



Veritas Backup Exec™

ONE BACKUP TO RULE THEM ALL

New Business Competitive Promotion For Backup Exec

Partner Enablement Pack

June 14th 2017

VERITAS AND PARTNER CONFIDENTIAL

VERITAS™



Competitive Switch promo – proposition

Switch to Backup Exec to protect across Physical, Virtual AND Cloud below the cost of Veeam's virtual-only maintenance! *

QUALIFIER

CUSTOMER
VALUE

PARTNER
VALUE

Open to all customers switching
their server-based backup to
Veritas Backup Exec

Virtual, Physical & Cloud
below* the cost of Veeam's virtual-
only maintenance renewal*

Potential to make more profit from
a single license.
**Note: installation services will be
required**

*The Promo provides distributors with sufficient discount to enable resellers to be competitive. Sale price to reseller and to end customer may vary and are not defined by Veritas. Actual pricing is to be established between the customer and their chosen reseller.



Customer eligibility

Is your customer unhappy with their existing server-based backup supplier?

Is your customer considering switching from their current server-based backup supplier?

Does your customer have multiple backup point solutions and a need to consolidate/simplify?



If the answer to any of these questions is YES your customer may be eligible for competitive promotion pricing!*

* To qualify for the promotion customer must provide an acceptable form of proof of purchase

Eligible products



Veritas Backup Exec™

Vendor	Product Name	Latest Version
Acronis	Acronis Backup Advanced for Server	Acronis Backup Advanced 11.7
Arcserve	Arcserve Unified Data Protection (UDP)	Arcserve UDP 6.5
CommVault	CommVault Simpana	CommVault Simpana 11
Dell/EMC		
Quest	Rapid Recovery (formerly known as AppAssure)	Rapid Recovery 6.1
Unitrends	ReliableDR	
Veeam	Veeam Backup & Replication	Veeam Backup & Replication 9.5
	Veeam Backup Essentials	Veeam Backup Essentials 9.5
VMWare	VDP	

The promotional period will run until 31st October 2017 at 11:59p.m. PT, globally. Veritas reserves the right to amend, extend, or cancel the promotion at any time. Promotional discount is subject to being applied only to end customers switching from a competitors' server-based backup product as detailed in the list above. In order to benefit from the discount the end customer will be required to submit proof of purchase (POP) in the form of a competitor license, support certificate or invoice (with sensitive commercial and confidential details redacted) showing customer name, customer address, and competitor product name. Provided customers provide valid POP, distributors will be able to purchase eligible Veritas Backup Exec SKUs at the promotional price up to, and including 31st October 2017. The reseller must prove a customer's eligibility to receive promotional pricing by submitting valid POP documentation to their distributor when a quote is requested. The distributor will retain documentation against the quote and subsequent order. Queries relating to the terms of the promotion should be directed to your local Veritas contact. Promotional discount cannot be combined with any other offers, discounts, or rebates. Terms and conditions apply.

Obtaining competitor proof of purchase



Veritas Backup Exec™

Question:	Answer:
What forms of customer proof-of purchase (POP) are accepted?	The customer must provide a competitor license, support certificate or invoice (with sensitive commercial details redacted) but showing customer name, customer address, and competitor product name. Details of eligible products are provided on slide 4).
Who is responsible for retaining customer proof of purchase?	The distributor is responsible for obtaining, and retaining an accepted form of proof of performance (as detailed above) and attaching to the quote stage, prior to an order being processed. Proof of Purchase is to be retained for a minimum period of six (6) calendar months after the promotional period ends (until 30 th April, 2018).
What is the recommended process for obtaining customer proof of purchase?	The recommended approach is for the distributor to request accepted customer proof of purchase via the reseller (as detailed above) at the <u>quoting stage</u> , and in any event prior to an order being processed.
What if an end customer refuses to provide a valid form of proof?	Failure to provide valid competitor proof of purchase (as detailed above) will result in a refusal to honour promotional pricing to the distributor.

Enablement assets

Offer overview presentation
End-user promotional e-mail
Sales 'cheat sheet'
Web banner
Top Reasons Backup Exec
beats Veeam

TOP REASONS BACKUP EXEC™ BEATS VEEAM
ONE BACKUP TO RULE THEM ALL
SOLVES THE PROBLEM POINT SOLUTIONS CREATE.

1. REDUCE RISK WITH CERTIFIED SOLUTIONS
Along with existing Microsoft certifications, Veritas has one of the most extensive hardware and software compatibility lists in the industry, so you don't have to test and validate yourself. Veeam has you test on your own—and that can leave you and your CIO holding the bag.

