How to Market Better & Sell More
Backup Exec 2014
Partner Toolkit

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Backup Exec 2014
Partner Toolkit

OVERVIEW

Welcome to **Backup Exec 2014**

This toolkit guides you to the latest marketing assets, campaigns, sales tools and resources accessible to YOU, our Symantec partner.

There are many ways we can support you to enhance your marketing activities and make it easier for you to increase your leads, discover new sales opportunities and boost your hip pocket.

So, go ahead! Take advantage of the **free** materials and services available.

We're here to help you!

Partner Marketing Centre, APJ

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Backup Exec 2014
Overview

About Backup Exec 2014

A Symantec survey[*] revealed that nearly two-thirds (62%) of companies use multiple solutions to protect their physical and virtual systems. Yet nine in ten (91%) are interested in a single solution and what it can offer.

Employing Backup Exec 2014 as this single solution helps your customers simplify and streamline their data protection strategy.

- Backup Exec proactively manages and protects the **entire business ecosystem** whether built upon virtual servers, physical servers, or a combination of both.

- You can offer your customers a single solution that has the flexibility to rapidly recover an entire server, virtual machine, application or granular object in **minutes.**

- Visit **Symantec TV** to watch a video overview, plus a deep dive series on Backup Exec's many capabilities.

Market Opportunity

- According to a study published by Gartner on 14th of May 2014, Backup/recovery software revenue grew 6.8% in 2013, reaching $4.7 billion.

- In Asia Pacific Japan, the market opportunity is valued at $934 million and is experiencing 6.6% growth this fiscal year.

- Storage and server virtualisation/consolidation are top-of-mind for businesses in this region, as data centre transformation becomes a priority. It is the top technology trend that will impact their businesses in the next 12-24 months.[**]

- By 2016, virtual machine instances in this region are expected to grow 6x from current 2013 base.

- To learn more about the opportunities for Symantec solutions in your market, view the **Symantec Yellow Book** on **Partnernet**. You'll find it under the Sales & Marketing tab> Marketing Resources.

Target Customers

- Company size: primary target 10 – 1,000 employees.

- IT environment: Companies with one to hundreds of virtual hosts (or moving to a virtual environment), one to hundreds of physical servers or a combination of both. In fact, there is no upper limit on the number of servers VMs Backup Exec can protect.

- Job titles: Server / Virtual Server Administrator, Backup Administrator, Network Administrator, Windows Administrator, System Administrator, Storage / Virtual Storage Administrator, Infrastructure Administrator, IT Administrator, IT Manager, IT Director, Application Administrator and Architects.

[*]Symantec's Windows Server 2012 Migration/Virtualisation Survey.   [**]Source: Symantec APJ Customer Insights Survey, Custom Proprietary Research: B2B, 042013.

Backup Exec 2014
Marketing Resources

Brand Campaign – SOLVE

This new campaign addresses the customer problem of **server virtualisation** and its impact on how organisations handle backup and recovery. Backup Admins face the challenge that traditional methods don't work for the needs of today. The daunting and tiresome task of figuring out how to back up virtual and physical environments, paired with ever-growing data and stricter recovery objectives, is **solved** with one solution from Symantec: Backup Exec 2014.

There are many campaign assets **freely available** for you to use as part of your own co-branded marketing efforts.

The assets below can be found on the **Symantec Grid** and by talking to our Partner Marketing Centre or your local Symantec Channel Marketing contact.

- 'DO IT ALL' Brand Campaign Guidelines
- Copy blocks
- Web banners
- 'Solve' brand imagery
- HTML email templates
- Print ads & posters

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Backup Exec 2014
Marketing Resources

Run your own Backup Exec Marketing Campaign via the Grid

- **The Symantec Grid** is a free digital marketing tool enabling you to create email marketing campaigns within minutes.

- You can execute your own **Backup Exec 2014** campaign, with **your** logo, contact details, unique business offering – to generate **YOUR** leads.

- Already, Symantec partners across Asia Pacific have generated over **1,800 leads** and a growing pipeline of over **US$5.9 million** through using the Grid to target their prospect and customer databases.

- To run a Grid campaign it's **free, easy** and **fast** – and our Partner Marketing Centre can help you every step of the way.

- Once you have launched your campaign, you'll see your leads generated in real time. We can then connect you with our complimentary lead qualification service, saving you time and money on follow-up. Plus, our Sales team can assist you with opportunity nurture so that YOUR deals are closed faster.

- To find out more, receive a quick demo and to register, contact our Partner Marketing Centre – see Help & Contacts. Also visit: **www.symantecgrid.com**

What is the Grid?
A free online marketing tool for YOU.

YOUR email, YOUR logo → YOUR landing page → YOUR contacts

YOUR leads → YOUR appointments → YOUR deals

Symantec.

Backup Exec 2014
Marketing Resources

Marketing Assets on the Grid

The Grid also contains a library of marketing assets and resources to support you Backup Exec 2014 selling efforts.

