

Top 5 Reasons: Why You Should Upgrade Your Customers to Symantec Backup Exec™ 2012



Fact Sheet: Data Protection

1. Capitalize on upgrade, add-on opportunities

For those customers who have an expired maintenance contract, this is a chance to sell them new licenses. In addition, you can easily grow your revenues by attaching Symantec Backup Exec™ to every new Windows® server, application, and VMware® or Hyper-V® virtual server sale to further build a complete and differentiating solution.

2. Grow your business and maximize your revenue with each and every customer

This single solution enables you to offer your customers one product, any recovery! Protect virtual AND physical environments; simplify backups and disaster recovery; and quickly recover an entire server, application or single item from a single console, single solution.

3. Flexible options – a solution for every customer need

With the Backup Exec 2012 product portfolio you can offer your customers choice – choice and flexibility in how to protect their business with offerings in packaged software, backup appliances, or cloud-based backup and recovery. MSPs can offer additional flexibility with services such as remote monitoring and management of Backup Exec, simplified software licensing, hosting customers backup data on a remote infrastructure or leveraging cloud-based backup with Symantec Backup Exec.cloud™.

4. Be the IT expert your customers rely on

Build long-lasting relationships with your customers by solving their challenges with data and system protection. The Backup Exec 2012 product portfolio provides revolutionary, reliable backup and recovery for virtual and physical systems that keeps business data available when and where it's needed most.

5. Leverage a market leading brand customers know, revolutionized by technology that's new

With millions of customers worldwide and more than two decades of engineering experience, Backup Exec is a brand your customers recognize and trust. Yet the same Backup Exec they know has expanded its portfolio and is now revolutionized with new technology including integrated disaster recovery, physical to virtual conversions and a renovated interface with default settings for the most common backup options. Your Backup Exec portfolio now includes: Backup Exec 2012 (licensed per server or a new capacity Edition licensed per upfront TB of data), Backup Exec 2012 Small Business Edition, Symantec Backup Exec™ 2012 V-Ray Edition, Symantec Backup Exec™ 3600 Appliance and Backup Exec.cloud.

Additional Information

Visit PartnerNet for specific customer upgrade/migration information and additional sales tools to help you sell the Symantec Backup Exec 2012 product portfolio. On PartnerNet you will also find a “Top Reasons to Upgrade” document to provide to your customers.

Please visit Symantec's Education page for the latest product training on Backup Exec.

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More Information

Visit our website

<http://enterprise.symantec.com>

To speak with a Product Specialist in the U.S.

Call toll-free 1 (800) 745 6054

To speak with a Product Specialist outside the U.S.

For specific country offices and contact numbers, please visit our website.

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. Headquartered in Mountain View, Calif., Symantec has operations in 40 countries. More information is available at www.symantec.com.

Symantec World Headquarters

350 Ellis St.

Mountain View, CA 94043 USA

+1 (650) 527 8000

1 (800) 721 3934

www.symantec.com