2. EASY TO OPERATE AND MANAGE
Backup Exec's legendary ease of use allows IT administrators to spend less time doing backup and more time doing productive things. Launch a backup using Backup Exec's three-click backup system – One Time Backup – GUI-based production things. Launch a backup using Backup Exec's three-click backup system – One Time Backup – GUI-based production things. Launch a backup using Backup Exec's three-click backup system – One Time Backup – GUI-based production things.

3. REDUCE YOUR INFRASTRUCTURE COSTS
Backup Exec's global backup and deduplication services across all data, virtual, physical and cloud, and therefore, consumes less back-end storage. According to Veritas competitive testing, Backup Exec requires up to 3x less target storage capacity than Veeam's per TB based deduplication, significantly reducing the amount of redundancy stored data. In fact, Veeam recommends customers use a separate deduplication appliance to help show up their own storage solution.

4. SIMPLE FARMING
Backup Exec's two front end, capacity-based pricing tiers offer a rich feature set for commonly deployed operating systems, applications and endpoints. Backup's "to care" options allow customers to choose specific product features for application and system protection. Veeam has no such options and is pricing up to 25% in the past two years. Backup Exec's capacity-based pricing tiers offer a rich feature set for commonly deployed operating systems, applications and endpoints. Backup's "to care" options allow customers to choose specific product features for application and system protection. Veeam has no such options and is pricing up to 25% in the past two years.

5. TAKE STYLUS A LOT OF LIFE
Businesses seeking cost-effective ways to achieve regulatory compliance still turn to tape. For 400, Backup Exec's archive uses 6 TB and 20 TB tape in compressed WORM format. With Backup Exec's rich tape experience, tape experts can count on reliable recovery for years to come. Veeam's record with tape experts, which is based on a single tape and company in a cloud user forum, and they cannot back up directly to tape—regardless of whether you use a cloud or tape solution. If you have Veeam CloudConnect, you can nearly 30x more expensive than Backup Exec's direct-to-tape or Google storage.

6. BREADCRUMB PROTECTION
Veritas Backup Exec's global backup and deduplication services across all data, virtual, physical and cloud, and therefore, consumes less back-end storage. According to Veritas competitive testing, Backup Exec requires up to 3x less target storage capacity than Veeam's per TB based deduplication, significantly reducing the amount of redundancy stored data. In fact, Veeam recommends customers use a separate deduplication appliance to help show up their own storage solution.

7. PROTECT YOUR DATA, NOT JUST YOUR IT
The powerful, simple restoration of Backup Exec's virtual, physical or cloud data is made easier where it lives, properly formatted and protected. Backup Exec's major products have been designed to protect your data, not just your IT. The powerful, simple restoration of Backup Exec's virtual, physical or cloud data is made easier where it lives, properly formatted and protected. Backup Exec's major products have been designed to protect your data, not just your IT.

8. BE CONFIDENT IN YOUR JOURNEY TO THE CLOUD
Backup Exec's global backup and deduplication services across all data, virtual, physical and cloud, and therefore, consumes less back-end storage. According to Veritas competitive testing, Backup Exec requires up to 3x less target storage capacity than Veeam's per TB based deduplication, significantly reducing the amount of redundancy stored data. In fact, Veeam recommends customers use a separate deduplication appliance to help show up their own storage solution.

9. EXPERIENCE MATTERS
A leading analyst firm calls Backup Exec the most reliable and capable backup solution. With more than 25 years of experience, Veritas Backup Exec is the most reliable and capable backup solution. With more than 25 years of experience, Veritas Backup Exec is the most reliable and capable backup solution.

10. BREADCRUMB PROTECTION
Veritas Backup Exec's global backup and deduplication services across all data, virtual, physical and cloud, and therefore, consumes less back-end storage. According to Veritas competitive testing, Backup Exec requires up to 3x less target storage capacity than Veeam's per TB based deduplication, significantly reducing the amount of redundancy stored data. In fact, Veeam recommends customers use a separate deduplication appliance to help show up their own storage solution.

