VERITAS™
Partner Force

FORWARD THINKING BACKUP

Veritas: Backup technologies trusted by the world's most information-driven companies

PARTNER SUCCESS KIT

NOW
WITH ORACLE
COPILOT AND BAAS

CONTENTS

OVERVIEW

WHY DOES THE WORLD NEED 'FORWARD THINKING BACKUP'?

It is well established that businesses are undergoing a dramatic digital transformation. Organizations must proactively adapt to remain profitable, competitive, and compliant. Data is at the center of it all, growing at an unprecedented rate. So today's customers face more information challenges than ever before – including increasing regulatory pressure.

Digital protection for the digital business.

In the digital business, protecting data takes on a new meaning, and when it's properly managed, information can be leveraged as a valuable asset. A clearly defined approach to backup is now a core element of every customer's information management strategy. It's time to think ahead. It's time for Forward Thinking Backup.

Veritas has created this document to help you make the most of present market opportunities and proven, industry leading technologies.

Show your customers how to reduce complexity, scale for growth, increase agility and make more strategic decisions by unlocking the power of their data.

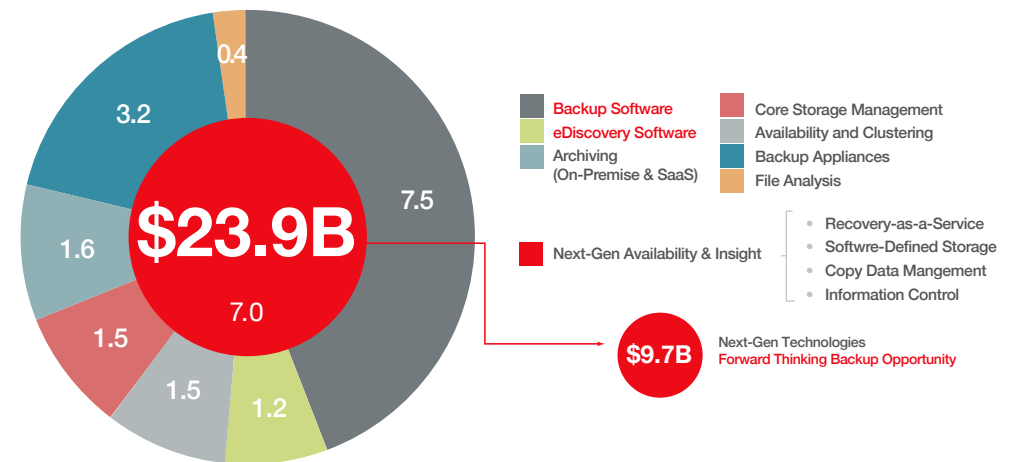# VERITAS™
Partner Force

THE BIG OPPORTUNITY IN BACKUP

Industry analysts expect the information management market to grow and reach $17B by 2019 – and potentially an additional $7B in next-gen technologies. That's no surprise when you consider that data is growing 39% year-over-year.[1]

Within this huge information opportunity, $8.7B of revenue is attributed to backup software and appliances, representing a 36% increase from $6.4B in 2015. An additional $9.7B revenue is expected for Forward Thinking Backup technologies from Veritas. Right now Veritas is poised to take advantage of this rapid market growth.

So if you're looking to boost your revenues, then you're looking in the right place.

Now is the tipping point where businesses must re-evaluate their information infrastructure. Why? Because around 41% of that infrastructure will not have been updated in the last three years, and customers are spending $20.5 million on this untouched infrastructure.

Veritas Total Market Opportunity
2019 Forecast for Addressable + Adjacent Markets

$23.9B

0.4
3.2
7.5
7.0
1.6
1.5
1.5
1.2

Legend:
- Backup Software
- eDiscovery Software
- Archiving (On-Premise & SaaS)
- Core Storage Management
- Availability and Clustering
- Backup Appliances
- File Analysis

Next-Gen Availability & Insight
- Recovery-as-a-Service
- Softwre-Defined Storage
- Copy Data Mangement
- Information Control

$9.7B Next-Gen Technologies
Forward Thinking Backup Opportunity

1. IDC Worldwide Data Protection and Recovery Software Forecast 2015-2019: 2016: $6.9Bil, 2019 $8.2Bil with a Global CAGR of 6.3%

PARTNER OPPORTUNITY

How to become a trusted and valued backup advisor

By helping customers to form a strategy and reduce costs, you can establish yourself as a trusted advisor for the years to come, when data will continue to grow and create more challenges. To help you do just that, Veritas has produced some reports with information and statistics on the types of information that create the most issues.

