Why sell Veritas Backup Exec™?
Backup Exec 15 delivers powerful, flexible, and easy-to-use backup and recovery for an entire infrastructure regardless of platform: virtual, physical or cloud. With Backup Exec your customers can easily meet RTOs and RPOs by reducing the time it takes to backup and recover data. In a matter of minutes, customers can recover anything including VMs, applications, databases, files, folders and granular application objects. Protect one to thousands of virtual machines and servers all from the same user console for optimal performance and efficiency. And, for customers with an expired maintenance contract or on older versions, this is an opportunity to renew or up-sell new licenses.

What’s new?
- Platform support for VMware’s Software-Defined Data Center including vSphere 6, ESXi 6.0 and vCenter 6.0
- VMware Software-Defined Storage: Virtual SAN 5.5, 6.0 and Virtual Volumes
- VMware Hyper-Converged Infrastructure Appliances: VMware EVO:RAIL
- Enhanced Usability and Improved Performance
  - Granular recovery for VMware Virtual Machines with GPT disks
  - Granular recovery for VMware Virtual Machines with >2TB Volumes
  - SAN Restore support
  - HotAdd SATA disk support
- Cloud Integration
  - Amazon Web Services (AWS) Storage Gateway VTL support

High level customer IT challenges with related product/value proposition
- Reducing Costs: Lowering costs and simplifying backup tasks starts with deploying a single solution that can protect a hybrid physical and virtual infrastructure. Deeply integrated with VMware, Microsoft and Linux platforms, Backup Exec can protect from one to thousands of servers and virtual machines all from the same user console, providing optimal performance and efficiency.
- Reducing backup time: Backup Exec helps you meet critical backup windows and reduce overall backup times by delivering backups that are much faster than previous versions. In addition, by executing post-processing tasks that don’t impact the backup window, such as log truncation, collection of meta data, and searchable catalogs, Backup Exec delivers highly optimized backup.
- Keeping pace with the capacity of data to protect: Backup Exec’s flexible block-level data deduplication helps you keep pace with growing data by minimizing backup windows, decreasing network traffic, and reducing the disk space required for storing backup files by up to 90% (based on internal testing). Backup Exec can deduplicate at the client, media server or appliance across all physical and virtual backup jobs.

How can I order it?
- Backup Exec gives you the ability to choose the right licensing model for your customers at a price point they can afford. Flexible licensing options for on-premise software include per TB with our capacity or new capacity lite offerings that are scalable to accommodate data growth.
- Licensed per up-front TB of data the Capacity Edition enables you to deploy an unlimited number of Backup Exec Media Servers, Agents and Options. The Capacity Edition Lite offers a more affordable solution for smaller customers and includes the Backup Exec Server, Agent for VMware and Hyper-V, Agent for Applications and Databases, Agent for Windows and the Agent for Linux.
- Licensed per occupied processor socket (via the V-Ray Edition) on the virtual host.
- Licensed per BE server with Agents and Options available based on customer need.
- MSPs can offer additional flexibility with services such as remote monitoring and management of Backup Exec, simplified software licensing, or hosting customers’ backup data via the cloud.
Why should customers upgrade/buy?

**Existing Customers**
- Complete protection for your virtual environment and Software-Defined Data Center including NEW features like VMware Virtual SAN (5.5 and 6.0) and Virtual Volumes.
- Significantly reduce the time it takes to backup and recover your data.
- Minimize downtime with the flexibility to backup and quickly restore anything—from a single object to a complete server—anywhere.
- Seamless upgrades from previous versions and new simplified licensing.

**Prospects**
- Reduce complexity with a single solution to protect everything virtual and physical, with embedded disaster recovery.
- Agile recovery. With Backup Exec you can quickly recover a single critical file or an entire server, without mounting or staging multiple backup jobs.
- Ease of use. Save time and simplify the implementation of backup protection with a visual workflow that lets you replicate data on-premise, off-site or to the cloud.

