

# Symantec Backup Exec™ 12.5

## Sales Script

August 2008

Today, over 1.5 million businesses turn to Symantec Backup Exec to solve their Windows® backup and recovery needs. With the latest version release, Symantec™ continues to be the Windows data and system protection solution of choice for customers around the world.

### Key features of Symantec Backup Exec 12.5

- Comprehensive data protection for virtual server environments with two new agents for VMware and Microsoft® Hyper-V environments delivering file or folder recovery from a single backup
- Complete data protection for the latest Windows Server® 2008 portfolio—including Windows Server 2008, Windows Small Business Server 2008, Essential Business Server 2008, and SQL 2008 databases
- Expanded granular recovery for SharePoint®—Restoration of SharePoint documents, sites, and list items from a single-pass backup
- Backup Exec Infrastructure Manager powered by Altiris technology—Allows easy inventory, deployment, and upgrade of a Backup Exec environment\*
- Enhanced protection for Network Data Management Protocol (NDMP)–enabled network-attached storage (NAS) devices—Protects NDMP configurations attached directly and via storage area networks
- Remote Media Server agent for Linux® servers provides flexible storage support for Linux environments
- Elimination of daily Exchange mailbox backups with patent-pending Granular Recovery Technology
- Innovative Agent for Symantec Enterprise Vault™ (email archiving solution) ensures archives are easily backed up and recovered in seconds
- Integration with Symantec Online Storage offering for flexible off-site data protection (North America only)
- Expanded Agents and Options support additional applications, storage environments, and heterogeneous systems including UNIX, Solaris™, Mac®, and NetWare®

#### Question:

**How are you currently backing up the data on your servers?**

**Answer 1: I am using Symantec Backup Exec.**

#### *Do you know if your maintenance is current?*

**Current maintenance**—Customers that are current with maintenance or support contracts for previous versions of their licensed Symantec Backup Exec software can upgrade to the appropriate Symantec Backup Exec 12.5 licenses at no additional charge. These customers will receive an email—or a letter if we do not have an email address—from Symantec directing them to Symantec FileConnect (<https://fileconnect.symantec.com/licensing>), where they simply select a language, enter their existing serial number, and then download the product directly. They can also request that a CD be mailed to them.

**Expired maintenance**—Existing Symantec Backup Exec customers that do not have current maintenance/support on the date of release of Symantec Backup Exec 12.5 may purchase version upgrades at specially discounted prices (up to 35% off the MSRP). Please note: To upgrade, customers must upgrade all licenses, including Agents and Options, and receive a new serial number for each. This applies to any previous version, including Agents and Options.

\*Available early November 2008

**Answer 2: I am using an older version of Symantec Backup Exec or a competitive backup product.**

#### **1. Why upgrade to Symantec Backup Exec 12.5?**

For comprehensive data protection of virtual server environments, including VMware and Hyper-V, and for the latest support of Microsoft Windows Server 2008 portfolio, including recovery for key Microsoft applications such as Exchange 2007, SQL Server 2008, SharePoint 2007, SharePoint Services, and Active Directory®. Existing Agents for Active Directory, Exchange, and SharePoint are enhanced and have granular recovery technology, allowing users to restore individual emails and documents quickly and easily from a single backup job.

In addition, Symantec Backup Exec 12.5 provides an Agent for Symantec Enterprise Vault, Symantec's market-leading email archive solution. This new Agent for Symantec Enterprise Vault ensures that critical archived data is protected and quickly recoverable (please note that this requires Symantec Enterprise Vault version 7.0 or greater).

#### **2. Do you have virtual servers running in your environments?**

Symantec Backup Exec 12.5 delivers two new agents for VMware and Microsoft Virtual Server environments which provide automated discovery of virtual server infrastructures and data protection for unlimited guest machines residing on each physical server. Now your customers can efficiently back up physical and virtual server environments to disk or tape from one console, saving time and management resources.

#### **3. Are your Exchange backups taking too long?**

Symantec Backup Exec 12.5 offers continuous data protection for Microsoft Exchange 2007 and revolutionizes Exchange protection in two ways. First, it eliminates the daily backup window by continuously backing up the data as it changes—no more daily full backups or incremental backups. Exchange is protected at all times. Only a weekly or monthly full backup is required. Second, patent-pending Granular Recovery Technology can be used in combination with continuous data protection, allowing administrators to recover individual emails, folders, and mailboxes from a continuous backup job (continuous data protection and Granular Recovery Technology for Exchange are included in the Symantec Backup Exec Agent for Microsoft Exchange).

#### **4. Are you concerned about the security of data being backed up and moved off-site for long-term data protection?**

Flexible 128-bit or 256-bit AES encryption is included with every core license of Backup Exec 12.5, helping to ensure that data is secure when backed up or stored on tape or disk. In addition, this solution is FIPS-validated with 256-bit AES encryption.

#### **5. Would you like to eliminate the arduous task of sending tapes off-site for long-term storage, thus eliminating the headache of later trying to recover information from those tapes?**

Symantec Online Storage for Symantec Backup Exec is integrated with Symantec Backup Exec 12.5 and provides users with an easy-to-manage and secure backup option, which eliminates the headache of managing an off-site data protection strategy. Users simply open a Symantec Online Storage account by selecting the link in the Symantec Backup Exec console, and then selecting Symantec Online Storage as their off-site backup location. Plus, Symantec further protects the off-site data with

redundant storage to a secondary data center, keeping it safe in case you need it (North America only).

**6. Do you have a procedure in place that will automatically back up your data when the threat landscape is heightened, to protect your data from potential viruses and malware?**

Now users can set automated backup jobs to run based on a predetermined Symantec ThreatCon indicator level through the Symantec Backup Exec 12.5 console. These new features allow Symantec Backup Exec 12.5 users to quickly view the current threat landscape and proactively ensure that a “clean” copy of data is always available for recovery, should a virus or malware penetrate the network.