Find deeper insights in the Veritas Data Genomics Report ❯

Read the Databerg report ❯

Reinforcing the Veritas message

As the market leader in backup and recovery for many years, we've worked with customers to identify, understand and solve a wide variety of data protection challenges:

▪ Too Much Complexity
▪ Data Growth & Sprawl
▪ Soaring Expectations
▪ Lack of Visibility

Unfortunately, when it comes to these challenges, the industry today is filled with a lot of backward thinking.

Too many short term answers in the industry today

❝ Just use whatever tools you have to dump your data on our de-dupe only appliance. ❞

❝ Go ahead and build your own backup infrastructure using our hardware. ❞

❝ If you need more performance, no problem – just add more infrastructure. ❞

❝ If you want to understand your data, first you have to scan all of it. ❞

❝ Use our solution for your VMs. Use something else for all the other stuff. ❞

THE #1 IN BACKUP IS VERITAS

It's simple, your customers and prospects face a big challenge. For you, it's a big opportunity. So you want to be working with the best products and the best people.

The right strategy for moving forward.

Veritas is the number 1 in backup, working with 86% of the world's Fortune 500 companies – and the leader in every Gartner magic quadrant for backup and recovery. Based on our wealth of experience, we've designed a strategy that customers can use to move forward in information management.

Reduce Complexity with Veritas

Our mutual customers need accelerated solutions for converged unified backup, to help them reduce complexity across their on-premise and virtual environments. Veritas has taken its position in the integrated backup appliance market from 0% to 40% in 5 years and is seeing double digit growth in this market. Start here by showing your customers how they unify their backup and achieve rapid time to value with your help and services.
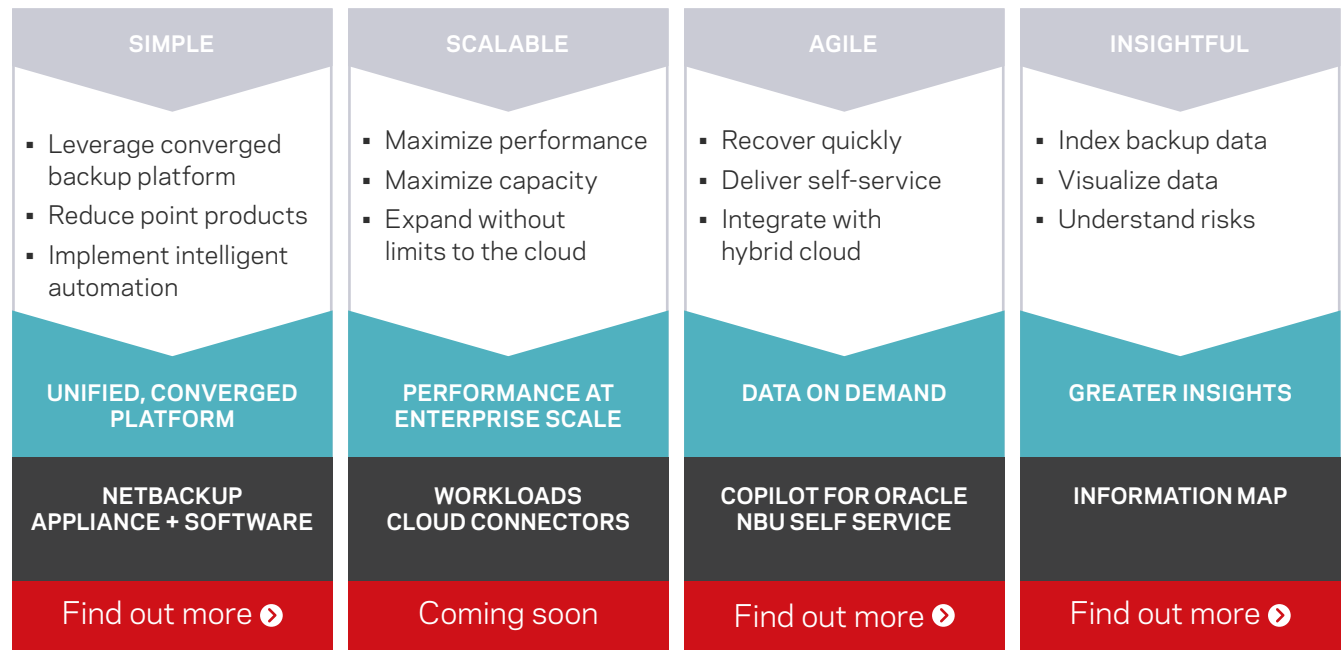
Advance Backup with Veritas

