

# Symantec Backup Exec™ System Recovery 8.5

Sales Script

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## Product overview

Symantec Backup Exec System Recovery 8.5 is a complete, disk-based system recovery solution for Microsoft® Windows® based servers, desktops, and laptops. It allows businesses to recover from system loss or disasters in minutes, not hours or days—even to dissimilar hardware platforms, to virtual environments, or in remote, unattended locations. Symantec has expanded the product line with new capabilities that will help the customer as well as *your bottom line!*

## Key features of Symantec Backup Exec System Recovery 8.5

- Schedule physical-to-virtual conversions for immediate system recovery—Enables IT administrators to schedule their physical recovery point conversion to virtual systems through an easy-to-use, wizard-driven interface
- Enhanced Virtual Environment Support—Supports the latest virtual environments, including VMware ESX 3.5, Microsoft Hyper-V, and Citrix XenServer 4.x
- Support for the latest Microsoft Windows Server® 2008 offerings—Windows Small Business Server 2008, Essential Business Server 2008, and SQL Server 2008
- Preboot Agentless Protection for Windows Systems—Enables IT administrators to capture a backup of a system in a preboot state without system software installation
- Off-site capabilities through Backup Exec System Recovery Manager—Simplifies IT administration for remote systems
- Full system restoration, even to bare-metal systems
- Ability to recover to dissimilar hardware or virtual environments
- Centralized management, which can assist when managing multiple servers in various locations

## The Symantec Backup Exec System Recovery 8.5 family includes the following products:

- Symantec Backup Exec System Recovery Server Edition
- Symantec Backup Exec System Recovery Windows Small Business Server Edition (includes the Symantec Backup Exec System Recovery Granular Restore Option)
- Symantec Backup Exec System Recovery Desktop Edition
- Symantec Backup Exec System Recovery Manager
- Symantec Backup Exec System Recovery Granular Restore Option—Enables administrators to recover Exchange mailboxes, folders, messages, and attachments; SharePoint® documents; or individual files and folders from a single interface

## Question:

**Does your organization currently have a Windows system recovery solution in place?**

**Answer 1: Yes, we are using Symantec Backup Exec System Recovery (if currently using previous version of Backup Exec System Recovery).**

## *That is great! 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 System Recovery software can upgrade to the appropriate Symantec Backup Exec System Recovery 8.5 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 a URL (<https://fileconnect.symantec.com/licensing>) where they can 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 customers that do not have current maintenance/support on the date of release of Symantec Backup Exec System Recovery 8.5 may purchase version upgrades at specially discounted prices (up to 35 percent off the MSRP of full licenses). Please note: To upgrade, customers must upgrade all licenses, including Add-ons/Options, and receive a new serial number for each. This applies to any previous version or Add-on/Option.

**Answer 2: I do not have a system recovery solution in place (if no solution).**

## *What is your current process to restore in the event of a system failure? What steps do you take? What impact does downtime have on your organization?*

Manual server recovery can be a time-consuming and quite tedious process. Typically, manual recovery includes rebuilding a server by reinstalling the operating system, rebooting several times throughout the recovery process, reconfiguring the system, loading the tape backup software, and finally, hoping that no errors occurred along the way. This process can take hours or days for some IT managers.

Symantec Backup Exec System Recovery 8.5 has the ability to restore down servers in minutes. In three easy steps, a Microsoft Windows Server can be restored to an exact point in time:

1. Find a new server (temporary, virtual, or physical)
2. Select a recovery point
3. Recover the entire system

This disk-based recovery process takes only minutes, rather than hours or days, and will save you time and frustration—as well as your reputation.

**Do you have a Microsoft Windows Small Business Server in your environment? If so, do you have a plan in place to recover the server in the event of a failure?**

Symantec's Backup Exec System Recovery 8.5 Windows Small Business Server Edition is the gold standard in complete Windows system recovery and allows businesses to recover from system loss or disasters in minutes, not hours or days—even to dissimilar hardware platforms, to virtual environments, or in remote, unattended locations. Symantec Backup Exec System Recovery 8.5 is designed to deliver complete, cost-effective, easy-to-use, and reliable recovery for Microsoft Windows Small Business Servers, including Windows Small Business Server 2008 and Essential Business Server 2008.

**Answer 3: I am using a competitive solution (if using competing products).**

**Response: Did you know that you can receive up to a 35 percent discount off of MSRP if you make the switch to Symantec Backup Exec System Recovery 8.5?**

**Why Symantec Backup Exec System Recovery 8.5? How confident are you that you could quickly recover critical systems to an exact point in time with your existing solution?**

Many traditional backup solutions are not always able to capture all of the information on a server's disk. Symantec Backup Exec System Recovery 8.5 captures the entire live Windows system, including the operating system, applications, files, and settings in one easy-to-manage file—without disrupting user productivity or application usage—and can quickly restore both the system and the data, if needed, even to dissimilar hardware or virtual environments. Backup Exec System Recovery also includes capabilities to restore Exchange email, SharePoint documents, or files and folders in seconds through a single interface. Symantec Backup Exec System Recovery 8.5 is even compatible with Microsoft Windows Server 2008, if you plan to migrate to this server operating system.

**Does your current solution allow you to recover to dissimilar hardware or even a virtual machine?**

In the case of a hardware failure, Symantec Backup Exec System Recovery 8.5 allows you to recover your server to different hardware or even a VMware, Microsoft, or Citrix XenServer virtual machine until new hardware can be acquired or for permanent system conversions. This system recovery solution leverages the power of virtualization for seamless physical-to-virtual (P2V) and virtual-to-physical (V2P) conversions to VMware and Microsoft Virtual Server disk formats. An easy-to-use virtual conversion wizard allows for quick conversion directly to VMDK or VHD files. Additionally, IT administrators can now set a schedule for having physical recovery points (backups) converted to virtual systems, enabling immediate recovery. This flexibility will help you leverage the investment you have in your existing infrastructure and quickly recover your system to whatever hardware (or virtual environment) is available in your organization.

**Will your competitive solution automatically back up your system when the threat landscape is heightened to protect mission-critical information from potential viruses and malware?**

Symantec Backup Exec System Recovery 8.5 provides integration benefits with Symantec ThreatCon. Now users can easily configure Symantec Backup Exec System Recovery 8.5 to automatically run a backup when the Symantec ThreatCon level reaches or exceeds the level you specify.

## Want to increase the deal size?

### Up-sell: Symantec Backup Exec System Recovery 8.5 Desktop Edition

- By adding the Desktop Edition to your deal, you can give client systems the same fast recovery capabilities as you can give servers.
- This solution will allow you to schedule client systems to back up jobs with limited to no interruptions.

### Cross-sell: Symantec Backup Exec 12.5

- Complete data protection plus system recovery is critical for every customer.
- Symantec Backup Exec 12.5 for Windows Servers is the gold standard in Windows data protection for physical or virtual systems, providing efficient recovery of business-critical data in seconds.
- Patent-pending Granular Recovery Technology in the agents for Exchange, SharePoint Server, and Active Directory® allows you to easily restore individual emails, documents, and user preferences in seconds.

### Cross-sell: Symantec Endpoint Protection 11.0

- Backup is only part of the protection you need to safeguard your Windows data and systems. You also need to protect yourself from hackers, spies, and thieves.
- Symantec Endpoint Protection 11.0 is a complete endpoint security technology that offers antivirus, antispymware, firewall, intrusion prevention, and device control technologies in one agent, managed by a single console.