VERITAS BACKUP EXEC 16 CAPACITY LICENSING GUIDE

Packaging by Agents/Options

Agents/Options	Capacity Edition	License	Capacity Edition
Backup Exec Server	1 TB	1 TB	1 TB
Agent for Windows	1 TB	1 TB	1 TB
Agent for Applications and Databases	1 TB	1 TB	1 TB
Agent for VMware & Hyper-V	1 TB	1 TB	1 TB
Agent for Remote Media for Linux	1 TB	1 TB	1 TB
Agent for Linux	1 TB	1 TB	1 TB
Agent for Mac	1 TB	1 TB	1 TB
Agent for Solaris	1 TB	1 TB	1 TB
Agent for OpenVMS	1 TB	1 TB	1 TB
Agent for z/OS	1 TB	1 TB	1 TB
Agent for AIX	1 TB	1 TB	1 TB
Agent for IBM i	1 TB	1 TB	1 TB
Agent for HP-UX	1 TB	1 TB	1 TB
Agent for Oracle	1 TB	1 TB	1 TB
Agent for SAP	1 TB	1 TB	1 TB
Agent for Microsoft SQL Server	1 TB	1 TB	1 TB
Agent for Microsoft Exchange	1 TB	1 TB	1 TB
Agent for Microsoft SharePoint	1 TB	1 TB	1 TB
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Agent for Microsoft One			



Veritas Backup Exec™

Market opportunity



Veritas Backup Exec™

Backup & Recovery
is a
\$6bn
Global market

VERITAS™



**So what are the problems that
our customers need to solve?**



Lets start by asking some questions . . .

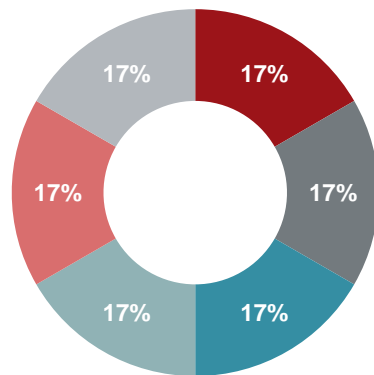
OBJECTIVE: Market research to gain insight into data protection practices, including the role of cloud and virtualization.

RESEARCH METHODOLOGY: In June 2016, Spiceworks surveyed 906 IT decision-makers across the globe.

RESPONDENT PROFILE:

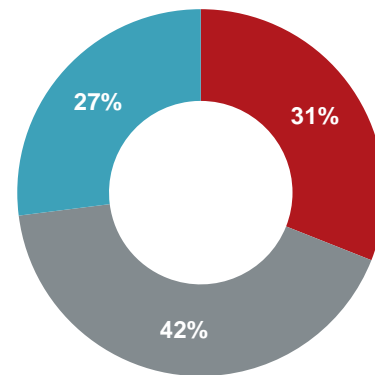
COUNTRY

AMS (151)	UK (154)	France (150)	Germany (150)	Japan (151)	China (150)
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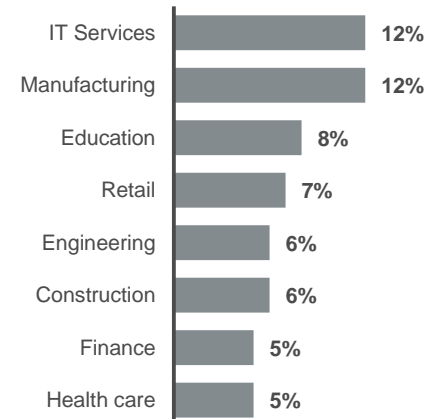


COMPANY SIZE

25-99	100-499	500+
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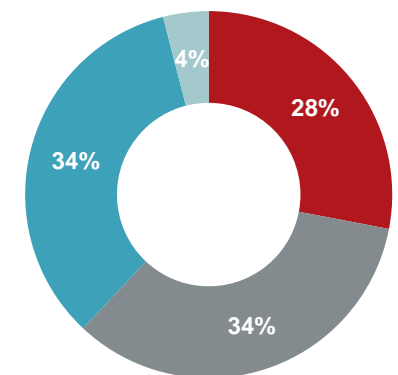