Customers are re-architecting their backup infrastructures to improve productivity and reduce costs. As a result, the Purpose-Built Backup Appliance (PBBA) market is in hyper growth. In fact, 7 out of 10 customers will be evaluating PBBA solutions in the next 12 months. Work with Veritas to make the most of this opportunity with your customers. Veritas is the #1 in integrated appliances, growing 4x faster than the industry average.

We call it 'Forward Thinking Backup' – and it is built on four pillars ❯

VERITAS
Partner Force

PRODUCTS FOR FORWARD THINKING BACKUP

You now have the opportunity to guide customers towards a Forward Thinking Backup strategy. Each of the four pillars of this strategy maps easily to proven, market leading Veritas technologies:

SIMPLE	SCALABLE	AGILE	INSIGHTFUL
• Leverage converged backup platform • Reduce point products • Implement intelligent automation	• Maximize performance • Maximize capacity • Expand without limits to the cloud	• Recover quickly • Deliver self-service • Integrate with hybrid cloud	• Index backup data • Visualize data • Understand risks
UNIFIED, CONVERGED PLATFORM	**PERFORMANCE AT ENTERPRISE SCALE**	**DATA ON DEMAND**	**GREATER INSIGHTS**
NETBACKUP APPLIANCE + SOFTWARE	**WORKLOADS CLOUD CONNECTORS**	**COPILOT FOR ORACLE NBU SELF SERVICE**	**INFORMATION MAP**
Find out more ❯	Coming soon	Find out more ❯	Find out more ❯

VERITAS™
Partner Force

TOP FOUR DATA PROTECTION CHALLENGES OF DATABASE PROTECTION

Convergence and Automation is the Only Way Forward

How many different tools do you use to manage database protection?
How many people are involved in database backup and recovery?

Scalability Cannot Be a Limiting Factor

How long do your database backups take?
How much space is required to store database backups?

Empower the Business, Don't Obstruct It

How long would it take you to fully recover a database?
Can DBAs and backup teams both get what they need?

What You Can't See May Harm You

Are you 100% confident your database data is protected?
Is a database dump the same as a backup?

How are database backups done today?

- **VM image**
- **DB dumps to central storage**
- **DB dumps to local storage**
- **DB utilities (RMAN)**
- **Databaseagent**
- **Hardware snapshot**

56% of database backups are initiated by DBAs.

VERITAS™
Partner Force

NETBACKUP COPILOT FOR ORACLE

The Veritas revolution in database backup and recovery starts with NetBackup Copilot for Oracle. NetBackup Copilot for Oracle integrates components of the NetBackup application, Oracle Recovery Manager and the NetBackup appliance to manage database backups.

Its goal is to reduce the complexity of Oracle database backup and recovery, lay the groundwork for future growth and help IT to become more agile to deliver greater business value.

NetBackup Copilot allows database administrators to independently manage backups on their own schedules, maintain visibility across all storage tiers, and recover from any available copy. Backup administrators can implement policies to manage the storage, retention, and movement of database backup copies on disk, tape, or cloud storage tiers.

Watch the video ❯

Your opportunity with Oracle copilot

A large and fast growing market to tap into:
IDC estimates the database market will grow to $50 B by 2017 with a 11% CAGR.

A large number of customers you can help:
Oracle cites 310,000 database customers in their 2015 Annual Report

✓ **Faster backup and recovery of Oracle databases**

✓ **Easy coordination between the DBA and backup admin**

✓ **Reduced storage costs and impacts to production environment**

❝ With NetBackup Copilot for Oracle, ESG Lab believes that Veritas is reaping the rewards from years of solid data protection product development. By focusing on customer challenges around Oracle database protection, Veritas was able to deliver a comprehensive solution by simply fine tuning and integrating its existing technologies. ❞

ESG Labs Spotlight, February 2016

BACKUP-AS-A-SERVICE POWERED BY VERITAS

Why Backup-as-a-Service (BaaS)

