

**Sales Script****Product overview**

Symantec Backup Exec™ 2010 delivers market-leading backup and recovery protection from server to desktop. Easily protect more data while you reduce storage costs and improve backup performance through integrated deduplication and archiving technology. Reduce business downtime with unmatched technology that recovers critical Microsoft® applications and VMware® or Microsoft Hyper-V™ virtual environments in seconds. Meet your recovery point objectives with continuous data protection to ensure reliable recovery of an entire application and efficiently restore a granular email or individual file/folder.

**Why sell it?**

Selling Symantec Backup Exec 2010 for Windows® servers provides unlimited sales opportunities for you.

- Attach with every Windows server, application, and desktop or virtual server sale to provide unmatched data recovery protection.
- Quickly grow your deal size by adding new Backup Exec Agents and Options and Backup Exec System Recovery for disaster recovery protection.
- Cross-sell other Symantec solutions, such as Enterprise Vault and Symantec Protection Suite, for comprehensive protection.
- Provide additional add-on installation service opportunities to further grow your margin.

**Key features of Backup Exec 2010**

- **NEW Backup Exec 2010 Deduplication Option** provides an integrated and customizable deduplication offering to optimize any backup strategy with client deduplication (deduplication at the source or remote media server), media server deduplication (deduplicates data at media server), appliance deduplication (integrates with OpenStorage deduplication appliances), for added storage and cost savings.
- **NEW Backup Exec 2010 Archive Options** provide unified backup and archiving for File and Exchange® mailbox environments by uniquely archiving data from the backup copy rather than separately pulling data from the source. The two new archive options provide administrators with the ability to reduce redundant data residing on Exchange or File servers to free up storage space. Overall, administrators will be able to easily index data and set retention periods to efficiently manage data lifecycles.
- **NEW virtual server application support** with first-to-market backup and recovery for Exchange, SQL and Active Directory® running in virtual environments and enhanced VMware vSphere™ 4.0 and Microsoft Hyper-V 2008 R2 support.
- **NEW integrated Exchange 2010 support** including the new database availability group (DAG) in Exchange 2010 and enhanced granular recovery support provides fast recovery of individual email and mailboxes while eliminating the need to perform an additional mailbox-level backup.
- **Microsoft certified backup and recovery** for the latest Windows environments, including Windows 2008 R2, Exchange 2010, and Windows 7.
- **Enhanced Agent for Enterprise Vault automates backup and recovery** of Enterprise Vault 7.x, 8.x, and 8 SP2 (and higher) with the ability to easily recover an Enterprise Vault site or individual indexes.
- **NEW Lotus Domino® 8.5 support** with simplified backup and recovery of the DAOS (Domino Attachment and Object Service) store and associated NLO files.
- **Enhanced virtual tape library (VTL) support** and new VTL Unlimited Drive Option licensing easily protects VTL storage environments as a unique device and shows valid VTL functions with new licensing per VTL environment.

This Backup Exec sales script provides an open-ended Q&A framework to help discover new sales opportunities for Backup Exec 2010, including upgrade and upsell opportunities with current Backup Exec customers. We also provide the “[Top Reasons to Upgrade to Symantec Backup Exec 2010](#),” which includes a set of talking points that expand on the key features and associated benefits of Backup Exec 2010. In addition, the Backup Exec comparison matrix enables administrators to view Backup Exec 2010 in comparison with older versions.

**Backup Exec target audience**

- Existing Backup Exec customers not currently running version 2010, but *primarily Backup Exec 12.5 or earlier*
- Customers not currently running a backup and recovery solution
- Customers using a competitive product
- Roles: Director of IT, system administrator; backup administrator; business owner; and Microsoft Exchange, SQL, and SharePoint administrators

## Sales Script

**Discovery: Q&As to open the conversation**

Use questions one to five to uncover other or new IT developments that might represent new or upgrade Backup Exec opportunities.