**Competition**

vs. Veeam Availability Suite v8
- Backup Exec 15 unifies physical and virtual protection with a single console to protect your customers' entire environment. Veeam was designed for virtual environments only.
- Backup Exec offers quick and easy granular recovery of application data such as Exchange, SQL, SharePoint and Active Directory from the same, user-friendly admin console in which the backups are done. Veeam requires a separate “Explorer” application to perform granular recovery tasks of each application.
- Deduplication can help customers store less data over time as well as deduplicate across both physical and virtual environments. Veeam’s deduplication technology is virtual-only and on a per-job basis, thus not as effective as Backup Exec’s global deduplication technology.
- Unlike Veeam, Backup Exec can also protect and recover the physical Windows Hyper-V host itself, including bare-metal recovery and dissimilar hardware restore.

vs. CommVault Simpana 10
- Backup Exec is designed with ease of use for the small business to small enterprise market so overall setup, configuration and usability are easier. CommVault may require advanced training, knowledge and even specialized services to administer.
- Backup Exec offers several adaptable configurations, including client, media server, and third party appliance deduplication.
- Backup Exec has one agent that runs a single pass backup, where CommVault may require several agents and multiple backups in order to do granular recovery of application data.

vs. Dell AppAssure 5.x
- Backup Exec offers flexible encryption and deduplication technology that can encrypt and deduplicate data at the source (client side) before moving it across the network to the storage location. AppAssure can perform this process on the media server (target side) only.
- In virtual machine protection AppAssure installs an agent in each guest VM to perform backups, just as if it were a physical machine. This can intensify operations on the physical host, requiring additional overhead (CPU and memory) while backups are taking place. Backup Exec integrates seamlessly into the virtual stack, doing Agentless backups, thus freeing up the host machine and associated VMs to focus on production activity.
- Granular recovery of application data can be complex and time consuming with AppAssure. Backup Exec allows administrators to easily search and recover any granular file or application object from Exchange, SQL, SharePoint and Active Directory directly from the backup storage location. AppAssure does not support granular recovery of Active Directory.

Questions to ask to identify an opportunity

1. Are you running VMware or Microsoft Hyper-V in your environment?
   Backup Exec 15 provides deep visibility into VMware and Hyper-V environments for fast and efficient backup and recovery. Our exclusive technology enables backups of entire VMware or Hyper-V guests, including support for the most recent release of vSphere 6, with the ability to recover a virtual machine, virtual disk, file/folder level, application, and even an application object, all form a single-pass backup.
2. **Do you use multiple applications to protect your physical and virtual environment?**
   Backup Exec is a single, unified solution that protects hybrid virtual and physical architectures, back up to virtually any storage device and achieves fast, efficient, versatile recovery. From single files and folders to entire applications or VMs, Backup Exec is a single platform for all of your backup and recovery needs.

3. **Would you like the ability to complete backups within the allotted window AND reduce the amount of storage consumed by backups?**
   Backup Exec 15 offers integrated deduplication technology to optimize any backup environment. Client/source deduplication can make backups run significantly faster enabling you to complete backups well within your backup window and reduce the amount of storage used for backups.

4. **What is your process for recovering individual email messages, SharePoint documents, or Archive Directory user attributes?**
   Backup Exec 15 includes patented Granular Recovery Technology with support for Exchange, SharePoint, and Active Directory. Recover just the information you need in seconds from a single-pass backup—an individual email in Exchange, a document or list item in SharePoint, or even a single user attribute in active Directory—with no need to reboot or spend hours restoring the entire backup.

5. **Do you have a disaster recovery strategy in place? Are you meeting your recovery time objectives?**
   Backup Exec can transform traditional manual recovery processes with a seamless, automated solution that can be used to quickly restore entire systems, even to dissimilar hardware. It can also convert backups of physical systems into virtual machines, enabling instant disaster recovery in a virtual environment. Additionally, Backup Exec can automatically replicate data offsite between Backup Exec servers and/or Appliances.

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**Additional resources**

- **SKUs, licenses, and sales tools:** https://partnernet.symantec.com
- **Full product details:** www.backupexec.com
- **60-day trialware:** www.symantec.com/trybe