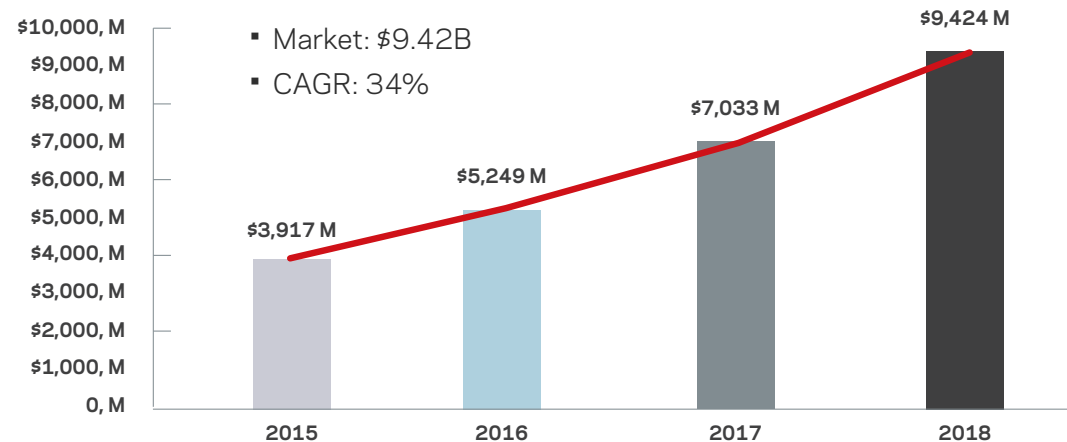|			
Customers demand data protection solutions built for the future in which virtually everything will be delivered and consumed 'as-a-service'.	Changing cloud and virtualization landscape is increasing backup & recovery complexity.	Enhanced SLAs drive adoption of D2D2C, intelligent de-duplication, accelerator, snapshot/replication technologies and self-service.	Today, 31% of enterprises run their data protection workloads in the cloud and another 21% intends to do so in the next 24 months.

Partner benefits

- Customer satisfaction and retention
- Long term customer relationships
- New customer acquisition
- Recurring revenue streams
- Greater profitability and predictability of business
- Door opener for additional services

- Market: $9.42B
- CAGR: 34%

Year	Value
2015	$3,917 M
2016	$5,249 M
2017	$7,033 M
2018	$9,424 M

M&M - Worldwide Market Forecasts and Analysis (2013-2018)

VERITAS™
Partner Force

BACKUP-AS-A-SERVICE POWERED BY VERITAS

Backup-as-a-Service Powered by Veritas enables partners to change the way in which they deliver backup and DR services to their customers. By leveraging "in-house" BaaS infrastructure, partners can provide uniform backup and DR capabilities and deliver differentiated offerings tailored to their unique customer base.