TOP INDUSTRIES



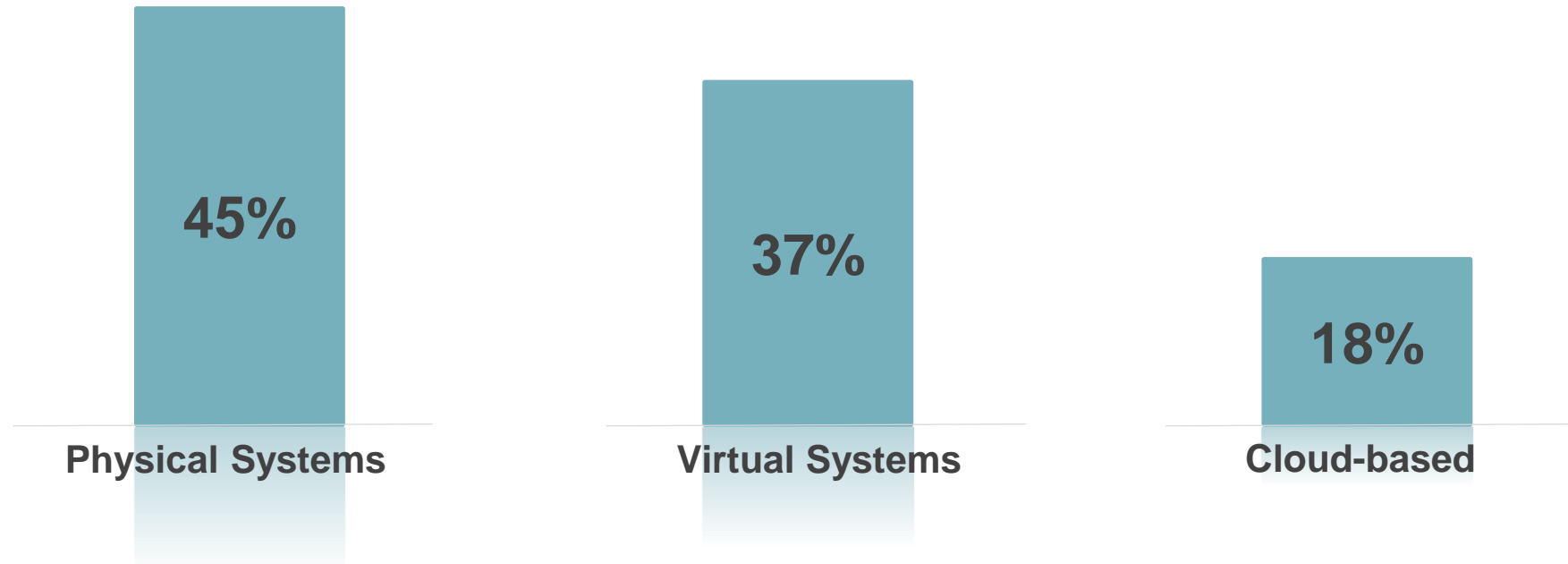
JOB TITLE

IT Directors+	IT Managers	IT Staff	Other IT
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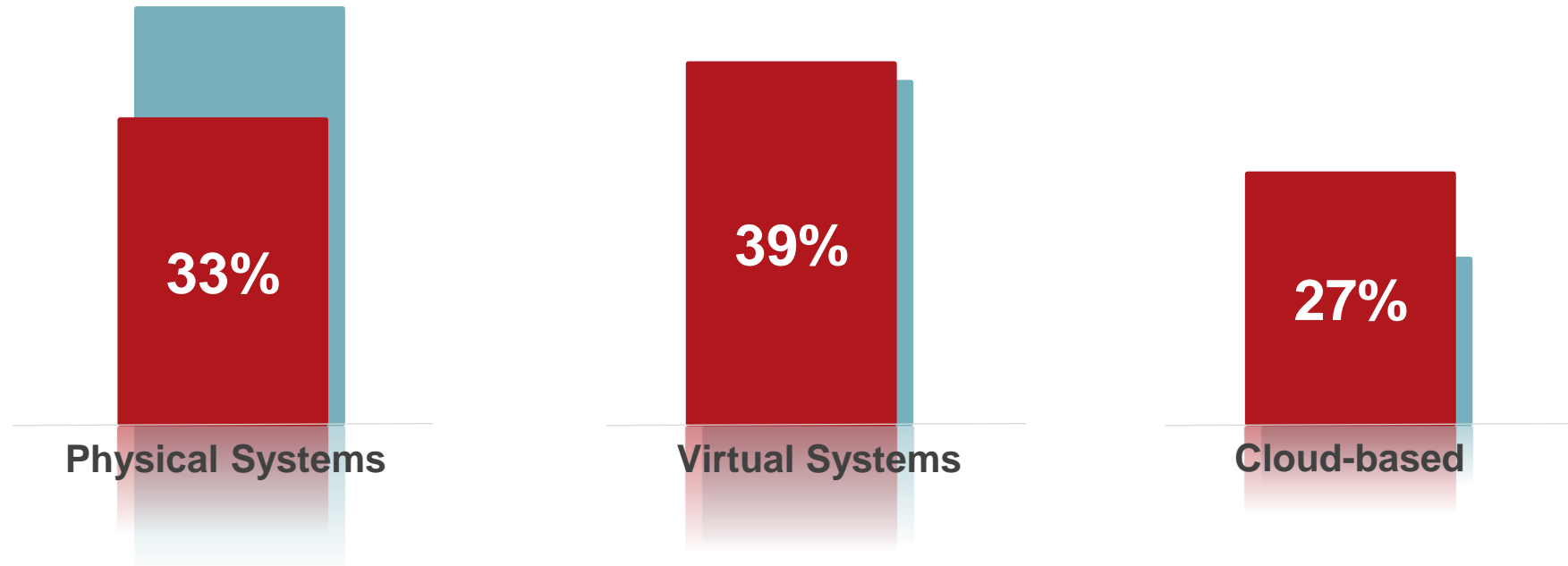
Where is data today?