Question	Answers or questions to ask next
<p><b>1. How are you currently backing up the data on your servers?</b></p> <p>Goal: Determine if they are an existing customer of Backup Exec, and if their maintenance is current.</p>	<p><b>If they are an existing customer:</b> Do you know if your maintenance is current?</p> <p><b>Current maintenance</b>—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 2010 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 (<a href="https://fileconnect.symantec.com/licensing">https://fileconnect.symantec.com/licensing</a>), where they simply select a language, enter their existing serial number, and then download the product directly. They can also request to have a CD mailed to them.</p> <p><b>Expired maintenance</b>—Existing Symantec Backup Exec customers that do not have current maintenance/support on the date of release of Symantec Backup Exec 2010 may purchase version upgrades at specially discounted prices (up to 35 percent 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.</p> <p><b>Using a competitive product</b>—Customers that are currently running a competitive product can purchase a competitive upgrade to Backup Exec 2010 at specially discounted prices (up to 35 percent off the MSRP).</p>
<p><b>2. Do you know what version of Backup Exec you are currently using?</b></p> <p>Goal: Find out what version they are using today, and if they know the benefits of upgrading to Backup Exec 2010.</p>	<p>By migrating to the latest version of Backup Exec, you can experience the latest in application and operating system support and enhance your overall backup performance. Are you interested in learning more about what's new in Backup Exec 2010 and the benefits that you will experience by upgrading to Backup Exec 2010?</p> <p>Note: To see which features the customer is missing, view the <a href="#">Backup Exec comparison matrix</a>. End of life (EOL) support for Backup Exec 10d (10.1) was May 2009. Over 183,000 customers are on older versions without maintenance; 63 percent are on Backup Exec 10d or older; 26 percent of those customers are on Backup Exec 10d.</p>
<p><b>3. Are you looking to easily reduce backup data storage costs while optimizing network utilization across physical and virtual environments?</b></p> <p>Goal: Help your customers understand the benefits of adding new, integrated deduplication and archiving technology to optimize any backup environment.</p>	<p><b>New Backup Exec 2010 Deduplication Option</b>—Easily reduce backup data storage costs while optimizing network utilization across physical and virtual environments. Backup Exec Deduplication Option provides an integrated and customizable deduplication offering to optimize any backup strategy with client deduplication (deduplication at the source or remote office media server), media server deduplication (deduplicates data at media server), or appliance deduplication (integrates with OpenStorage deduplication appliances). Backup Exec Deduplication option is licensed per media server environment regardless of the deduplication strategy you deploy.</p> <p><b>New Backup Exec 2010 Exchange Mailbox Archive Option and File System Archiving Option</b>—Leverage unified backup and archiving for File and Exchange environments by uniquely archiving data from the backup copy rather than separately pulling data from the source. The two archive options complement an existing Backup Exec environment by providing administrators with the ability to reduce redundant data from the Exchange or File server source to free up storage space and by allowing administrators to easily index data and set retention periods to efficiently manage data lifecycles.</p>

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### Discovery: Q&As to open the conversation (continued)

Question	Answers or questions to ask next
<p><b>4. Are you running VMware or Microsoft Hyper-V in your environment?</b></p> <p>Goal: Make sure customers are aware of the integration and data protection that Backup Exec 2010 offers in virtual environments.</p>	<p><b>ENHANCED Backup Exec Agent for VMware Virtual Infrastructures and ENHANCED Backup Exec Agent for Microsoft Hyper-V</b>—These agents offer first-to-market granular recovery from a single-pass backup for Exchange, SQL, and Active Directory environments running in a VMware and Hyper-V environment. These enhanced agents deliver complete disk-to-disk-to-tape-based data protection for the latest virtual environments while protecting existing physical server environments through one flexible console. Backup Exec 2010 can quickly restore individual files and folders from a single image-level backup, eliminating the time and storage requirements of a second file level backup.</p> <p><b>ENHANCED Backup Exec Agent for VMware Virtual Infrastructures</b></p> <ul style="list-style-type: none"> <li>• One agent delivers comprehensive data protection to an unlimited number of VMware virtual guest systems</li> <li>• New deduplication options easily reduce storage resources and cost</li> <li>• Integration with VMware Consolidated Backup and vStorage APIs to maximize backup and recovery performance</li> <li>• Support for incremental and differential backups with granular data recovery for VMware infrastructures saves time</li> </ul> <p><b>ENHANCED Backup Exec Agent for Microsoft Hyper-V</b></p> <ul style="list-style-type: none"> <li>• Complete data recovery protection for new Windows Server 2008 R2 Hyper-V systems, including LiveMigration</li> <li>• One agent delivers affordable data recovery protection to an unlimited number of Microsoft virtual systems</li> <li>• Comprehensive backup application for virtual systems and legacy physical systems supporting disk and tape storage environments</li> </ul>
<p><b>5. What operating systems and storage technologies do you have deployed?</b></p> <p>Goal: Get the key information that sets you up for upsell and cross-sell questions.</p>	<p>Backup Exec also supports heterogeneous server environments including Linux® and UNIX®, and critical applications such as Lotus Domino®, Oracle®, and SAP, to name a few. Plus Backup Exec supports growing storage infrastructures, including storage area network (SAN) environments, so whatever you're deploying, we've got you covered.</p> <p>Note:</p> <ul style="list-style-type: none"> <li>• Enhanced virtual tape library (VTL) support and licensing—Easily protects a VTL storage environment as a unique device and views valid VTL functions with new licensing per VTL environment.</li> <li>• For pricing and licensing, see the Backup Exec Pricing and Licensing Guide.</li> <li>• Backing up a NAS device? Backup Exec is licensed per NAS-based device. For each NAS device, purchase one Network Data Management Protocol (NDMP) Option. For a complete list of supported devices, view Backup Exec Software Compatibility.</li> <li>• Backing up data in a SAN environment? Each media server in a SAN that shares a physical or virtual tape library requires one SAN Shared Storage Option (SSO) license. For example, if two media servers are sharing a tape library on a SAN, two SSO licenses would need to be installed.</li> </ul>