- Elimination of undifferentiated heavy lifting of doing backup in-house
- Operationalize backups and recovery with industry best solutions to safeguard customer's most valuable assets; their data and reputation!
- Utilize proven technology facilitating predictable service levels, which allow organizations to focus on the business more, and less on their infrastructure
- Optimize business outcomes for customers by offering:
  1. Central management and policy-based automation
  2. Fast recovery speed
  3. Flexible recovery options/ SLAs
  4. Heterogeneous coverage with one solution
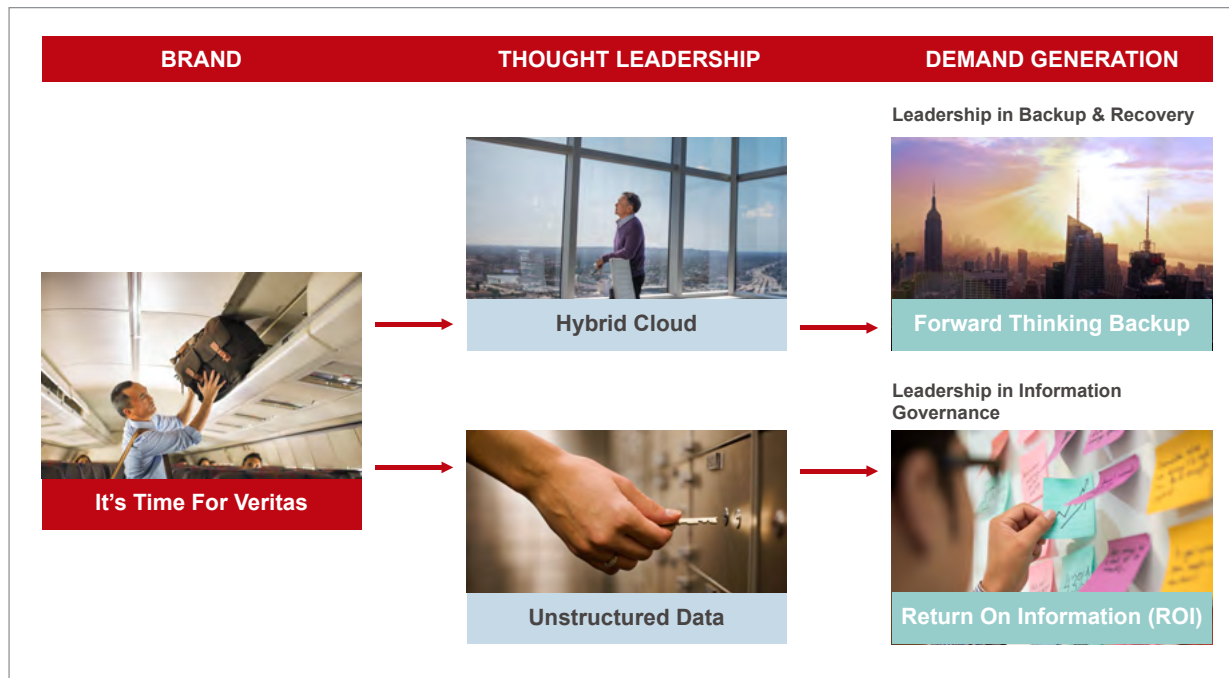 5. Lower total cost of backup
  6. Information awareness

The criteria

Focus on siloed backup solutions
Disjointed backup solutions for a wide variety of applications

Focus on failing backup operations
Burden on backup operations and budgets because of increasing complexity

Focus on ROBO and Cloud
Data in remote branch offices and cloud is in most cases inconsistently – if at all – protected

The use cases

Shift from physical tape to offsite digital backup

Centralize backup management for all customer locations

Meet service levels with flexible recovery options

Simplify disaster recovery with in-the-cloud recovery

Veritas differentiators

Superior performance

Unmatched scale

Heterogeneity

Ease of Use

TARGET PROFILES

Buyer	Primary Concerns	Role in FTB Purchasing
VP or Director of IT	▪ Align IT resources with corporate objectives ▪ Manage expenses within established budgets ▪ Planning and budgeting for growth ▪ IT staff effectiveness and morale ▪ Vendor management and negotiation	▪ **Final decision on which product(s) to buy** ▪ Selects product(s) for consideration
Backup Administrator Storage Administrator	▪ Data loss ▪ Backup windows ▪ Serving restore requests in a timely manner ▪ Dailymaintenance burden ▪ Capacity planning and new deployments	▪ **Selects product(s) for consideration** ▪ Manages new product on an ongoing basis ▪ Conducts hands-on evaluations
VM Administrator	▪ Uninterrupted availability of virtual machines (VMs) ▪ Provisioning new VMs and maintaining VM stack ▪ Maintain expertise with VM tools & technology ▪ Backup is only a part-time job	▪ **Conducts hands-on evaluations** ▪ Manages new product on an ongoing basis ▪ Deploys new products into production
Database Administrator (DBA)	▪ Uninterrupted availability of database systems ▪ Provisioning and performance tuning of databases ▪ Maintain expertise with database tools & technology ▪ Backup is only a part-time job	▪ **Conducts hands-on evaluations** ▪ Manages new product on an ongoing basis ▪ Deploys new products into production
IT Operations	▪ Rapid response to daily issues ▪ Quality of service ▪ Ticket resolution rate	▪ **Manages new product on an ongoing basis**

THE CAMPAIGN FOR FORWARD THINKING BACKUP

Partner with us and co-brand our Forward Thinking Backup campaign to present a very clear message to your customers: if they want to get the most out of their backup and recovery solutions to drive business, they need Veritas.

