

Symantec Backup Exec™ System Recovery 2010

This document is intended to aid Symantec Sales and authorized channel partners in selling and quoting Backup Exec System Recovery 2010 and is to serve primarily as a reference guide on the licensing and maintenance programs and options available. All pricing and SKUs should be obtained from the appropriate regional price list.

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Symantec Backup Exec™ System Recovery 2010

LICENSING BACKUP EXEC SYSTEM RECOVERY 2010

Product Overview

Symantec Backup Exec™ System Recovery 2010 is a simple, cost-effective backup and recovery solution for small businesses that helps minimize downtime and avoid disaster by easily recovering data or complete Windows systems in minutes, even to different hardware or virtual environments.

Backup Exec System Recovery helps you protect your organization proactively by capturing automated backups – without disrupting productivity. Flexible recovery capabilities then allow you to recover what you need, when and where you need it. Backup Exec System Recovery is the perfect standalone solution for small business customers with 1 – 4 Windows servers and can scale to larger Windows environments as well, working in conjunction with Symantec Backup Exec™.

Product Family Introduction

- Backup Exec System Recovery 2010 Server Edition
 - Includes 1 license for Backup Exec System Recovery 2010 Server Edition
 - Includes 1 license for Backup Exec System Recovery 2010 Desktop Edition
 - Includes 1 license for Granular Restore Option
- Backup Exec System Recovery 2010 Small Business Server Edition
 - Includes 1 license for Backup Exec System Recovery 2010 SBS Server Edition
 - Includes 1 license for Granular Restore Option
- Backup Exec System Recovery 2010 Desktop Edition
 - Includes 1 license for Backup Exec System Recovery 2010 Desktop Edition
- Backup Exec System Recovery 2010 Virtual Edition
 - Includes unlimited licenses for Backup Exec System Recovery 2010 Server Edition for installation in Windows guest operating systems on a per host basis
- Backup Exec System Recovery 2010 Linux Edition
 - Includes 1 license for Backup Exec System Recovery 2010 Linux Edition
- Backup Exec System Recovery 2010 Starter Kit
 - Includes 5 licenses for Backup Exec System Recovery 2010 Server Edition
 - Includes 10 licenses for Backup Exec System Recovery 2010 Desktop Edition
 - Backup Exec System Recovery 2010 Management Solution
- Backup Exec System Recovery 2010 Management Solution – available to all Backup Exec System Recovery customers at no charge

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Licensing Overview

- Backup Exec System Recovery is licensed on a per system basis. For example, if you have 20 servers you want to protect with Backup Exec System Recovery, you would purchase 20 licenses of Backup Exec System Recovery Server Edition.
- If you have 100 desktops, you would purchase 100 licenses of Backup Exec System Recovery Desktop Edition.
- Backup Exec System Recovery Granular Restore Option is now included with the purchase of a Backup Exec System Recovery Server license. This will also include a copy of Backup Exec System Recovery Desktop Edition to facilitate the installation and use of the Granular Restore Option.
- For centralized management capabilities, you can manage up to 2500 clients (based on the customer device performance and bandwidth limitations) with a single installation of Backup Exec System Recovery 2010 Management Solution. There is no charge for the Management Solution, only for the copies of Backup Exec System Recovery you wish to manage.
- The legacy Backup Exec System Recovery Manager product will be EOL with this release. All customers utilizing the Manager product can migrate to the Backup Exec System Recovery 2010 Management Solution at no charge.
- All Backup Exec System Recovery 2010 Entitlement Certificates sent via email will include live activation License Keys as well as the quantity of the entitlements.
- New product purchase customers who have purchased a maintenance contract will also get a serial number (along with the License Key). They will need to go to the licensing portal to register their serial number, activate the support contract and provide Symantec with their technical contacts (<https://licensing.symantec.com>).
- License only SKUs have been eliminated with this release; all products are bundled with maintenance.

