



How to help customers control unstructured data with

Information Governance

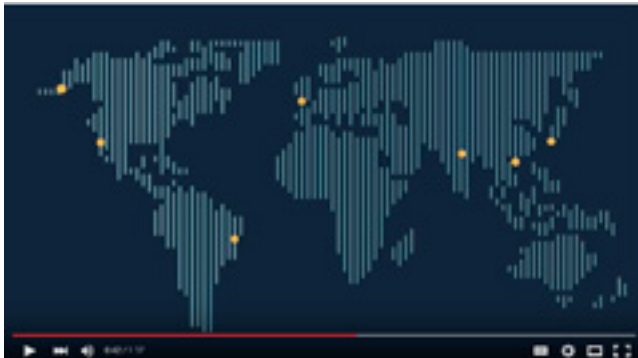
PARTNER RESOURCE KIT

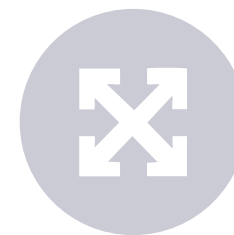
INTRODUCTION

Welcome to the **Information Governance Resource Kit**.

Since 2008 data regulations have been increasing. As enforcement and fines become more severe, e-hoarding behaviour ensures that unstructured data volumes continue to grow. Now is the time to help your customers design and implement an effective strategy for Information Governance.

Watch the video on Information Governance [▶](#)





VISION AND STRATEGY

The Veritas Mission

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

What is Information Governance?

Ask 10 different people and you'll get 10 different answers, Information Governance is not a new concept, but it has become a topic that many overcomplicate. Veritas is here to simplify Information Governance for everyone, including our partners and our customers.

First of all, let's look at information. What is it? It's data with meaning, and it includes all the usual things that organisations love to collect; emails; documents; images; spreadsheets; databases and everything in between.

What is governance? As in politics, it means the rules, laws, policies and regulations applied to create more order. So Information Governance is really nothing more complex than the policies around everything that a company collects and stores.

IGI recently published a very useful definition that incorporates what Information Governance can deliver for businesses when under control:

"The activities and technologies that organizations employ to maximize the value of their information while minimizing associated risks and costs." ¹



What is Unstructured Data?

This term refers to information that does not fit within a pre-defined organisational system or database structure. Unstructured Information is growing at an alarming rate and difficult for businesses to control.



SOLUTION OVERVIEW

The Veritas step-change approach

With greater governance, businesses can defensibly delete, reducing storage hardware and backup requirements, which also promotes higher availability. Our step-change approach makes it easy for organisations to begin the journey of getting their information in order, and avoid the damage of an information crisis.

Use these three steps and associated solutions to help your customers:

1 Gain Visibility

The first step is to gain insight into the organisation's information ecosystem, including intelligence regarding the nature of the information, and the risk attached to it.

Veritas™ Data Insight helps companies to identify how much, where and what data they are holding, giving them the information needed to decide what should be kept or deleted and where access needs to be limited to control insider threat.

Veritas™ Information Map provides a global view of all the information across the organisation in a simple and rapidly deployed solution.

2 Take Action

The next step is action, and the choice is between retention, protection, and deletion.

Enterprise Vault helps customers to archive their data to reduce the load on their infrastructure – and the cost – while still being able to enforce retention and deletion policies to meet legal and compliance requirements.

Enterprise Vault.cloud, the cloud-based version, integrates with a range of data sources including Microsoft Exchange, Office 365 and more.

3 Assume Control

The final step is to get information under lasting control, and that requires a systematic approach. Sustainable policies are the only way to ensure that successful governance initiatives outlast individual projects.

Getting data under control ensures that important data can be located and either deleted or secured when the need arises.

Veritas™ eDiscovery Platform helps companies to reduce the costs of eDiscovery by simplifying workflow and improving efficiency.



MARKET OPPORTUNITY

Now is the time for Information Governance

The spend this year on Information Governance is estimated to reach \$5.4 billion (made up of software and services), representing a 12% CAGR - and the fastest growing area of the market is file analysis and classification, growing by 37% annually.

By working with Veritas you could share in this market growth, by partnering with the market-leader.

There are three main reasons why:

The Data Explosion: IDC predicts the world's data to grow to 44 zettabytes by 2020. The major concern for businesses is the rapid growth of unstructured data, which can't be easily classified, making it hard to manage and gain meaning from.

E-hoarding Behaviour: 69% of all data that organisations store contains no legal, regulatory, or business value. Cloud applications encourage us to sync and share without even considering the associated data privacy and compliance risks.

Increasing Regulation: Regulations are increasing across the world. In Europe, the impending General Data Privacy Regulation (GDPR) will replace the 1995 Data Protection Act, harmonising the application of those rules across all European member states and introducing stricter fines.