BRAND	THOUGHT LEADERSHIP	DEMAND GENERATION

Leadership in Backup & Recovery

Hybrid Cloud → Forward Thinking Backup

It's Time For Veritas

Leadership in Information Governance

Unstructured Data → Return On Information (ROI)

INCREASE OPPORTUNITY GENERATION

There are many ways you can utilise the demand generation campaign to your advantage. Start by viewing available resources on the Grid, consider running a campaign, and make the most of social content available.

Campaign resources on the Grid

The Grid is home to a series of marketing assets and resources that you can use to generate demand and grow pipeline. Simply customize the assets with your logo and contact details and you have ready-to-go email campaigns and landing pages.

All leads are your own and they are easily followed up by proactive sales calls or additional emails that reinforce your brand while it's still fresh.

- Launch comprehensive nurture campaigns
- Import and manage your contacts
- Track and analyze campaign performance
- Automate Lead Alerts directly to your sales team
- Access the Collateral Library for supporting assets and materials

Get started on the Veritas Grid now ❯

Two new ways for you to drive demand

There are two different types of campaigns that you can choose to run on the Grid:
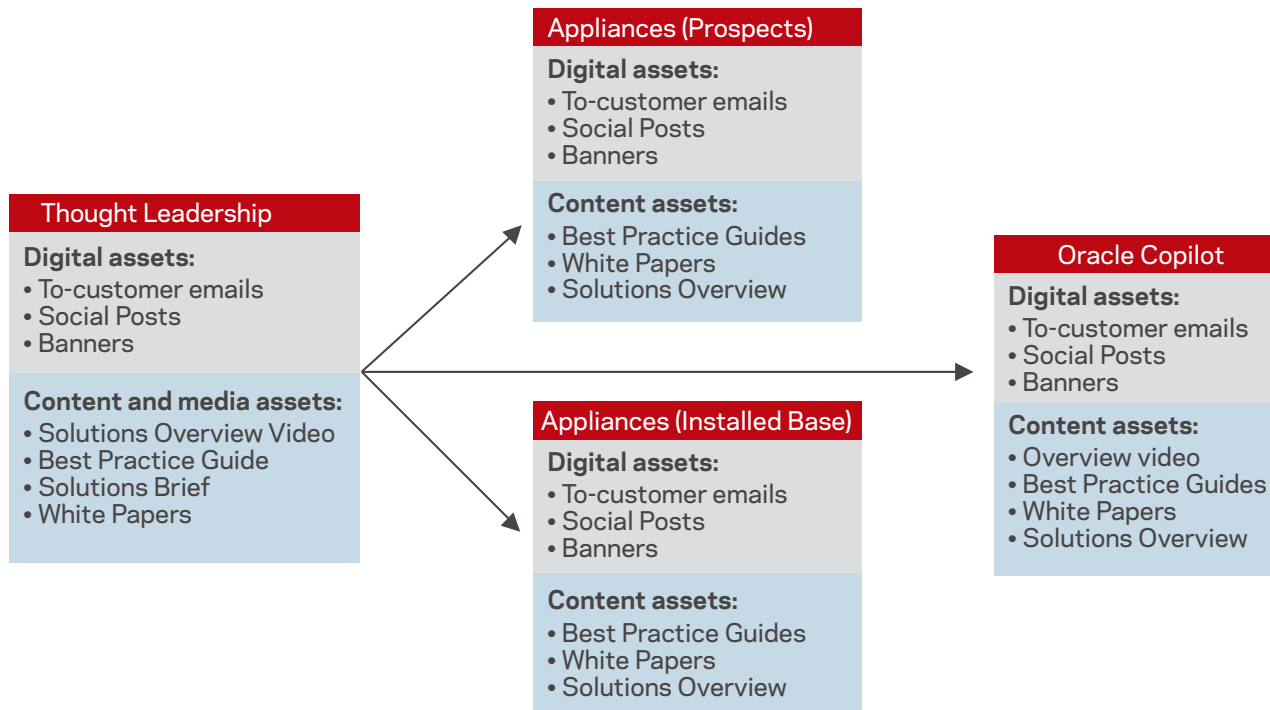
Campaign in-a-box

Build a campaign directly through the Grid. Choose from a wide range of integrated campaign assets to create a campaign with personalized call-to-action to complement your business model.

Campaign to-go

Use campaign-ready assets to integrate into your existing campaigns. Leverage campaign tools, content and messaging where appropriate to your business to create a compelling value proposition for your campaign.

