



How to market better & sell more

Enterprise Backup

PARTNER RESOURCE KIT

INTRODUCTION

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

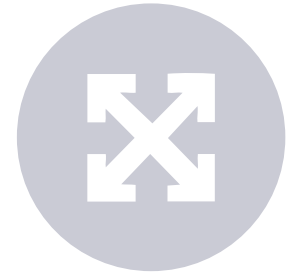
Over the following pages you'll find resources to help you:

- 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](#) ➔





VISION AND STRATEGY

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.

Converged Infrastructure

Converged infrastructure offers resource-limited organisations agility and scalability at a lower up-front cost, along with fast deployment, simplified maintenance and opportunities for automation. Due to these wide ranging benefits, the estimated revenue from CI in 2014 was \$6 billion¹ and a growth of 30% is forecast in 2015².

These are the convergence challenges that you can help customers to overcome:

- Trading simplicity for new silos and lower visibility
- Patchwork converged fixes could lead to fragmentation
- Changing the data protection architecture puts the business at risk
- Convergence can lead to unplanned restructuring of the backup environment

Veritas Solution: Converged Backup

Veritas provides visibility and efficient management across infrastructure silos, in a converged infrastructure that's dedicated to data protection, whilst also simple and quick to install. This solution addresses the growing complexity and scale of today's data protection environments and drives out the high cost of management. With Veritas, you can help customers to achieve smooth IT modernisation – e.g. virtualization, hybrid cloud and converged infrastructure and deliver cloud-like service levels with on-premise benefits.



SOLUTION OVERVIEW

About NetBackup

Veritas NetBackup™ helps you improve customer satisfaction, maximise profitability, and deliver superior quality of service to your customers. With NetBackup 7.7 you can architect the right solutions without conforming to limited backup technologies or resorting to point products. NetBackup streamlines skillset development, allowing you to quickly ramp your technical proficiency and maximise the profitability of your billable engineering time. As your customers seek to improve their agility and lower costs, offer them a menu of backup and recovery services managed from an intuitive, self-service portal and priced conveniently on a monthly subscription basis.

[Introducing NetBackup 7.7. Watch the video](#) ▶

Veritas NetBackup™ Appliances enable you to provide protection from a single vendor, maximise profitability, and reduce customers OpEx, CapEx and complexity through converged backup and positions you as a valued partner.

[Why purpose built appliances? Watch the video](#) ▶

APJ Market Opportunity

The backup and recovery market is growing and the FY16 APJ Veritas addressable market is set to be \$843 M, 7% 3-YR CAGR for backup software³. Veritas continues to lead the way in backup and recovery software, a leader in every magic quadrant from 1999 to 2015⁴.

Backup Appliances are increasingly popular, especially for remote offices and the SMB market with a massive \$253M addressable market and 10% 3-YR CAGR for backup appliances⁵.

Virtualization has surpassed 50% of all server workloads, according to the Gartner Group, which believes it will reach 86% in 2016. As a result, customers need a solution which protects both virtual and physical environments. NetBackup does this – and with unique V-Ray technology, it can enable single file and application object recovery, superior visibility into a backup job and help customers manage Virtual Machine sprawl.

To learn more about the opportunities in your market, view the Veritas Market Opportunity Guide.

[Veritas Market Opportunity Guide](#) ▶



MARKET OPPORTUNITY

Target Customers

Company size: 500+ employees.

IT environment: Head office with numerous satellite offices, infrastructure mix of physical/virtual/cloud, running business critical apps. Needs to meet stringent recovery, security and compliance requirements.

Influencers and Decision Makers: Data Protection Lifecycle⁶



Backup Admin (38%)
CIO/IT Director (25%)

Introduces data protection product(s) for consideration and evaluation



DBA/VM Admin (31%)
Backup Admin (30%)

Manages the new data protection products on an ongoing basis



DBA/VM Admin (35%)
Backup Admin (27%)

Conducts hands-on evaluation of potential data protection product(s)



DBA/VM Admin (30%)
IT Architect (25%)

Implements new data protection product(s)



Head of DC/ Infrastructure IT (55%)
DBA/ VM Admin (16%)

Makes the final decision on which data protection product(s) to implement



IMPORTANT

Focus on the right audience with the right message at the right time, or you may risk prolonged sales cycles and non-purchase decisions



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](#) ▶



DEMAND GENERATION

Marketing Resources on the Grid

The Grid contains a library of marketing assets and resources to help you drive marketing leads. You can create your own email campaign and microsite, customised with your logo and contact details.

With real time lead alerts you can make proactive sales calls or send follow-up emails while your brand is top of mind.