PARTNER OPPORTUNITY

Opportunities for partners in the year ahead

Gartner predicts that by 2017, 33% of Fortune 100 companies will experience an information crisis⁴. So this is an issue that businesses must start to take more seriously. The potential damage of such an event is actually much wider than the fines alone. In a world where news travels fast, the damage to the brand's reputation could have an even greater and more long lasting financial impact on enterprises. Information Governance is often perceived as a long winded and costly exercise, and therefore brushed under the carpet. With the impending changes in the law, that strategy (or lack of a strategy) is more dangerous than ever.

As a partner, it's the ideal time for you to deliver the solutions that your customers need in order to get information under control.

Start a conversation with the right people

This is your opportunity to guide customers towards better Information Governance, establishing you as a thought leader and trusted adviser. If you act now, you can be the one to lead your customers in the steps that they take next. You can help your customers to get ahead of the increasing regulatory and compliance landscape, including the General Data Protection Regulation and the severe fines that will come with it.

Target Customers

Job titles:

- **LOB**
Chief Data Officer (or equivalent), Risk and Compliance Officer, GPO.
- **Strategic IT/Decision Makers**
CIO/IT Director, Head of Infrastructure, Head of IT Operations.
- **Functional IT/Influencers**
Backup Admin, Storage Admin.

Veritas' leading solutions will also enable you to:

- Cross-sell with existing customers
- Upsell your current installed base,
- Gain ground in your competitors' space.

It's up to you now to learn what you need to know and start conversations. You'll find useful go-to-market information on the next few pages to help you begin.



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.

This site is structured to deliver situational information that will help you understand what's changing, what you need to KNOW and what you need to DO differently. It is easy to navigate with 3 main sections: 'Prepare', 'Sell' and 'More'.

[Read more ▶](#)

Partner Enablement

View the partner enablement calendar to see upcoming webcasts, training and events available in your region.

[View calendar ▶](#)

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

Gain access to all the knowledge, promotions and campaign assets you need to drive business using **VERITASCONNECT** - our new, always-on communication platform. Bookmark it now, on your office PC and your mobile, so it's quick and easy to stay in the know.

[Bookmark Veritas Connect ▶](#)



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 ➤

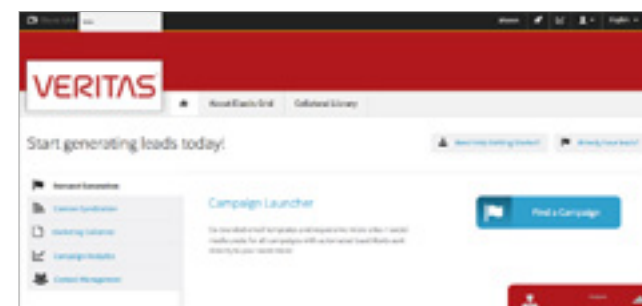
Take the headache out of updating your Social Networks

Sign up to the Social Grid for free, fresh and continuous content, ready to post to your followers.

- Become 'the trusted advisor' to your customers and associates
- Choose from regular posts that include: industry news, virus and threat alerts, thought leadership articles and product updates
- Post to Facebook, LinkedIn, Twitter and more
- Talk to our Partner Marketing Centre

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

Sign up ➤





DEMAND GENERATION

Start a Grid campaign

Below are the current campaigns available on the Grid, ready for you to leverage and help generate new business.

Veritas Enterprise Vault.cloud™: the Perfect Companion for Microsoft Office 365®

Raise awareness of the issues customers may face if they rely on the native archiving and eDiscovery features of Office 365, and increase the Enterprise Vault.cloud customer base within Office 365 users.

- Emails
- Landing Page
- Whitepapers
- O365 EV.cloud Sales Kit

[View Campaign ▶](#)



Enterprise Vault: Archiving Without Limits

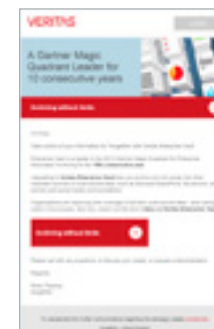
Encourage IT administrators responsible for mail, archiving, and eDiscovery, and members of IT, legal, and business teams interested in improving cost effectiveness of storage, backup and recovery, legal discovery, and computing to discover the benefits of Veritas Enterprise Vault.

This campaign includes a brief video overview, downloadable whitepaper, and access to the Gartner Magic Quadrant for Enterprise Information Archiving 2013.

- Emails
- Landing Page
- Whitepapers

[View Campaign ▶](#)

Coming soon to the Grid will be the first Veritas Information Governance campaign around 'Unstructured Data'.





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 Grid Marketing Advisors can provide professional marketing services.

Simply email Veritas@elasticgrid.com

For technical support, email enquiries@elasticgrid.com or call +40 310 051 641

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 IGI - The Information Governance Initiative, iginitiative.com

² IDC Digital Universe Study 2014

³ Compliance Governance and Oversight Council 2012

⁴ Gartner 2013 Strategic Road Map for Enterprise Information Management

⁵ Veritas Market Opportunity Guide, EMEA FY16 Planning