VERITAS
Partner Force

CAMPAIGNS ON THE GRID

Forward Thinking Backup campaign materials on the Grid

Thought Leadership

Digital assets:
• To-customer emails
• Social Posts
• Banners

Content and media assets:
• Solutions Overview Video
• Best Practice Guide
• Solutions Brief
• White Papers

Appliances (Prospects)

Digital assets:
• To-customer emails
• Social Posts
• Banners

Content assets:
• Best Practice Guides
• White Papers
• Solutions Overview

Appliances (Installed Base)

Digital assets:
• To-customer emails
• Social Posts
• Banners

Content assets:
• Best Practice Guides
• White Papers
• Solutions Overview

Oracle Copilot

Digital assets:
• To-customer emails
• Social Posts
• Banners

Content assets:
• Overview video
• Best Practice Guides
• White Papers
• Solutions Overview

Veritas has created a campaign for Forward Thinking Backup, the first in a series of demand generation campaigns and it has been created to achieve 3 important sales goals:

▪ Upgrade / Upsell NBU software and appliances with existing customers
▪ Gain net new backup and recovery customers
▪ Cross sell to customers with an Oracle database

Start your campaign now ›

SALES ACCELERATION

NBU Analyzer

The NetBackup Analyzer assessment provides an analysis of your customers' deployment of NetBackup and identifies opportunities to improve and enhance their NetBackup environment.

You can use the report to identify areas of inefficiency that may be costing your customer money and imposing risk. The Veritas NetBackup Analyzer service can help you:

- Maximize your investment
- Reduce the risk of data loss
- Store data more efficiently
- Access data faster and easier
- Recover data more efficiently

- Configure virtual machines more effectively
- Fully protect mission critical applications
- Realize storage savings
- Reduce operating costs
- Backup faster

It's a smart, safe way to improve your customers' backup strategy and for partners to deliver value add benefits.

Please note that the tool needs to be used in close engagement with a Veritas systems engineer. Please discuss your opportunity with your Partner Manager in order to progress access to the NetBackup Analyzer assessment process.

The process:

❶ You collect the data
❷ Veritas conducts analysis
❸ You receive a personalized report

Two levels of output are possible:

1. Executive Summary presentation

Targeted at the business level decision makers and delivered by a salesperson.

2. NetBackup Profile presentation

A more detailed presentation, that can be delivered to the technical decision maker by a systems engineer.

SALES ACCELERATION

NetBackup Deduplication Sizing Tool

The NetBackup Deduplication Sizing Tool assists in sizing the capacity of NetBackup MSDP deployments based on your customers' environment. The latest release of the tool includes sizing for Copilot workloads in addition to workloads written directly to MSDP (Media Server Deduplication Pool).

Features

- Provides MSDP storage sizing for multiple workloads
- Sizing for both Copilot shares and subsequent copies in MSDP
- Supports bi-directional replication of MSDP data between domains

Benefits

- Reliable, defensible sizing for customer environments
- Helps avoid costly sizing errors that can result in support escalations and low customer satisfaction.
- Provides sizing for up to five years of growth
- Based on Veritas observed typical deduplication rates
- Provides suggestions on number of appliances needed based on required capacity

Now available for Copilot!

Please note that the tool needs to be used in close engagement with a Veritas systems engineer.
Please discuss your opportunity with your Partner Manager in order to progress access to the NetBackup Deduplication sizing tool.
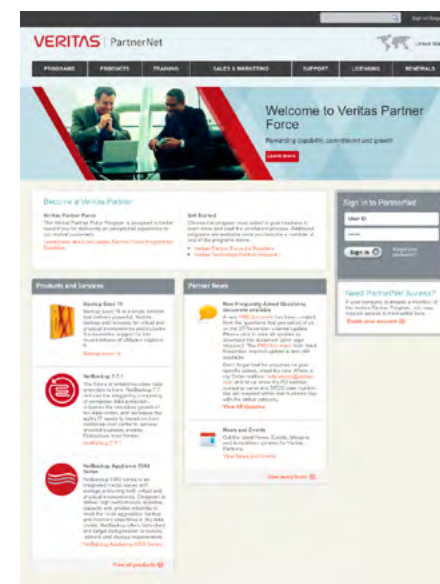
MAXIMIZE YOUR PROFITABILITY

Opportunity Registration Program

As a qualifying partner, this program provides rebates to you for actively identifying, developing and closing incremental sales opportunities on qualifying products.