Purchase Dynamics

Target Customer Type	Description / Expected Sales Cycle
SMB customer WITHOUT Backup Exec or other data protection solution	<ul style="list-style-type: none"> • Customer needs fast, easy and reliable backup and recovery for their systems and data • Triggers include a recent system or data loss or a mandate to maintain system and network uptime • Backup Exec System Recovery is often purchased as a result of new hardware, an upgrade in hardware • Typical sales cycle should be no longer than 1-3 months and may require testing 60-day evaluation software in their own environment
SMB / Enterprise customer WITH Backup Exec or other data protection solution	<ul style="list-style-type: none"> • Customer needs fast, easy and reliable backup and recovery for their Windows servers, desktops or laptops or Linux servers (Red Hat or SUSE) (bare metal recovery) • Triggers include a recent system loss or mandate to maintain system and network uptime • Backup Exec System Recovery is often purchased as a result of new hardware or an upgrade in hardware or a move to virtual environments • Typical sales cycle should be no longer than 1-3 months and may require testing 60-day evaluation software in their own environment • For larger transactions, typical sales cycle will run 1-3 months and may require testing full NFR (one-year timed out) software in their environment

SALES TOOLS & TRAINING DEVELOPMENT

Licensing and Support Services Guide



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Available Licensing Programs

Product Name	License in a Package (no support)	License in a Package (with 1-Year Standard Support)	License in a Package (with 1-Year Essential Support)	Unbanded License EXP S	Express Volume Tiers	Rewards A-E	GOV'T	ACD
Symantec Backup Exec System Recovery 2010 Server Edition (includes Granular Restore Option and 1 Desktop Ed. License)	NA	X	X	X		X	X	X
Symantec Backup Exec System Recovery 2010 Small Business Server Edition (Includes the Granular Restore Option)	NA	X	X	X		X	X	X
Symantec Backup Exec System Recovery 2010 Desktop Edition	NA	X	X		X	X	X	X
Symantec Backup Exec System Recovery 2010 Management Solution	<i>There is no charge for the Management Solution, therefore, it is not included in any license band.</i>							
Symantec Backup Exec System Recovery 2010 Starter Kit: - BESR Server Edition, 5 Licenses (includes GRO) - BESR Desktop Edition, 10 Licenses - BESR Management Solution	NA	X	X	X		X	X	X

DETERMINING LICENSE QUANTITY

Product Name	How to License?
Symantec Backup Exec System Recovery 2010 Server Edition (includes the Granular Recovery Option and Desktop Edition)	Per Windows Server (Granular Restore Option may be installed on separate server)
Symantec Backup Exec System Recovery 2010 Windows® Small Business Server Edition (Includes the Granular Restore Option)	Per Windows Small Business Server
Symantec Backup Exec System Recovery 2010 Desktop Edition	Per Windows Desktop or Laptop
Symantec Backup Exec System Recovery 2010 Virtual Edition	Per Host Server (Unlimited BESR Server licenses may be utilized to protect all Windows guest operating systems on that host)
Symantec Backup Exec System Recovery 2010 Linux Edition	Per Linux Server (Linux desktops are not supported)
Symantec Backup Exec System Recovery 2010 Management Solution	One installation per 2,500 clients (whether they are servers, desktops or laptops) - based on customer performance and bandwidth constraints
Symantec Backup Exec System Recovery 2010 Server Edition Starter Kit: - BESR Server Edition, 5 Licenses (includes GRO) - BESR Desktop Edition, 10 Licenses - BESR Management Solution	Good for five Windows Servers including one server running Microsoft Exchange or SharePoint, and 10 desktop/laptop systems.



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ENTITLEMENT / MIGRATION PATH

Current Product	New Product
<ul style="list-style-type: none"> - BESR Server Edition 6.5, 7.0, 8.0 or 8.5 - Backup Exec 11d for Windows Servers System Recovery Option - LiveState Recovery (LSR) Advanced Server 6.0 or Standard Server 6.0 	<ul style="list-style-type: none"> - Backup Exec System Recovery 2010 Server Edition
<ul style="list-style-type: none"> - BESR Windows Small Business Server Edition 6.5, 7.0, 8.0 or 8.5 	<ul style="list-style-type: none"> - Backup Exec System Recovery 2010 Windows Small Business Server Edition
<ul style="list-style-type: none"> - BESR Desktop Edition 6.5, 7.0, 8.0 or 8.5 - LSR Desktop 	<ul style="list-style-type: none"> - Backup Exec System Recovery 2010 Desktop Edition
<ul style="list-style-type: none"> - LSR Advanced Server Suite 6.0 	<ul style="list-style-type: none"> - Backup Exec System Recovery 2010 Server Edition (server license) - Backup Exec System Recovery 2010 Management Solution
<ul style="list-style-type: none"> - LSR Desktop Suite 	<ul style="list-style-type: none"> - Backup Exec System Recovery 2010 Desktop Edition (server license) - Backup Exec System Recovery 2010 Management Solution
<ul style="list-style-type: none"> - Backup Exec System Recovery Manager 7.0, 8.0 or 8.5 	<ul style="list-style-type: none"> - Backup Exec System Recovery 2010 Management Solution
<ul style="list-style-type: none"> - LiveState Recovery Manager (for Servers) - LiveState Recovery Manager (for Desktops) 	<ul style="list-style-type: none"> - Backup Exec System Recovery 2010 Management Solution
<ul style="list-style-type: none"> - Symantec Backup Exec System Recovery 7.0 Exchange Retrieve Option - Symantec Backup Exec System Recovery 8 Granular Restore Option - Symantec Backup Exec System Recovery 8 Granular Restore Option 	<ul style="list-style-type: none"> - Symantec Backup Exec System Recovery 2010 Server Edition - (includes Granular Restore Option)

