



How to market better & sell more Backup Exec

PARTNER RESOURCE KIT

INTRODUCTION

Welcome to the **Backup Exec 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](#) ➤





SOLUTION OVERVIEW

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.



About Backup Exec 15

A recent survey¹ revealed that nearly two-thirds (62%) of companies use multiple solutions to protect their physical and virtual systems. Yet nine in ten (91%) are interested in a single solution and what it can offer.

Employing Backup Exec 15 as this single solution helps your customers simplify and streamline their data protection strategy.

- Backup Exec proactively protects the entire business ecosystem, whether it's built on virtual servers, physical servers, or hybrid cloud environments
- You can offer your customers a single solution that has the flexibility to rapidly recover an entire server, virtual machine, application or granular object in minutes
- Visit our [YouTube Channel](#) to watch a video overview, plus a deep dive series on Backup Exec's many capabilities



MARKET OPPORTUNITY

Market Opportunity

According to a study published by Gartner in May 2014, backup/recovery software revenue grew 6.8% in 2013, reaching \$4.7 billion².

In recent ESG research, more than 3/4 of respondents (77%) reported they were currently using server virtualization³. It is among the top 3 most cited priorities in ESG's annual spending survey – reaching the top spot in 2014 – and is tied closely to the 2nd two most-cited priorities; critically important information security initiatives, and improving data backup and recovery⁴.

More than two-thirds of respondents (69%) to ESG's survey indicated that they would prefer a single backup application to protect both virtual and physical servers⁴. Backup Exec 15 meets the market demand for reduced complexity in this area, along with exploding data and storage. To learn more about the opportunities in your market, view the Market Opportunity Guide.

[Veritas Market Opportunity Guide](#) ▶

Target Customers

Company size: Primary target 10 – 1,000 employees.

IT environment: Companies with one to hundreds of virtual hosts (or moving to a virtual environment), one to hundreds of physical servers, or a combination of both. There is no limit to the number of servers Backup Exec can protect.

Job titles: Server / Virtual Server Administrator, Backup Administrator, Network Administrator, Windows Administrator, System Administrator, Storage / Virtual Storage Administrator, Infrastructure Administrator, IT Administrator, IT Manager, IT Director, Application Administrator and Architects.

Key Focus Areas:

- Existing install base on older versions
- Physical environments transitioning to virtual and cloud
- Expiring platform (OS) customers e.g. Microsoft Windows Server 2003



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 ➤

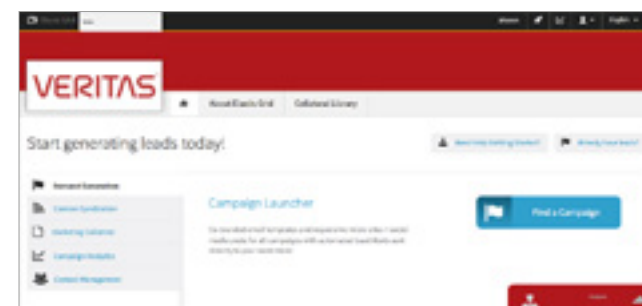
Take the headache out of updating your Social Networks

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

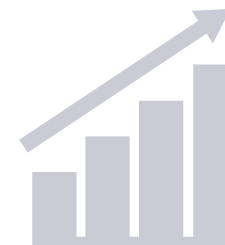
- Become 'the trusted advisor' to your customers and associates
- Choose from regular posts that include: industry news, virus and threat alerts, thought leadership articles and product updates
- Post to Facebook, LinkedIn, Twitter and more
- Talk to our Partner Marketing Centre

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

Sign up ➤



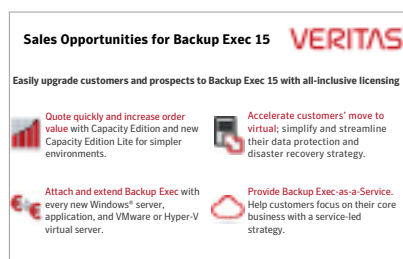
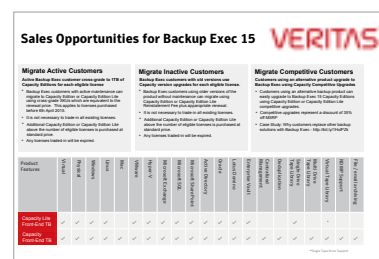
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SALES ACCELERATION

Sales Tools on the Grid

We've created a range of sales materials to help support your sales team in customer meetings and events. These materials can be downloaded from the Grid's Collateral Library.



Available on the Grid:

- Cheat Sheet
- Opportunity Matrix
- Call Script
- Objection Handling
- Customer Letters
- Competitive Feature Comparison Matrix
- Infographics
- Top 10 Reasons to Upgrade Datasheet
- FAQs
- Battlecard
- Banners

[Visit the Grid](#)

Backup Exec customers can migrate to 1TB of Capacity Editions⁵

Reduce license complexity, improve customer lifetime retention and provide customers with a reliable choice across their entire infrastructure. Migrate active, inactive and competitive customers to Capacity Edition or Capacity Edition Lite⁶ offerings through simple licensing offers.

[Find out more](#)

Backup Exec SKU Generator

Get started with our licensing support tool, the Backup Exec SKU Generator.

[View here](#)





MAXIMISE YOUR PROFIT

Margin Builder

Margin Builder provides an upfront discount to you for developing and closing incremental small and medium business sales opportunities.

It's fast (2 minutes on-screen approval), targeted (SMB deals, 5 - 250 users), and profitable (gives up to 20% discount).

To find out more, visit [Margin Builder](#) on PartnerNet.

Opportunity Registration Program

This program provides rebates to you for actively identifying, developing and closing incremental sales opportunities on qualifying products, such as Backup Exec 15.

The opportunity must also be one of the following:

- A new end-user customer account
- A sales opportunity for new products within an existing customer account
- A new project for an existing 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 Symantec's Windows Server 2012 Migration/Virtualization Survey.

² Market Share Analysis: Enterprise Distributed System Backup/Recovery Software Market, Worldwide, 2013.

³ ESG Research Report, 2013 IT Spending Intentions Survey, January 2013.

⁴ ESG Research Report, 2014 IT Spending Intentions Survey, February 2014.

⁵ For each eligible Backup Exec license.

⁶ This applies to licenses purchased before 6th April 2015. Renewal fee is only required up to the amount of Capacity / Lite required - not all existing licenses have to be migrated. Additional Capacity / Lite required above the number of eligible licenses is purchased at standard price.