only required up to the amount of Capacity / Lite required - not all existing licenses have to be migrated. Additional Capacity / Lite required above the number of eligible licenses is purchased at standard price.