VERITAS™

How to create new opportunities

Pipeline Generation Days

PARTNER RESOURCE KIT

INTRODUCTION

Welcome to the **Pipeline Generation Days Partner Resource Kit**.

This kit highlights the latest materials and support available to help you to:

- Understand the initiative
- Realise the full potential of current and future successes
- Create new leads
- Accelerate your sales
- Maximise your profit

There are many ways we can help you to enhance your marketing activities and make it easier for you to increase your leads, discover new sales opportunities and boost your revenues.

So, go ahead! Take advantage of the materials and services available. And if you would like further help and support, do get in touch – we're here to help.

See help and contacts page ❯

PIPELINE GENERATION DAYS – OVERVIEW

Pipeline Generation Campaigns have been designed to put the spotlight for customers and prospects on selected Sales Plays and generate pipeline. Pipeline Generation Days, are a pan-EMEA high performance sales initiative which run every quarter.

Sales Plays

- Commercial Backup and Recovery
- Converged Backup
- Information Governance
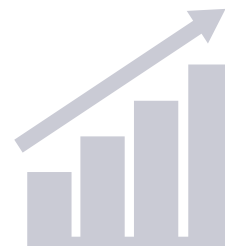- Information Availability

Read more in our top tips ❯

Pipeline measurement:

- Opportunities registered in ORR cloned
- Opportunities registered in Margin Builder
- Veritas Grid Platform:
    - Leads generated on the Grid
    - Resellers recruited via the Grid
    - Grid opportunities reported

Visit the Veritas Grid ❯
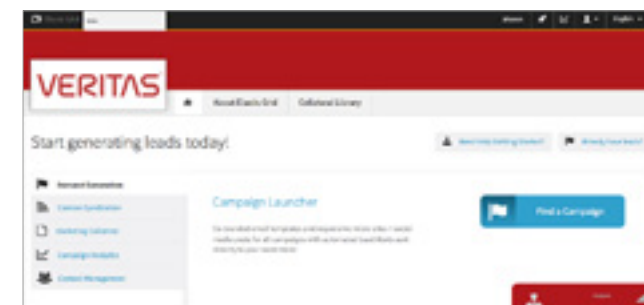
RUNNING YOUR PG DAYS

Generate a successful Veritas PG Day by following a proposed journey as shown below:

Prepare Database → **Send VITO letters** → **Call out Customers** → **Send a follow up email**

- Sales Academy
- PartnerNet
- BrightTalk
- Veritas eLibrary

- BE 15 Campaigns
- NBU 7.7
- NBU Calculator
- NBU Appliance
- NBU King of Scale
- Better Backup for a Virtualized World
- Archiving without Limits
- EV.cloud the perfect companion for O365 365