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**Upsell: Q&As to find opportunities for upsell of agents and options**

Category	Additional questions/projects	Topics to discuss
Storage hardware	Are your data volumes growing year over year and causing your storage costs to incrementally grow?	Highlight the latest Backup Exec Deduplication Option and the two new Backup Exec Archive Options (Exchange and File System). <ul style="list-style-type: none"> <li>• Easily automate storage savings</li> <li>• Consolidate data</li> <li>• Reduce backup management resources</li> <li>• Improve backup and recovery times</li> <li>• Keep storage at predictable levels</li> </ul>
Microsoft applications	Are you rolling out any new Microsoft applications, such as Exchange Server, SharePoint Server, SQL Server, or Microsoft Server 2008?	Discuss Backup Exec solutions for Microsoft databases or applications—Agents for SQL, Exchange, Active Directory, and SharePoint. <ul style="list-style-type: none"> <li>• First-to-market granular recovery for Exchange, SQL, and Active Directory environments running in a VMware and Hyper-V environment</li> <li>• Faster recovery/less storage with granular recovery technology</li> <li>• Continuous data recovery protection for Exchange</li> </ul>
Other databases/apps	Have you rolled out any new applications or databases since you last upgraded your Backup Exec environment?	Opportunity to discuss/sell Backup Exec databases or application agents that provide advanced backup and recovery for leading third-party solutions (Oracle, IBM®, VMware, NetApp®, and so on)
Virtual servers	Are you considering or have you deployed VMware or Hyper-V virtual environments?	<b>NEW</b> virtual server application support with first-to-market Exchange and Active Directory backup and recovery for virtual environments and enhanced VMware vSphere 4.0 and Hyper-V R2 support. <ul style="list-style-type: none"> <li>• Reduce backup and recovery complexity</li> <li>• Single agent protects an unlimited number of guest machines, see “Top reasons to upgrade to Backup Exec 2010”</li> </ul>
Disaster recovery	Have you considered how you can improve your server uptime and disaster recovery readiness?	Cross-sell Backup Exec System Recovery 2010. <ul style="list-style-type: none"> <li>• Bare-metal restore to dissimilar hardware</li> <li>• Off-site backup support</li> <li>• P2V conversion for fast disaster recovery</li> </ul>
Desktops and workstations	How are you protecting desktops and laptops?	Opportunity to discuss/sell the Desktop and Laptop Option

## Sales Script

## Cross-sell opportunities

Objective	Key points
<u>Cross-sell Backup Exec System Recovery</u>	<ul style="list-style-type: none"> <li>• Dissimilar hardware restoration with Restore Anywhere™ technology, including support for the complete Windows Server 2008 R2 platform</li> <li>• Comprehensive virtual conversion capabilities directly to VMDK or VHD files with the ability to schedule virtual conversions</li> <li>• Off-site backup copy to FTP location or secondary disk drive for enhanced disaster recovery capabilities</li> </ul>
<u>Cross-sell Symantec™ Protection Suite</u>	<ul style="list-style-type: none"> <li>• Antivirus and antispyware protection for laptops, desktops, servers, mobile devices, and messaging environments</li> <li>• Effective and accurate antispam and antivirus protection for email and instant messaging (IM)</li> <li>• Advanced content filtering and data loss prevention to further protect email and IM by identifying and controlling the flow of sensitive data</li> </ul>
<u>Cross-sell to Symantec Enterprise Vault™</u>	<ul style="list-style-type: none"> <li>• Improve backup times by consistently reducing the amount of primary storage data protected using the award-winning archiving features in Enterprise Vault</li> <li>• Automate mailbox management, which eliminates quota and message size restrictions</li> <li>• Reduce backup and recovery times for Microsoft Exchange by reducing the online message store by 50 to 75 percent</li> <li>• Deploy archiving for compliance and legal discovery</li> <li>• Improve archive ROI with Backup Exec Agent for Enterprise Vault, which backs up and easily restores critical Enterprise Vault data and systems</li> </ul>

## For more information

For details about Backup Exec system requirements, technical specifications, licensing, and more, visit [www.backupexec.com/compatibility](http://www.backupexec.com/compatibility). Also, a wealth of white papers, user guides, case studies, and other documentation is available at and accessible through [www.backupexec.com/be](http://www.backupexec.com/be)

## About Symantec

Symantec is a global leader in providing security, storage and systems management solutions to help consumers and organizations secure and manage their information-driven world. Our software and services protect against more risks at more points, more completely and efficiently, enabling confidence wherever information is used or stored.

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