Nearly half of data currently resides in physical systems



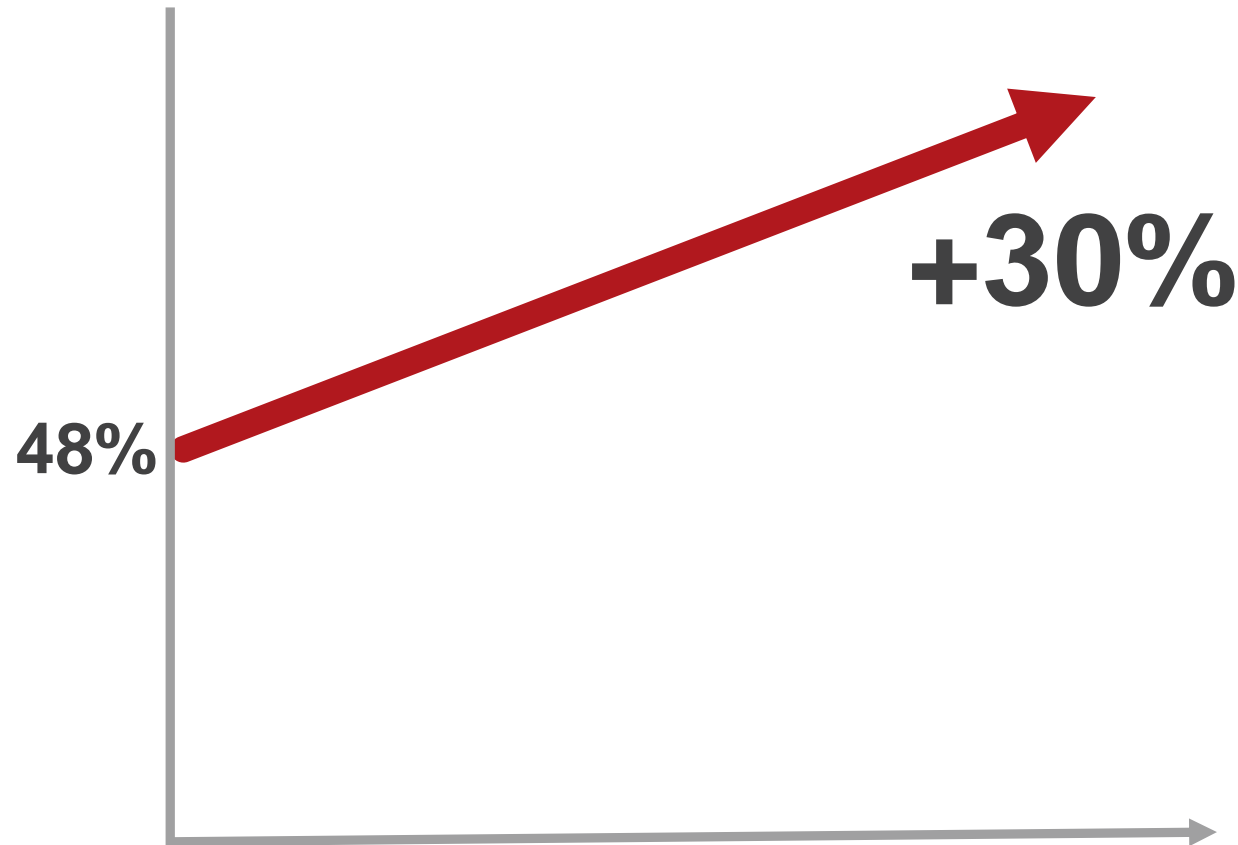
Where will data be tomorrow?



***In the next 3 years, more data is expected to move to the cloud
Data backup & recovery is a top use case for cloud***



What is the main use case for cloud?



48%

+30%

Backup and Recovery
is the

**number
one**

cloud use
being considered

What is the main use case for cloud?