- CTA asset
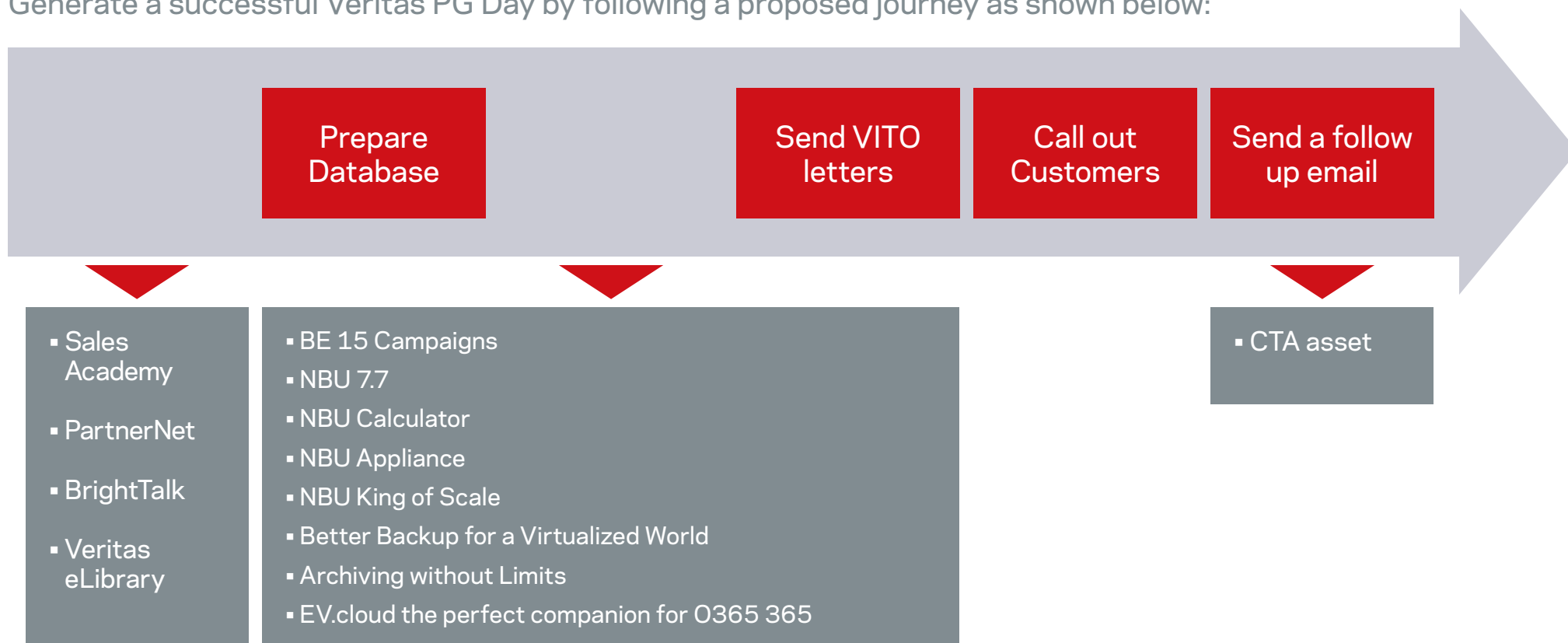
RUNNING YOUR PG DAYS: TOP 9 TIPS FOR SUCCESS

1 Check when the PG Days are running in your country
Veritas PG Days run every quarter. Contact your Partner Success Manager or Distributor Success Manager to find out when the next event is happening in your country.

2 Understand what the focus is:

ENTERPRISE	MID-MARKET
CONVERGED BACKUP	CONVERGED BACKUP
INFORMATION AVAILABILITY	COMMERCIAL BACKUP AND RECOVERY
INFORMATION GOVERNANCE	INFORMATION AVAILABILITY AND RESILIENCY
	INFORMATION GOVERNANCE AND DATA INSIGHT

Find out more about the key focus areas on PartnerNet ❯

3 Prepare your data

Prepare your contact list to send out VITO (Veritas Important Top Officer) letters and prepare a Grid Campaign.

4 Read the prepared letters (VITOs)

Ask your Partner Success Manager or Distributor Success Manager for the available VITO letters. Customise if necessary and email them to your contacts.

5 Prepare and execute Veritas Grid Campaigns
Drive pipeline and opportunities through Veritas Campaigns on the Grid, including King of Scale, BE15 and NBU Calculator. Visit the Grid ❯

6 Read the briefing deck
Your Partner Success Manager or Distributor Success Manager will be able to provide this to you ahead of the PG Days. Read these to learn how to generate new opportunities.

7 Be social
Contact your Partner Success Manager or Distributor Success Manager for the prepared copy suitable for use with LinkedIn and Twitter.

8 Turn up on the day!
Engage with your Partner Management Team and be prepared to have some fun!

9 Follow up
Send a follow up email to your customer and keep in touch with them to close the deal!

FOCUS AREA – COMMERCIAL BACKUP AND RECOVERY

About Backup Exec 15

A survey[1] 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.

