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 ❯
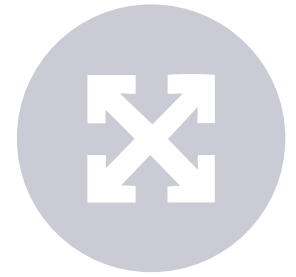
VISION AND STRATEGY

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 billion[1] and a growth of 30% is forecast in 2015[2].

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 ❯

Market Opportunity

The backup and recovery market is growing and the 2014 Veritas addressable market is set to be $932M, 5% 3-YR CAGR for backup software[3]. Veritas continues to lead the way in backup and recovery software, a leader in every magic quadrant from 1999 to 2015[4].

Backup Appliances are increasingly popular, especially for remote offices and the SMB market with a massive $449M addressable market 14% 3-YR CAGR for backup appliances[5].

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 Lifecycle[6]

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.

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 VERITAS**CONNECT** – 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 ❯
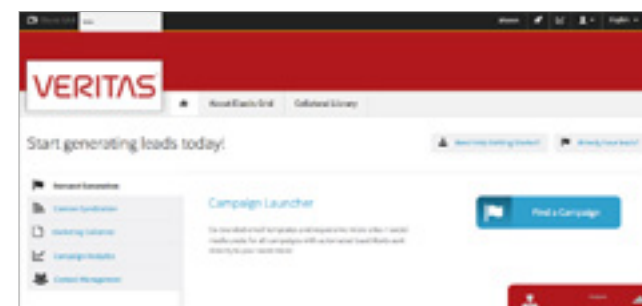
DEMAND GENERATION

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. Available in UK-EN, FR, GE, IT, RU, NL and PL soon on PartnerNet.

Download now ❯

Veritas NetBackup™ Appliance Family
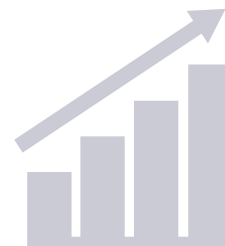OVERVIEW BROCHURE

VERITAS
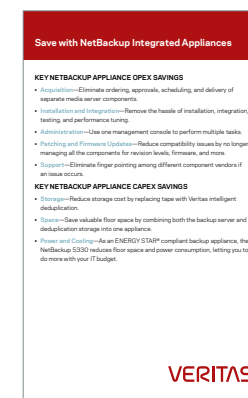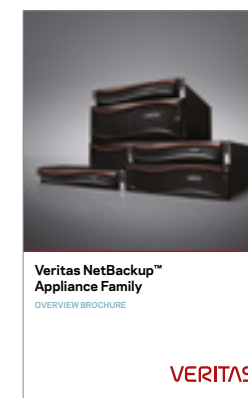
PROPOSED CUSTOMER FLOW

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.

1 — Attend Sales Training

2 — Set up a Landing Page

3 — Co-Brand Marketing Tools

Install Base

Sales targeting of existing customer

Email 1:
Reason to Upgrade **or** use Grid Campaign by Sales

Email 2:
Invite to dedicated webcast / Partner Saving Calculator

Sales: Follow up leads to convert to pipeline

New Customer

Purchase data list

Email 1:
Transform Your Business Faster (CTA: Infographic / Video)

Email 2:
Transform Your Business Faster (CTA: Invite to Webcast)

Telemarketing: follow up to drive webcast registration or **sales appointment**

Email 3:
Webinar follow up (CTA: Family Brochure)