Support Policies

Support policies for previous versions of Backup Exec System Recovery can be found at this web site:

http://www.symantec.com/enterprise/support/support_policies.jsp

In summary it states that full development support of version 8.5 of Backup Exec System Recovery components will be provided 30 months from the EOL date and partial support will be provided for an additional 30 months. Additionally it states that customers needing to fulfill purchase orders for 8.5 SKUs will be able to purchase those products for 12 months after the SKUs are discontinued. The product part numbers will be unpublished but transactable so customers needing to order additional licenses will need to find those part numbers from previous invoices or older price lists.

For versions of Backup Exec System Recovery prior to 8.5 (including LiveState Recovery and V2i Protector) the product name can be typed in at the enterprise support web site and information queried to find out when the support discontinuation date will be:

<http://www.symantec.com/enterprise/support/>

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QUOTING BACKUP EXEC SYSTEM RECOVERY 2010

General Guidelines on when to sell BE vs. BESR

CUSTOMER:	HAS NO DATA OR SYSTEM PROTECTION SOLUTION	HAS BACKUP EXEC FOR WINDOWS SERVERS	HAS OTHER DATA PROTECTION SOLUTION
Small Business (10-99)	BESR	BESR 2010 SBS	BESR 2010 SBS
Midsize Business (100-999)	Backup Exec 12.5 w/ BESR 2010	BESR 2010 Server BESR 2010 Virtual BESR 2010 Linux BESR 2010 Desktop	BESR 2010 Server BESR 2010 Virtual BESR 2010 Linux BESR 2010 Desktop
Enterprise (1000+)	Backup Exec 12.5 w/ BESR 2010	BESR 2010 Server BESR 2010 Virtual BESR 2010 Linux BESR 2010 Desktop	BESR 2010 Server BESR 2010 Virtual BESR 2010 Linux BESR 2010 Desktop

EVALUATIONS

Sixty (60) day Evaluation copies of Backup Exec System Recovery 2010 can be downloaded directly from the Symantec web site (www.backupexec.com). The 60 day evaluation copies are fully functional and include the Symantec Recovery Disk as a download component. If customers want to evaluate with full functionality for more than 60 days, they would need to obtain an NFR from their Symantec Sales Rep or via PartnerNet.

All registered partners can order NFRs by going to <https://partnet.symantec.com/Partnercontent/Program/NFR-Software.jsp>. NFR copies for Backup Exec System Recovery Server, Small Business Server and Desktop Editions are available here.

SELLING SCENARIOS

Scenario 1 – Selling BESR to small business customer who has no backup and recovery solution in place, or is looking for a solution to enhance/replace existing solution

Prospect has no backup and recovery solution in place or they may be using a competing product which does not currently meet their needs. They want the ability to manage their business without worrying about managing backup and recovery processes. They need solutions that are easy to implement and are very cost effective to meet the needs of their limited budgets. They are also concerned with minimizing downtime and avoiding disruption to their business. They need something they can set and forget (i.e. scheduled backups and automated processes). They have both servers and desktops that they want to protect and the solution they implement needs to provide the ability to recover quickly and give them the flexibility to recover exactly what they need, when and where they need it. They would need:

- 1 license of BESR 2010 Server Edition for every server that they want to protect (includes Granular Restore Option)
- OR
- 1 license of BESR 2010 Windows Small Business Server Edition for every small business server they want to protect
- AND
- 1 license of BESR 2010 Desktop Edition for every desktop/laptop they want to protect (including XP / Vista / Win 7 desktops)