Focus

Migrate to Backup Exec 15 all-inclusive Capacity Edition.

Goal

Establish valid upgrade opportunity.

Partner Information

View the Grid campaigns ❯

Visit PartnerNet ❯

Backup Exec Partner Resource Kit ❯

[1] Symantec's Windows Server 2012 Migration/Virtualisation Survey.

FOCUS AREA – CONVERGED BACKUP

Converged Backup

Converged Backup 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 and a growth of 30% is forecast in 2015[2]. Employing Backup Exec 15 as this single solution helps your customers simplify and streamline their data protection strategy.

Focus

These are the convergence challenges that you can help customers to overcome with NetBackup and NetBackup Appliances:

- Trading simplicity for new silos and lower visibility
- Patchwork converged fixes could lead to fragmentation to backup architecture
- Changing the data protection architecture puts the business at risk
- Convergence can lead to unplanned restructuring of the backup environment

Goal

Set up a meeting to discuss our NetBackup Appliances strategy.

[2] Veritas Market Opportunity Guide, 2015, http://info.veritas.com/partnerresourcecentre

Partner Information

View the Grid campaigns ❯

Visit PartnerNet ❯

Enterprise Backup Partner Resource Kit ❯

FOCUS AREA – INFORMATION AVAILABILITY

Information Availability

Although infrastructure is important, it is not a complete solution. The right hardware is only one part of an effective long-term strategy. For years customers have bought more storage and failed to really get information under control. Without control it is impossible to deliver in the information availability that is expected by today's businesses and users.

Focus

Embrace a Single IT Resiliency Strategy.

Goal

Cross-sell with Backup customers, to compliment their existing backup services by providing IT service continuity to Physical, Virtual and Cloud architectures.

Partner Information

Visit PartnerNet ❯

Information Availability Partner Resource Kit ❯

FOCUS AREA – INFORMATION GOVERNANCE

Information Governance and Insight

No other vendor has a portfolio of integrated products with the same breadth and depth. Working with Veritas, you can deliver the Information Governance solutions that customers trust, enabling you to grow and evolve your business – while your customers achieve a rapid return on investment.

Veritas' leading solutions will enable you to:

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

Goal

Set up a meeting to discuss our Insight and Governance strategy.

Partner Information

View the Grid campaigns ❯

Visit PartnerNet ❯

Information Governance
Partner Resource Kit ❯

KEY RESOURCES

## Veritas Market Opportunity Guide

Read this guide to the changing information landscape and the market-leading Veritas solutions you can sell to support customers in unlocking the value of their data, while reducing data risks and costs.

Download the Market Opportunity Guide ❯

Veritas Strategy and Solutions Matrix

This document details how the different Veritas solutions and products map to the information challenges faced by today's businesses. Keep this on file to see at a glance how the product portfolio fits together.
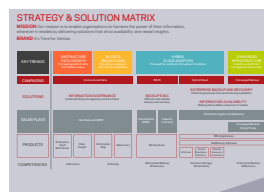
Download the Strategy and Solutions Matrix ❯

Veritas Partner Resource Centre

Visit the Veritas Partner Resource Centre to access the latest go-to-market material available and useful links and resources.

Visit the Veritas Partner Resource Centre ❯

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 ❯
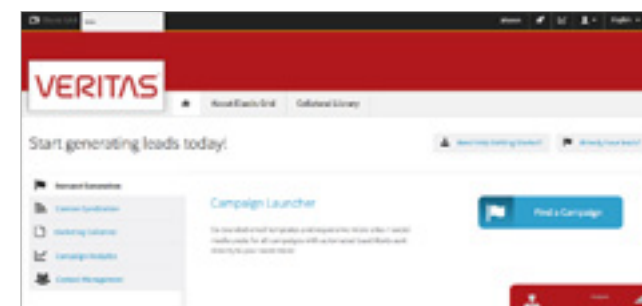
MAXIMISE YOUR PROFIT

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.

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 ❯