Generate interest thru social media (Linkedin & Twitter)
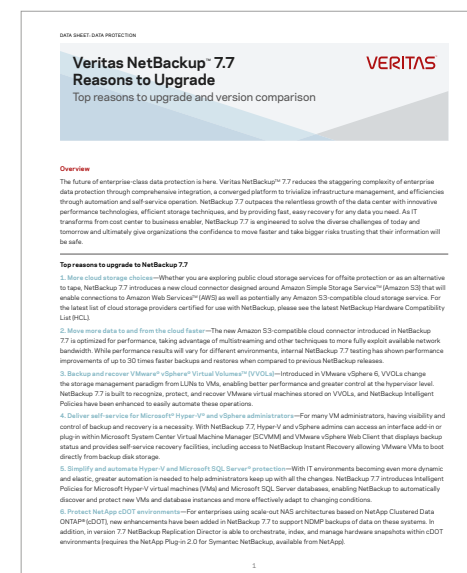
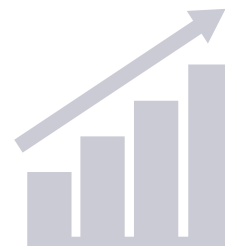# SALES ACCELERATION

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 – EN, FR, GE, IT, RU, ES
- NBU 7.7 Cheatsheet – EN
- NBU 7.7 FAQ – EN
- NBU Self Service for EMEA data sheet – EN, FR, GE, IT, RU, ES
- Competitive Advantage card: NBU vs. Veeam V8 – EN
- Competitive battle card: EMC vs. Netbackup – EN
- NBU Whats New PPT – EN
- NBU Convergence Infographic – EN, FR, GE, IT, RU, ES
- Collateral for Appliance
- NBU Brochure Family – EN, FR, GE, IT, RU, ES

View available collateral ❯

SALES ACCELERATION

NetBackup Appliance Savings Calculator

Show your customers an instant summary of the savings they could make from deploying a NetBackup Appliance over a Build Your Own (BYO) Media Server. We can create a co-branded page for you which hosts the calculator tool along with an area for you to link to a CTA of your choosing. You could set up a data capture form and use it as a lead generation tool. Get in touch to enquire about creating your own co-branded NetBackup Appliance Savings Calculator page, or launch a campaign directly on the Grid.

View now ❯

NetBackup Discovery Platform Tool

Give your customer insight into how to optimise their NetBackup operations with the NetBackup Discovery Platform Tool. The tool allows you to quickly process a customised report using key pieces of information from a customers environment. It helps to identify areas where new technologies can help address key pain points and inefficiencies that can lead to cross-sell or up-sell opportunities.

Producing a Discovery Profile for NetBackup is simple – and takes just 30 minutes.

Find out more and run an assessment for your customer today ❯
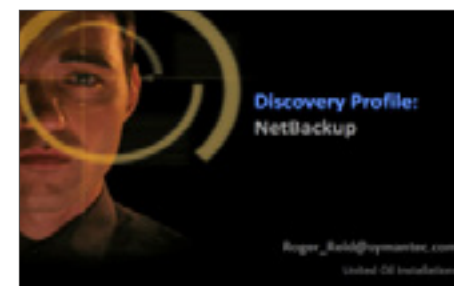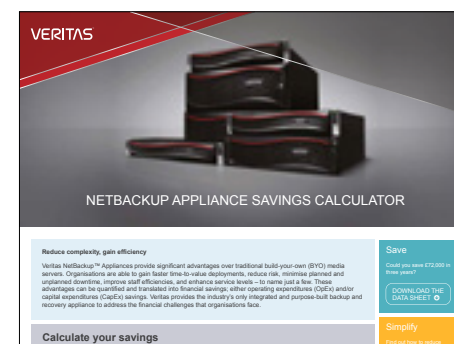
MAXIMISE YOUR PROFIT

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 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] Computerworld Forecast Study 2015

[2] The Coming Converged Infrastructure Vendor Battle and What to Do About It, Gartner, Feb 2015, George J. Weiss

[3] Symantec proprietary market analysis based on ICT worldwide spending research

[4] https://symantec-corporation.com/servlet/formlink/f?kPugHuQADTY&ACTIVITYCODE= 180645&inid=GL_NA_WP_Gartner2014Ma

[5] Symantec proprietary market analysis based on ICT worldwide spending research

[6] Source Enterprise Srategy 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)