Scenario 2 – Selling BESR into a Backup Exec environment

Customer is running Backup Exec 12.5 (or any previous version of BE) which is optimized for data protection and is looking to add on a solution for system protection for business critical servers as well as desktops. They want the core business critical system recovery capabilities such as dissimilar hardware recovery with Restore Anywhere™, Physical to Virtual (P2V) Conversion, and Customizable Symantec Recovery Disk. And they want to adopt a disk-based solution that enables them to recover systems in minutes, not hours or days. However, they also have multiple systems that they want to install BESR on and need to be able to manage these systems from a central location. In addition, they want one year Essential (24x7) support. They would need:

- 1 license of BESR 2010 Server Edition for every server that they want to protect (includes Granular Restore Option)
- 1 license of BESR 2010 Desktop Edition for every desktop/laptop they want to protect (including XP / Vista / Win 7 desktops)
- BESR 2010 Management Solution
- Choice of support level for all licenses (no license only SKUs available, only licenses bundled with Basic or Essential support)



Symantec Backup Exec™ System Recovery 2010**Scenario 3 – Selling BESR with centralized management and support into competitive data protection environment**

Customer has an existing non-Backup Exec solution in place for data protection and is looking to add a system protection solution for fast, easy to use, system restoration or full bare-metal recovery to dissimilar hardware, including virtual environments and the ability to recover systems in remote, unattended locations. They want the capability to capture full base and incremental recovery points of the entire live Windows system—including operating system, applications, system settings, configurations and files—without impacting productivity—and save the recovery point to various media or disk storage devices including SAN, NAS, Direct Attached Storage, RAID, CD/DVD, etc. When systems fail, they want to quickly restore the systems without the need for manual, lengthy and error prone processes. They also want rapid, granular recovery for Exchange email, SharePoint Server documents, or individual files/folders for legal and regulatory compliance measures

They also want centralized management capabilities to simplify administration that gives them an at-a-glance view of system recovery jobs across their entire organization. They want to centrally deploy, modify and maintain recovery activities, jobs and policies for local and remote systems and quickly resolve any problems identified. In addition, they want one year Essential (24x7) support. They would need:

- 1 license of BESR 2010 Server Edition for every server they want to protect (includes Granular Restore Option)
- 1 license of BESR 2010 Desktop Edition for every desktop/laptop they want to protect (including XP / Vista / Win 7 desktops)
- BESR 2010 Management Solution
- Choice of support level for all licenses (no license only SKUs available, only licenses bundled with Basic or Essential support)

Scenario 4 – Selling BESR into virtual environments

Customer is running a virtual environment consisting of either Microsoft Hyper-V, VMware vSphere/ESK or Citrix Xen hypervisors and needs to back up Windows guest virtual machines. The environment may also consist of a mix of physical servers and desktops.

They would need:

- 1 license of BESR 2010 Server Edition for each physical server they want to protect (includes Granular Restore Option)
- 1 license of BESR 2010 Desktop Edition for every desktop/laptop they want to protect (including XP / Vista / Win 7 desktops)
- 1 license of BESR 2010 Virtual Edition for each Hypervisor HOST (customer can deploy unlimited BESR 2010 Server licenses to protect Windows guest operating systems on a per host basis)
- Choice of support level for all licenses (no license only SKUs available, only licenses bundled with Basic or Essential support)

Scenario 5 – Selling BESR into Linux environments

Customer is running either Red Hat or SUSE Linux servers and is looking for a solution to effectively backup and recover entire system systems, volumes or individual files and folders in minutes to dramatically minimize downtime and disruption to your business.

They would need:

- 1 license of BESR 2010 Linux Edition for each server they want to protect
- BESR Management Solution if they would like to centrally manage installations of BESR Linux Edition through a GUI interface.

SUPPORT AND MAINTENANCE SERVICE OFFERINGS

Support for Backup Exec System Recovery 2010 will be handled in the standard manner with no exceptions or modifications.

Customers with an active and current maintenance support agreement may contact the Technical Support group via phone or online at <http://www.symantec.com/enterprise/support/index.jsp>. GCSS, Global Customer Support Services, takes the initial call from the customer and directs it to the correct support queue. Customer Care helps customers with administrative needs.