You can create your own co-branded **Backup Exec2014** email campaign or use our web banners to supplement your digital strategy.

You'll even find handy content for posting to your social media networks – positioning YOU as the trusted advisor to your customers and partners.

Backup Exec 2014 assets now for download from the Grid:

- Email Template Package & Copy Blocks
  (for new customers, upgrade customers).
- Web banners (static & animated, two versions:
  'The faster, stronger backup solution' & 'Free trial').
- Infographic ('Backup Anything. Restore Anywhere.')
- Datasheets & Guides: 'FAQs', 'Top 10 Reasons to Buy',
  'Top 5 Reasons to Upgrade'.

For fast access to these, talk to our Partner Marketing Centre and register to the Grid at: **www.symantecgrid.com**

Take the headache out of updating your Social Networks!

- Consider signing up to the **Symantec Social Grid** for free, fresh and continuous content, ready to post to your followers.
- Become 'the trusted advisor' to your customers and associates.
- Choose from regular posts that include: Industry News, Virus & Threat Alerts, Thought Leadership articles, Product Updates.
- You can publish to Facebook, LinkedIn, Twitter and more.
- Talk to our Partner Marketing Centre and to sign up go to: **www.symantecgrid.com**

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Backup Exec 2014
Sales Tools

Sales Tools on the Grid

You'll also find tools to support your customer meetings and events in the Grid's Collateral Library.

Materials available for download now:
- Customer Presentation
- Guides & Datasheets: '5 Reasons to sell', 'BE 2014 Licensing Guide', 'Partner Cheat Sheet', FAQs
- Customer Case Study: 'Mitre 10 NZ'
- Competitor Battlecards (feature comparisons)
- **NEW! Backup Exec Renewal Playcard** – for handy tips on upgrading, upsell, objection handling, licencing and competitors.

For fast access, talk to our Partner Marketing Centre and register to the Grid at: **www.symantecgrid.com**

Sales Playbook

Before pitching Backup Exec 2014, make sure you take a look at the 'Selling Symantec Information Management Solutions Playbook'.

This playbook sets out suggested approaches, helps you spot opportunities, cross-sell solutions and close better deals. It also covers discovery questions, 'why Symantec?' and customer use cases.

For Backup Exec you'll find plays around:
- Virtualisation
- Data Center Transformation – Cloud
- Media Server Refresh with Backup Exec
- Upgrade, Migrate, Renew Backup Exec

You can download the playbook from **PartnerNet**. You'll find it under 'Sales & Marketing'.

Backup Exec Customer Success Story

Read how Backup Exec simplified backup and protection of a nearly 100 percent virtualised environment in this case study on New Zealand-based home improvement chain, Mitre 10. **View it here**

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Backup Exec 2014
Incentives & Promotions

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Symplus⁺

- Symplus rewards you as an individual, for partnering with Symantec. You receive a convenient, reloadable Symplus Visa® Debit Card*. You need to be a member of our Partner Program.
  - Rewards are based on deal value – so the larger your deal, the higher the reward!
  - Log on to **Symplus** and click on the **Eligible Products** tab for details.
- **Special rewards for Australia and New Zealand!:** earn up to **US $1,000** in rewards per deal when you sell **new licenses** of Backup Exec 2014
  - Earn 10% of deal value in Symplus rewards
  - Valid for deals between US $3K and US $10K
  - **Promotion valid until April 3, 2015**
  - Log on to **Symplus** and click on the **Eligible Products** tab for details.
- **Additional rewards:** Complete and publish a public customer reference for Backup Executive 2014 by **31 March 2015,** be one of the first five and you'll be rewarded with **US $1,000.**
  - Log on to **Symplus** and click on the **Eligible Products** tab for details.

Margin Builder

- Provides an upfront discount to you for developing and closing incremental small and medium business sales opportunities.
- It's **fast** (2 minutes on-screen approval), **targeted** (SMB deals, 5 – 250 users), **profitable** (gives up to 10% discount).
- To find out more, visit **Symantec Margin Builder** on PartnerNet.

Opportunity Registration Program

- Provides rebates to you for actively identifying, developing and closing incremental sales opportunities on qualifying products, such as **Backup Exec 2014**.
- The opportunity must also be one of the following:
- A new end-user customer account for Symantec.
- A sales opportunity for new products within an existing customer account.
- A new project for an existing Symantec customer.
- To find out more, go to **Opportunity Registration Program** under 'Programs' on PartnerNet.

*Reloadable Symplus MasterCard card for Singapore and Malaysia only.   **Excludes Appliances, Renewals, Maintenance, media packs and box product skus.

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Backup Exec 2014
Incentives & Promotions

Check out this great customer video!

This locally-produced video highlights the cost of business data loss for small and medium businesses. It's an effective and simple way to tell the Backup Exec story to your customers. **Click here** to view.

"GET MY DATA BACK! IT'S CO$TING ME $12,500 PER"

*Refer to **terms and conditions** for upgrade eligibility.