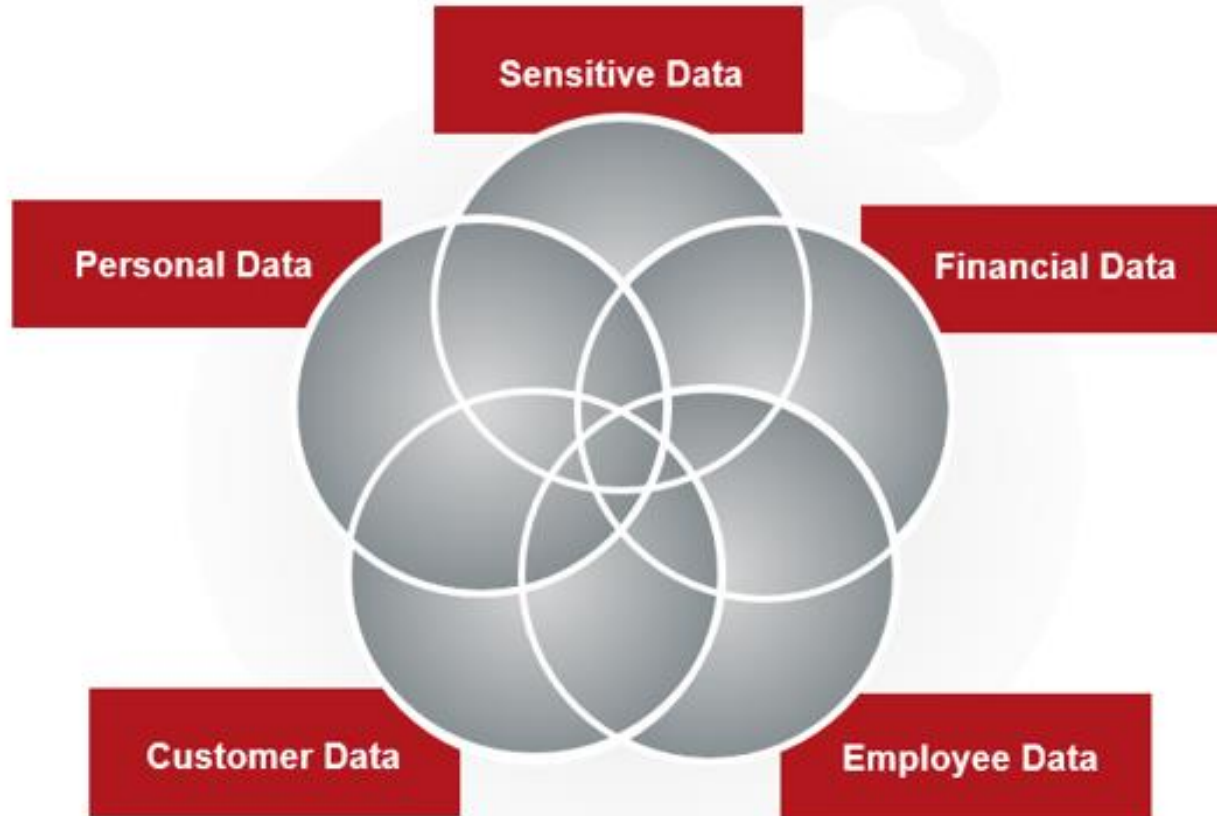
Veritas Backup Exec™



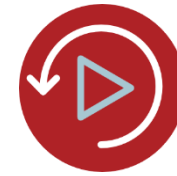
“

*This can pose
a large barrier
to cloud-based
solutions for
organizations*

”



How complicated is data protection today? How complicated will it be tomorrow?