When contacting the Technical Support group, a customer should have the following information available:

- Product release level
- Hardware information
- Available memory, disk space, NIC information
- Operating system
- Version and patch level
- Network topology
- Router, gateway, and IP address information Problem description

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- Error messages/log files
- Troubleshooting performed prior to contacting Symantec
- Recent software configuration changes and/or network changes

Support Agreement Levels

SUPPORT AGREEMENT LEVELS	FEATURES
License Only purchase	<ul style="list-style-type: none"> • NA for this release • No “license only” SKUs available for Backup Exec System Recovery 2010
Symantec Essential Support Services	<ul style="list-style-type: none"> • 30-minute response target for Severity 1 issues • 24x7x365 telephone access • Follow-the-sun model for around the clock issue resolution • One-stop interoperability support • Six designated callers per product title • Technical support news bulletin subscription services • Symantec security alert notifications • Option for additional designated callers
Symantec Basic Maintenance Services	<ul style="list-style-type: none"> • 60-minute response target for Severity 1 issues • 24x7x365 to updates and patches • Call center access during business hours • Two designated callers per product title • Technical support news bulletin subscription services • Symantec security alert notifications • Option for additional designated callers
Symantec Business Critical Services (Symantec’s premier support offering)	<p>Designed for enterprises that have minimal tolerance for service interruption, providing a combination of personalized, proactive services that is unparalleled in the industry. With this level of service, we’re not just your support team; we’re part of your business. This comprehensive approach offers:</p> <ul style="list-style-type: none"> • A single point of contact from Symantec’s elite team of support engineers who intimately understands your complex IT environment, processes and culture. Greater environmental knowledge translates to faster issue resolution and risk mitigation. • Symantec’s most accelerated service-level targets • Expedited access to our advanced support engineers – ensuring the fastest possible resolution time • Remote or on-site support services options

Enterprise Support at a Glance

ENTERPRISE SUPPORT AND MAINTENANCE SERVICES	BASIC MAINTENANCE	ESSENTIAL SUPPORT	BUSINESS CRITICAL SERVICES*		
			DATACENTER	NATIONAL	GLOBAL
Severity One Response Time Targets	1 hour	30 minutes	15 minutes	15 minutes	15 minutes
Telephone Access to Support Engineers	8 a.m.-6 p.m. Business Hours	24x7x365	24x7x365	24x7x365	24x7x365
Downloadable Software Upgrades, Updates and Patches	✓	✓	✓	✓	✓
Designated Callers	2 per Product Title	6 per Product Title	Unlimited	Unlimited	Unlimited
Remote Product Specialist					
Business Critical Account Manager (BCAM)			Remote BCAM	Designated BCAM	Global BCAM
Business Critical Engineer			✓	✓	✓



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ENTERPRISE SUPPORT AND MAINTENANCE SERVICES	BASIC MAINTENANCE	ESSENTIAL SUPPORT	BUSINESS CRITICAL SERVICES*		
Onsite Visits (Fly-to-Site)			2	6	20
Tailored Account Support Plan				✓	✓
Quarterly Account Reviews				✓	✓
Account Case History Reports				✓	✓
Network Link Assessment			Option	✓	✓
Impact Alerts				✓	✓

No Charge Support

All customers are eligible to receive the following support at no charge:

- LiveUpdate will update the Backup Exec System Recovery software with all relevant information, such as hot fixes, service packs and updates.
- Technical support information will continue to be available from <http://www.symantec.com/enterprise/support/index.jsp>
- Technical forums can be accessed via <http://forums.symantec.com/discussions/category.jspa?categoryID=13>

Education Services

Symantec Education Services is committed to the success of its new and existing customers using Symantec Backup Exec 12.5 and Symantec Backup Exec System Recovery 2010. Training on these products is available globally in a training format and price point that is right for you and your business. Visit the [Symantec Education website](http://www.symantec.com/business/training/product_training/detail.jsp?pkid=backupexec) for more information at: http://www.symantec.com/business/training/product_training/detail.jsp?pkid=backupexec

CHANNEL AVAILABILITY

Channel Notification: October 5, 2009 and FCS: November 2, 2009 for BESR 2010 Server, Desktop, Virtual and SBS Editions, plus Starter Kit and Management Solution

Channel Notification: November 2, 2009 and FCS: December 7, 2009 for BESR 2010 Linux Edition

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