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Backup Exec 2014
3 Step Cheat's Guide

- Our service is free-of-charge
- We can help you execute campaigns
- Give you sales tools & marketing assets
- Help you with rebates & rewards programs
- Guide you through the Partner Program

- With the help of the PMC:
  - Register to the Grid
  - Launch a **Backup Exec 2014** campaign
- Download other assets & tools for your customer meetings
- Sign up for Social Grid

- Saves you time, money & resources
- The PMC can help you
- Use our **free** Lead Qualification Service
- Our Sales team can also help you nurture your opportunities
- Fast deal closure for YOU

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Backup Exec 2014
Help & Contacts

Partner Marketing Centre

- We exist to make it easier for you to do business with Symantec.
- Our service is free-of-charge
- See us as extension of your marketing team
- We can help you execute campaigns
- Give you sales tools & marketing assets
- Help you with our rebates & rewards programs
- Guide you through the Partner Program

Contact us at: **PMCAPJ@symantec.com** Or call us via the toll free numbers below:

- Australia: 0011 800 274 288 48
- New Zealand: 00800 274 288 48
- Thailand, Malaysia, Singapore: 001 800 2742 8848
- Philippines: 00 800 2742 8848
- Hong Kong, Korea: 001 800 2742 8848
- China, Taiwan, Macau: 00 800 2742 8848
- Japan: 010 800 2742 8848
- India: 000 800 440 2040
- Indonesia: 001 803 442 386

Online Resources

- **PartnerNet** is your one stop portal for information about partnering with Symantec.
  - Sign In/Register at: **partnernet.symantec.com**
- The **Renewals Portal** helps you manage your customers going forward.
  - To login: **https://www.symantecrenewals.com/APJLogin/Login.aspx**
  - To gain access, email: **apjrenewalportal_access@symantec.com**

Training & Enablement

- New sales and technical training for **Backup Exec** is now available.
- Check out our online training options at **PartnerNet**
- **Register** for Symantec webcasts and training events or contact your Partner Account Manager or Distribution Partner to organise specific training for your team.
- **Register** for your NFR software and experience Backup Exec 2014 for yourself!
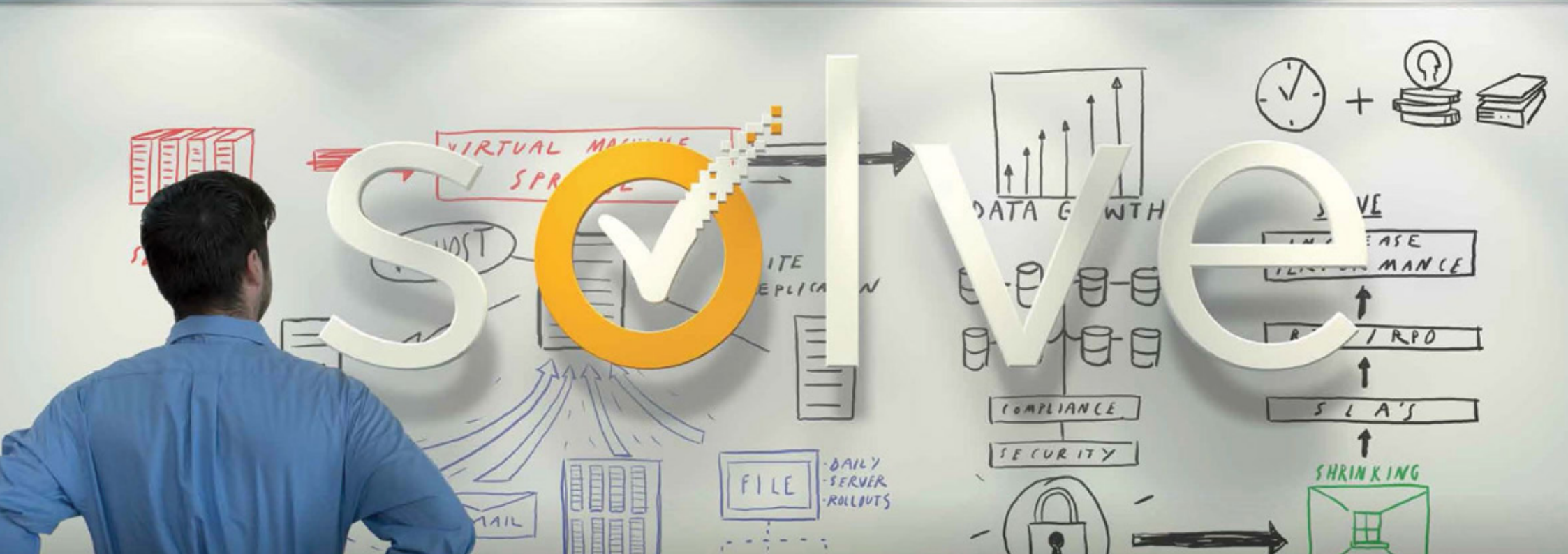
Driving profitable opportunities
Backup Exec 2014 Partner Toolkit

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