**7. Are you using one of the new Microsoft Server 2008 products and seeking a backup and recovery solution?**

If so, Symantec Backup Exec 12.5 for Windows Servers and Backup Exec 12.5 for Windows Small Business Server are the ideal solution to back up and recover Windows Server 2008, Windows Small Business Server 2008, Essential Business Server 2008, SQL 2008 databases, and Hyper-V systems.

**8. Are you using or considering adding virtual servers in your IT landscape?**

If so, you will want to consider the new agents to protect virtual server environments such as Hyper-V and VMware.

**9. Would you like to centrally manage all your backup and recovery jobs plus easily inventory your entire Symantec Backup Exec infrastructure across a distributed server environment?**

Symantec Backup Exec 12.5 centralized management simplifies the ongoing management and monitoring of multiple Backup Exec media servers in a distributed environment without any interruption. The Central Admin Server Option makes Backup Exec simple to grow and effortless to manage.

In addition, administrators can simplify license discovery, inventory, and patch management through the new Symantec Backup Exec Infrastructure Manager\* (powered by Altiris), reducing total cost of ownership.

## Increase the deal size

The best way to increase the deal size is to sell Symantec Backup Exec Agents and Options. To do so, you need to understand what the customer has running on their network and what applications need to be protected.

### Up-sell with Symantec Backup Exec 12.5—the right questions to ask

- Can your backup solution protect both virtual and physical servers through one console with granular file and folder recovery?
- Would you like an easy way to inventory and patch your Backup Exec environment to ensure all your critical servers are protected and up to date?
- Do you have any Linux servers that require a backup to direct-attached storage environments?
- Are you concerned with backing up Symantec Enterprise Vault archives so they can be quickly recovered?
- How are you protecting your Exchange and SQL Servers?
- Can you easily restore Active Directory user attributes and preferences?

- Can you recover individual SharePoint documents or list items from a single backup?
- What other application databases are you running?

### Agents and Options for Symantec Backup Exec 12.5:

Each Symantec Backup Exec 12.5 Media Server license includes: Continuous Protection Server, Advanced Open File Option, and Intelligent Disaster Recovery Option. Additional Agents and Options are then added to each sale based on the customer’s server environment:

**Media Server Options**—Exercise greater control of multiple media servers and expanded backup techniques:

- Central Admin Server Option
- Advanced Disk-based Backup Option

**Virtual Server Agents**—Auto detect and back up unlimited guest machines across the network:

- **New!** Agent for VMware Virtual Infrastructure
- **New!** Agent for Microsoft Virtual Servers—including Hyper-V

**Remote Server Agents**—Connect and protect remote Microsoft Windows, Novell® NetWare®, Macintosh®, Linux, and UNIX servers across the network:

- Agent for Windows Systems (includes Continuous Protection Agent, Advanced Open File Option, Intelligent Disaster Recovery, and Remote Agent for Windows)
- Remote Agent for NetWare Servers
- Remote Agent for Linux or UNIX Servers
- **New!** Remote Media Server Agent for Linux Servers
- Remote Agent for Macintosh Systems
- Desktop and Laptop Option—10-pack (Symantec Backup Exec 12.5)

**Disaster Recovery Options**—Completely recover local or remote systems to dissimilar hardware or physical systems:

- **Complementary:** Backup Exec System Recovery 8.5 Server Edition provides for complete bare-metal system recovery in minutes.

**Online Groupware Agents**—Nondisruptive protection for corporate email messaging and knowledge-based applications:

- Agent for Microsoft Exchange Server
- Enhanced! Agent for Microsoft SharePoint Server
- Agent for Lotus® Domino®

**Online Database Agents**—Protect and recover mission-critical database-driven applications:

- Enhanced Agent for Microsoft SQL Server—including SQL 2008
- Agent for Active Directory
- Agent for Oracle® on Windows and Linux Servers
- Agent for Oracle RAC on Windows or Linux Servers
- Agent for DB2® on Windows Servers
- Agent for SAP Applications

**Storage Options**—Expand to larger media storage devices or share storage resources over a SAN:

- Library Expansion Option
- SAN Shared Storage Option
- Enhanced! NDMP Option

\* Symantec Backup Exec Infrastructure Manager available late Fall 2008

**Archive Agent**—Ensure that archived data is protected and quickly recoverable:

- **New!** Agent for Enterprise Vault

**Centralized License and Patch Management**—Centrally manage, inventory, and deploy licenses and patch or upgrade Backup Exec environments

- **New!** Infrastructure Manager (powered by Altiris)\*

### Cross-sell Symantec Backup Exec System Recovery 8.5 Server Edition

Symantec Backup Exec System Recovery 8.5 is the natural cross-sell solution for Symantec Backup Exec 12.5. Symantec Backup Exec System Recovery 8.5 Server Edition provides complete disk-based system recovery and physical-to-virtual system conversion plus options for central management and granular recovery of Exchange and SharePoint applications.

### Symantec Backup Exec System Recovery—the right questions to ask:

- How are you backing up your systems?
- Do you have a disaster recovery plan in place?
- Have you ever had to rebuild a server?  
**Yes:** How long did it take you to rebuild it?  
**No:** It can take days to bring it back online. Can you afford this?
- Are you able to recover down servers to dissimilar hardware or to virtual environments?

For assistance with configurations and SKUs, please visit the Backup Exec SKU Generator at [www.backupexec.com/skugenerator](http://www.backupexec.com/skugenerator) or [www.backupexec.com/be](http://www.backupexec.com/be) for more information.