- Launch comprehensive Nurture Flow campaigns
- Import and manage your contacts
- Track and analyse campaign performance
- Automate Lead Alerts directly to your sales team
- Access the Collateral Library for supporting assets and materials

Best of all? Any leads you generate are your own.

For fast access register now [▶](#)

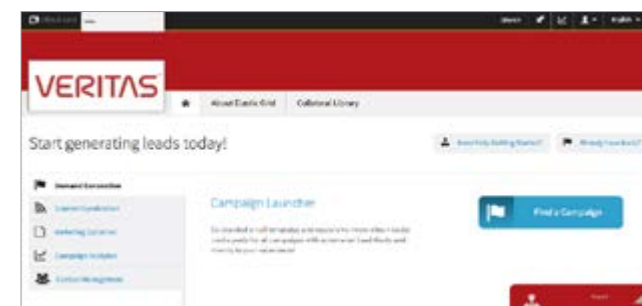
Take the headache out of updating your Social Networks

Each Grid campaign comes with engaging social media content ready to post to your followers:

- Become 'the trusted advisor' to your customers and associates
- Post to Facebook, LinkedIn, Twitter and more
- Talk to our Partner Marketing Centre for assistance

To take advantage of this free resource, sign up to the Grid.

Sign up [▶](#)





DEMAND GENERATION

Campaigns available on the Grid - NetBackup 7.7

Generate leads for NetBackup and the appliances family it powers. Veritas NetBackup is the market share leader in Enterprise Backup and Recovery Software, and the fastest growing in the Integrated Purpose-Built Backup Appliance Market. Show customers how NetBackup can help them reduce the complexity of enterprise data protection.

A number of campaign assets are freely available for you to personalise and use, including:

- Emails
- Data sheet
- Landing pages
- Banners/images
- Social media
- Video

Launch your campaign now:

[NetBackup Appliance Savings Calculator](#) ▶

[NetBackup 7.7](#) ▶

[NetBackup Appliance. Integrated Backup. Modernized Media Server](#) ▶

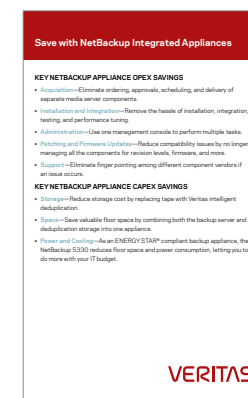
[Competitive NetBackup](#) ▶



Appliance Family Overview

Make the case for NetBackup appliances and help your customers choose the right one. This brochure explains their business value, outlines the savings that can be made, and compares features and specifications across the range.

[Download now](#) ▶





PROPOSED CUSTOMER FLOW

Transform Your Business Faster & Upgrade to NetBackup 7.7 campaigns.

This is an example of a customer journey you can run to generate opportunities through the Grid.





SALES ACCELERATION

Sales Tools on the Grid

You'll also find tools to support your customer meetings and events in the Grid's Collateral Library.

Materials available for download now:

- NBU 7.7 Top Reasons Datasheet
- NBU 7.7 Cheatsheet
- NBU 7.7 FAQ
- Competitive Advantage card: NBU vs. Veem V8
- NBU Whats New PPT
- Collateral for Appliance
- NBU Appliance Family Brochure

View available collateral 

Transform your business faster with Veritas NetBackup

80%
of businesses either have a converged platform or they plan to get one

Converged infrastructures are the new big thing
Most data centers use both your own or preintegrated solutions. Veritas NetBackup is the only truly converged backup platform.

What are the benefits?

- Greater value:** Gives you the greatest ROI by reducing the total cost of ownership. Reduces the number of servers, storage and network components, all with one easy-to-manage platform.
- Higher utilization:** Seamless integration with virtual and cloud environments. Reduces the number of servers, storage and network components, all with one easy-to-manage platform.
- Increased efficiency:** An simplified solution makes it easier to backup and restore. Reduces the number of servers, storage and network components, all with one easy-to-manage platform.
- Increased performance:** Get the top performance, availability and scalability with a fully integrated backup and recovery solution. Reduces the number of servers, storage and network components, all with one easy-to-manage platform.

Why your business needs Veritas NetBackup

- Significant reductions:** Complete, end-to-end backup and recovery for all your data, including virtual and cloud environments.
- Access, agility, availability:** With our converged backup solution, your business can get up to 99.999% availability. No on-site backup agents or hardware.
- Value from beginning to end:** Discover the top up-to-date backup and recovery solution. Reduces the number of servers, storage and network components, all with one easy-to-manage platform.

Veritas NetBackup will change the way you think about data. Help transform your business faster and upgrade today.