Veritas Backup Exec™

4.1

On average
respondents
had 4.1 data
protection
products in
place

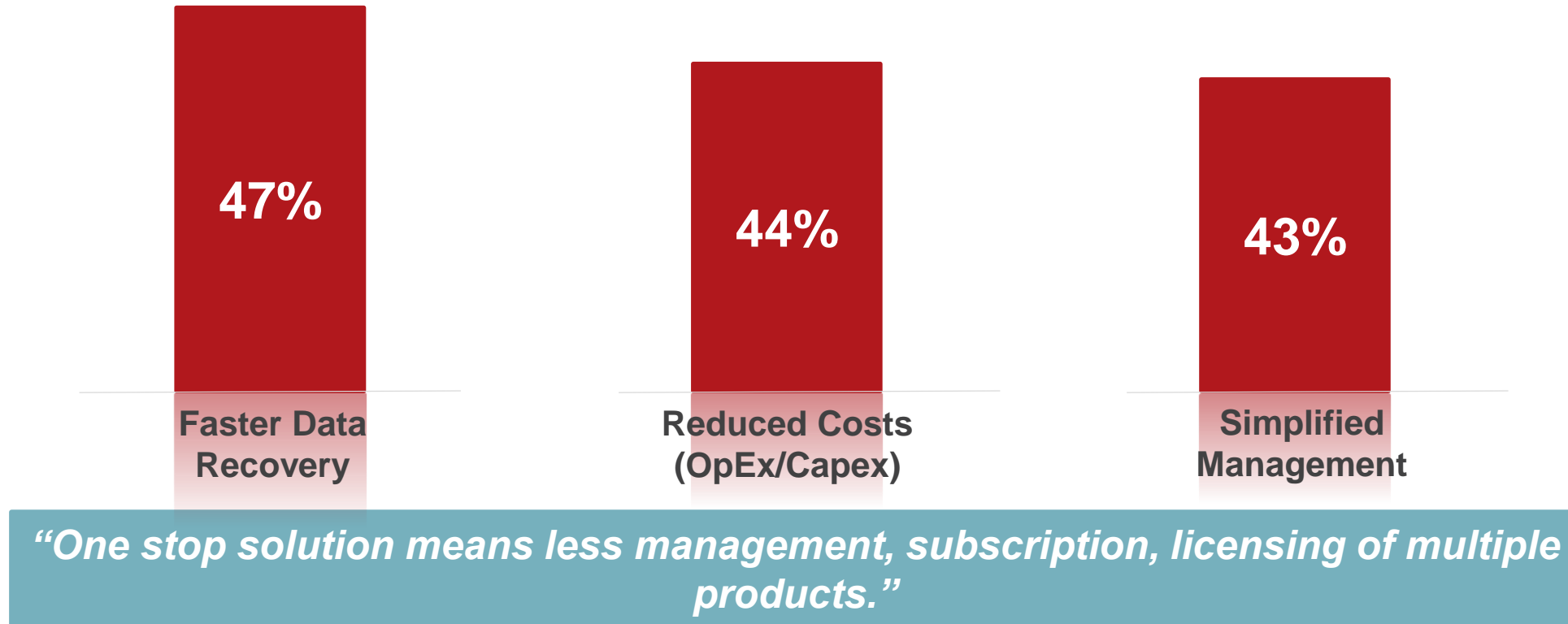
64% expect data
growth over
next three years

33% estimated
increase in
data volume

What benefits do customers expect from a Unified Data Protection solution?



