

STRATEGY & SOLUTION MATRIX

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.

BRAND: It's Time for Veritas.

KEY TRENDS	UNSTRUCTURED DATA GROWTH The rapid growth of data, value unknown	APJ DATA REGULATIONS Achieving compliance with stricter regulations	HYBRID CLOUD ADOPTION The need for continuity throughout transitions		CONVERGED INFRASTRUCTURE Visibility and efficient management across silos
CAMPAIGNS	Unstructured Data		BE15	Hybrid Cloud	Converged Backup
SOLUTIONS	INFORMATION GOVERNANCE Understanding and regaining control of data		BACKUP EXEC Efficient and reliable backup and recovery		ENTERPRISE BACKUP AND RECOVERY Protecting business data and ensuring availability
					INFORMATION AVAILABILITY Making data available, wherever it resides
SALES PLAYS	Dark Data and GDPR		Hybrid Cloud (MSP)	Capacity Licensing	Information Agility and Resiliency
					Converged Backup King of Scale
PRODUCTS	Enterprise Vault & EV.cloud	Data Insight	Information Map	eDiscovery	Backup Exec
COMPETENCIES	eDiscovery	Archiving	Mid-market Backup & Recovery	Dynamic Storage & Continuity	Enterprise Backup & Recovery