Talk to your rep or find more information at Symantec.com/NetBackup

Symantec | VERITAS

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Veritas NetBackup 7.7 Reasons to Upgrade
Top reasons to upgrade and version comparison

Overview
The future of enterprise-class data protection is here. Veritas NetBackup™ 7.7 reduces the staggering complexity of enterprise data protection through comprehensive integration, a converged platform to trivialize infrastructure management, and efficiency through automation and self-service operation. NetBackup 7.7 outpaces the relentless growth of the data center with innovative performance technologies, efficient storage techniques, and by providing fast, easy recovery for any data you need. As IT transforms from cost center to business enabler, NetBackup 7.7 is engineered to solve the diverse challenges of today and tomorrow and ultimately give organizations the confidence to move faster and take bigger risks trusting that their information will be safe.

Top reasons to upgrade to NetBackup 7.7

- 1. Move cloud storage (cloud)—**Whether you are exploring public cloud storage services for offsite protection or as an alternative to tape, NetBackup 7.7 introduces a new cloud connector designed around Amazon Simple Storage Service™ (Amazon S3) that will enable connections to Amazon Web Services™ (AWS) as well as potentially any Amazon S3-compatible cloud storage service. For the latest list of cloud storage providers certified for use with NetBackup, please see the latest NetBackup Hardware Compatibility List (HCL).
- 2. Move more data to and from the cloud faster—**The new Amazon S3-compatible cloud connector introduced in NetBackup 7.7 is optimized for performance, taking advantage of multicasting and other techniques to move fully-encrypted available network bandwidth. While performance results will vary for different environments, internal NetBackup 7.7 testing has shown performance improvements of up to 3D times faster backups and restores when compared to previous NetBackup releases.
- 3. Backup and recover VMware® vSphere® Virtual Volumes™ (VVOLs)—**Introduced in VMware vSphere 6, VVOLs change the storage management paradigm from LUNs to VAA, enabling better performance and greater control at the hypervisor level. NetBackup 7.7 is built to recognize, protect, and recover VMware virtual machines stored on VVOLs, and NetBackup Intelligent Policies have been enhanced to easily automate these operations.
- 4. Deliver self-service for Microsoft® Hyper-V® and vSphere administrators—**For many VM administrators, having visibility and control of backup and recovery is a necessity. With NetBackup 7.7, Hyper-V and vSphere admins can access an interface add-in or plug-in within Microsoft System Center Virtual Machine Manager (SCVMM) and VMware vSphere Web Client that displays backup status and provides self-service recovery. Policies, including access to NetBackup Instant Recovery, allow VMware VAA to boot directly from backup disk storage.
- 5. Simplify and automate Hyper-V and Microsoft SQL Server™ protection—**With IT environments becoming even more dynamic and elastic, greater automation is needed to help administrators keep up with all the changes. NetBackup 7.7 introduces Intelligent Policies for Microsoft Hyper-V virtual machines (VMs) and Microsoft SQL Server databases, enabling NetBackup to automatically discover and protect new VMs and database instances and more effectively adapt to changing conditions.
- 6. Protect the top (COT) environments—**For enterprises using today's NAS architectures based on NetApp Clustered Data ONTAP (cDOT), new enhancements have been added in NetBackup 7.7 to support NDMP backups of data on these systems. In addition, in version 7.7 NetBackup Replication Director is able to orchestrate, index, and manage hardware snapshots within cDOT environments (requires the NetApp Plug-in 2.2 for Symantec NetBackup, available from NetApp).

1



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 NetBackup.

The opportunity must also be one of the following:

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

To find out more, go to [Opportunity Registration Program](#) under 'Programs' 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 ▶

Help with the Grid



If you need some help planning, launching and following up campaigns, our Partner Marketing Centre can provide professional marketing services.

Simply email pmc.apj@veritas.com

For technical support, email

enquiries@elasticgrid.com or call +61 2 8396 5700

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 ▶

REFERENCES

- ¹ Computerworld Forecast Study 2015
- ² The Coming Converged Infrastructure Vendor Battle and What to Do About It, Gartner, Feb 2015, George J. Weiss
- ³ Independent research conducted by Veritas based on a custom engagement from IDC. View the APJ Veritas Market Opportunity Guide for country breakdown information.
- ⁴ https://symantec-corporation.com/servlet/formlink/f?kPugHuQADTY&ACTIVITYCODE=180645&inid=GL_NA_WPGartner2014Ma
- ⁵ Independent research conducted by Veritas based on a custom engagement from IDC. View the APJ Veritas Market Opportunity Guide for country breakdown information.
- ⁶ Source Enterprise Strategy Group. Which (top 2) groups are typically (i.e., most often) responsible for each of the phases of the data protection lifecycle? (Percent of respondents, N=305)