Veritas Backup Exec™





Veritas Backup Exec™

One Backup to Rule Them All

Unified Data Protection: Backup Exec in numbers

**2.2 million organizations rely
on Backup Exec**



**Available in 200 countries
worldwide**



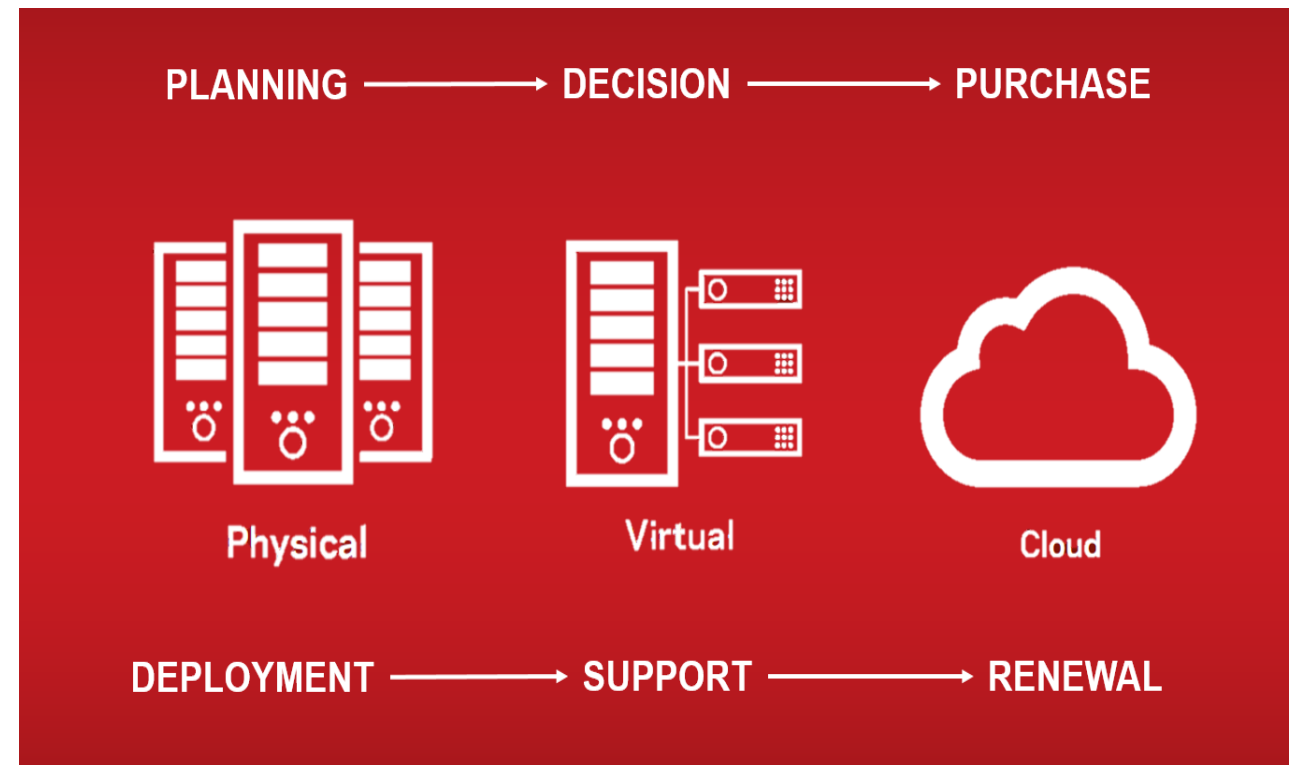
**Restores performed:
7 million**



**Backups completed:
800 million**



Powerful. Flexible. Trusted.





Why make the switch to Backup Exec?

Your opportunity

- ✓ Eliminate risk and cost associated with operating multiple products
- ✓ Simplify the license management and renewal processes
- ✓ Easily migrate customers to capacity with cross-grade licenses
- ✓ Greater potential margin opportunity and a broader sale across all technologies
- ✓ Maximize public cloud consumption by helping customers move out of the past with modernised data protection

**There's never been a better time
to switch to Backup Exec!**



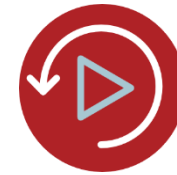
Capacity Licensing Options for Backup Exec

Product Features	Virtual	Physical	Windows	Linux	VMware	Hyper-V	Microsoft Exchange	Microsoft SQL	Microsoft SharePoint	Active Directory	Oracle	Enterprise Vault	Centralized Management	Deduplication	Single Drive Tape Library	Multi-drive Tape Library	Virtual Tape Library	NMMP Support
Capacity Lite Front-End TB	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓		*	
Capacity Front-End TB	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
V-Ray Virtual Socket	✓	+	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓				
À la Carte Per License	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

+Backup Exec Server license included

*Single Tape Drive Support

Capacity licensing options for Backup Exec offer great flexibility for a full range of features, but, because they are metered per front-end TB, customers are able to duplicate their data offsite or to the cloud at no additional cost. Disaster recovery copies to, or from, the cloud require no additional licensing from Veritas.



Veritas Backup Exec™

Thank you!

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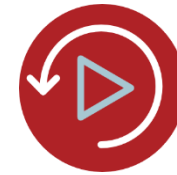


Veritas Backup Exec™

FAQs

Frequently Asked Questions

Order Processing (Distribution)



Veritas Backup Exec™

How do I process the promo order?

Using the same process you would to submit a Deal Approval ID (DAI) Code

What is the approved promo code to process the order with the promo discount?

PM-000245 (12 months), PM-000257 (24 months), PM-000258 (36 months)

Is competitor proof-of-purchase required?

Yes.

When is the last day to process a promo order?

31 October 2017.

Does the customer need to have active maintenance with the competitor?

No.

What regions/countries is the offer available?

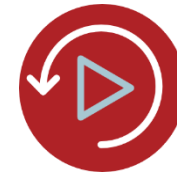
All regions/countries where Veritas does business at time of order acceptance.

Will order qualify for other discount or any rebate?

No. Only one discount is accepted. You are not able to use multiple codes in one order. If the promo discount is redeemed then it does not qualify for a Margin Builder discount (and vice versa).

Frequently Asked Questions

Reseller



Veritas Backup Exec™

What are the customer eligibility requirements for the competitive new customer promo offer?

Open to all new customers using a qualifying competitor product, including Veeam

Does the customer need to have active maintenance with the competitor?

No.

When does the promo offer expire?

31 October, 2017 at 11:59pm PST

What regions/countries is the offer available?

All regions/countries where Veritas does business at time of order acceptance.

Am I able to combine this offer with another discounted offer?

No.

How do I redeem the promo?

You can do so via your distributor provided you have a valid competitor proof-of-purchase from your customer (invoice, competitor license, support certificate or equivalent screen shot with sensitive commercial and confidential details redacted but showing customer name, customer address, and competitor product name).