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

Find out more (login required) ▶

VERITAS
Partner Force

VERITAS EDUCATION SERVICES

Learn to Enhance Skills, Lower Costs, and Increase Productivity

Harness the technical and education expertise of a leader in information management

- Instructor-led training is available directly from Veritas, or from highly skilled Authorized Training Partners.

- Small class sizes for personalized instruction based upon Veritas best practices

- Hands-on labs for practical experience in building in-house expertise

Not sure of your training needs? Speak to your partner manager or email us below for more information on your custom training needs or our free NBU 7.7 skill assessment for partners.

Americas: americas.education@veritas.com
LAMC: lamc.education@veritas.com
APJ: apj.education@veritas.com
EMEA: europe.education@veritas.com

Get maximum value from Veritas product capabilities.

Instructor-Led Training
Public or private instruction.

Virtual Academy
Live, hands-on instruction via webcast.

Veritas Certification
Validates an individual's technical skills, knowledge, and competence on a product or solution level.

Veritas Certified Specialist Program (VCS)
Leads to expertise on a specific product. Certification covers core areas such as installation, configuration, deployment, product management and administration, and day-to-day maintenance.

WHAT NEXT?

Work with your Partner Manager to...

PLAN

1. Download your partner success kit
2. Get market intelligence from your Market Opportunity Guide
3. Select your campaign route and assets to suit your business
4. Submit VPDF activities where applicable
5. Understand your benefit opportunities – ORR, GAR and RPR.

ENABLE

1. Enable with the sales playbook
2. Agree actions and metrics
3. Where applicable, ensure VPDF projects are approved
4. Track and analyze progress via the GRID
5. Execute your campaigns!

MEASURE

1. Commit to providing regular feedback on completed activities:
   - # of Leads
   - Pipeline
   - Opportunity Registration ID #
2. Complete Q4 claims by the specified deadline

VERITAS
Partner Force

PARTNERS IN SUCCESS

At Veritas we are committed to helping our valued partners make the most of every opportunity, selling leading technologies that will help your customers to combat data growth and realize the full value in their information.

Veritas Partner Force

To make it easier and more rewarding than ever before to work with us we are constantly evolving our partner program. Find out information on the program and what's coming next.

Visit the page ❯

PartnerNet

Your one-stop portal for all the information about partnering with Veritas. See the Sales and Marketing tab for resources such as the Market Opportunity Guide and the Sales and Partner Playbook.

Log in to PartnerNet ❯

Veritas Partner Enablement

To help you sell and do more with us, we have simplified the process for setting up as a Veritas vendor.

View now ❯

Veritas Partner News

Get the knowledge to sell confidently with the latest news and thought leadership articles direct from Veritas.

Veritas Connect ❯

Look out for the Veritas Voice newsletter with in depth features and the key articles for where you are. Coming in your locale and language, monthly from August 2016.

Subscribe today and stay current by opting-in to the newsletter via your Communication Preferences on the My Account page on PartnerNet.

Veritas Sales and Partner Playbook

A mobile-friendly enablement tool which provides our sales teams and our partners with anywhere and anytime access to the information they need to have effective conversations and sell to different customer personas.

Download now ❯

Veritas Distribution Hub

Our distributors will help engage, on-board and support you as you take on the great opportunities to sell Information Management.

Visit the page ❯

Veritas eLibrary

Get free access to hundreds of on-demand web-based training modules across our product portfolio.

Visit now ❯

Veritas Partner Force Campaigns

Bookmark our dedicated Partner Force Campaigns page for the latest information from Veritas.

Visit the page ❯

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

CustomerCare@Veritas.com ❯

Any other questions?

For other information or assistance, please contact your Partner Manager or email:

Americas:
AMSChannelComms@veritas.com ❯

Europe, Middle East and Africa (EMEA):
EMEA.ChannelMarketing@veritas.com ❯

Asia Pacific and Japan (APJ):
APJ.ChannelMarketing@veritas.com ❯

HELP AND CONTACTS

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
EMEA: +40 3100 051 641

APJ: +61 2 8396 5700

AMERICAS:
  North America: +1 801-416-0801

LATIN AMERICA:
  Brazil: +55 (11) 3527-1940

  Mexico: + (52) 55 6717-2934

  Other: + (1) 305-671-2312

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 ❯

VERITAS™
Partner Force