

Symantec Cheat Sheet

What is it?

Symantec Backup Exec 2010 provides:

- **Integrated and adaptable deduplication** (using Symantec NetBackup PureDisk™ technology)—Help customers reduce storage costs while optimizing network utilization across physical and virtual environments.
- **Unified backup and archiving** (powered by Symantec Enterprise Vault™)—Easily automate customers storage and management savings through efficient data lifecycle management.
- **Rapid granular application recovery** of physical and virtual servers from a single-pass backup; reduces costs with fewer backups.
- **Scalable, reliable, market leading backup and recovery technology** for the latest Windows® systems and mixed OS environments that customers have relied on for over two decades.
- **Reliable disk and tape support** maintains productivity, profits, and customer confidence.
- **Complete centralized management**—Reduces administration time ensuring a distributed backup environment is protected with ease.

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 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 like Enterprise Vault and Symantec Protection Suite for comprehensive protection.
- Easy to sell and provides additional add on installation service opportunities to further grow your margin.
- Dedicated Symantec Partner resources to help you sell and support customers 24x7

What's new?

NEW! Integrated Deduplication (using Symantec NetBackup PureDisk technology)—NEW Deduplication Option provides adaptable and integrated block-level duplication for optimized storage and cost savings with: client deduplication, media server deduplication, and Open Storage appliance deduplication.

Unified Archiving (powered by Symantec Enterprise Vault)—Two NEW Archive Options reduce redundant data on Exchange and File systems allowing administrators to keep storage at predictable levels while efficiently managing data lifecycles by automating data retention periods.

Enhanced VMware vSphere 4.0 support—Integrated backup and deduplication support for both online and offline VMware ESX 3.0, 3.5 and vSphere 4.0—plus new first-to-market backup and recovery for Microsoft Exchange, SQL, and Active Directory virtual applications.

Hyper-V R2 Support—Integrated backup support for both online and offline Microsoft Hyper-V 2008 and Hyper-V 2008 R2 environments, including LiveMigration support.

Windows 7, Exchange 2010, Windows Server 2008 R2 Support and Lotus Domino 8.5 Support

Enhanced Agent for Enterprise Vault—Automated backup and recovery of Symantec Enterprise Vault 8 SP2 (and higher) infrastructures for fast and easy recovery.

NEW! Virtual Tape Library (VTL) Support—integrated support and new simplified licensing model for VTL devices.

How can I order it?

Core product*	Express Band S
Backup Exec 2010	20056161
Backup Exec 2010 for Windows Small Business Server	20058377
Selected agents and options*	Express Band S
Backup Exec Agent for Windows Systems	20056863
Backup Exec Desktop/Laptop Option	20057536
Backup Exec Deduplication Option	20058785
Backup Exec Advanced Disk-Based Backup Option	20056332
Backup Exec Exchange Mailbox Archiving Option 1-10	20058702
Backup Exec Exchange Mailbox Archiving Option 1-100	20058667
Backup Exec File System Archiving Option	20058470
Backup Exec Central Admin Server Option	20056919
Backup Exec Agent for Microsoft® Exchange Server	20057039
Backup Exec Agent for Microsoft SQL Server®	20057927
Backup Exec Agent for Microsoft SharePoint®	20057823
Backup Exec Agent for Windows Active Directory®	20056539
Backup Exec Agent for Lotus Domino®	20057126
Backup Exec Agent for SAP Applications	20057721
Backup Exec Agent for Oracle®	20057267
Backup Exec Agent for Enterprise Vault	20056460
Backup Exec Remote Agent for Mac® Systems	20058096
Backup Exec Remote Agent for Linux or UNIX Servers	20058049
Backup Exec Remote Media Agent for Linux Servers	20056661
Backup Exec Agent for VMware Virtual Infrastructures	20056772
Backup Exec Agent for Microsoft Hyper-V	20058322
Backup Exec Shared Storage Option	20058191
Backup Exec VTL Unlimited Drive Option	20058862
Suites	
Backup Exec 2010 Deduplication Suite	20101287
Backup Exec 2010 Deduplication and Archiving Suite	20101296

* All SKUs listed above are for Express Band S and include Symantec Essential Support (24x7 telephone support). Please contact your distributor for complete SKUs and pricing for Backup Exec 2010.

- SKU tool site: www.backupexec.com/skugenerator

Symantec Cheat Sheet**Why should existing customers upgrade?**

Reduce storage costs while optimizing network utilization—Integrated deduplication provides three adaptable storage reduction configurations with client and media server deduplication, or 3rd party OpenStorage (OST) appliance deduplication.

Reduce management and storage requirements for virtual servers—New integrated support for VMware vSphere 4.0 and Hyper-V R2 and plus new first-to-market backup and recovery protection for Microsoft Exchange, SQL, and Active Directory virtual applications.

Consolidate data and reduce backup management resources—unified backup and archiving (powered by Enterprise Vault) reduces redundant data from Exchange and Files servers to optimize backup performance and efficiently automate data retention policies.

Efficient Microsoft application recovery—Recover individual Exchange, SharePoint, and Active Directory items in seconds with patent-pending Granular Recovery Technology.

Meet recovery objectives—Disk based Continuous data protection and fast, granular recovery help meet the most demanding requirements.

Protect heterogeneous server environments—Protect UNIX, Linux, SAP, Oracle, Mac, and more using high-performance agents, including direct attached storage support for Linux server environments.

Ask your customer**1. Are you seeking to reduce storage costs while optimizing network utilization across physical and virtual environments?**

Backup Exec 2010 uniquely offers new integrated deduplication and archiving technology to optimize any backup environment.

2. Are you running VMware or Microsoft Hyper-V in your environment?

Backup Exec 2010 delivers backup and recovery protection for the latest VMware and Hyper-V environments. Easily protect an unlimited number of guest machines in a virtual host environment and recover granular items in Exchange and Active Directory applications from a single-pass backup.

3. How long do your Exchange mailbox backups take?

Eliminate mailbox backups with Granular Recovery Technology for Exchange and keep Exchange protected all the time with Continuous Protection.

4. Can you recover individual email messages, Microsoft SharePoint documents, and Microsoft Active Directory user attributes?

Backup Exec 2010 includes patent-pending Granular Recovery Technology with support for Exchange, SharePoint, and Active Directory. Recover just the information you need in seconds —an individual email in Exchange, a document or list item in SharePoint, or even a single user attribute in Active Directory— with no need to reboot or spend hours restoring everything.

5. Are you concerned about the security of offsite backup tapes?

Backup Exec 2010 provides flexible 128-bit and 256-bit AES encryption for backups stored offsite or sent over public networks.

Competition**vs. CommVault Simpana 8**

- Deduplication is media server only. Backup Exec offers several adaptable configurations, including client, media server and 3rd party appliance deduplication.

- Granular recovery of Exchange data can only be performed after staging the original backup to an alternate location. Backup Exec does not require additional staging.
- No true continuous protection—only block-level incremental backups. Backup Exec delivers true continuous protection for desktops, laptops, file servers, and key applications such as Exchange and SQL.
- CommVault requires twice as much storage for VMware backups. Single file restore functionality requires double the amount of storage space as VMDK and single file data stored separately.

vs. Computer Associates ARCserve 12.5

- Deduplication is media server only. Backup Exec offers several adaptable configurations, including client, media server and 3rd party appliance deduplication.
- CA does not offer any type of archiving technology for files or Exchange mailboxes. Symantec provides industry leading archiving technology both integrated into Backup Exec and as a stand-alone product, Enterprise Vault.
- ARCserve requires twice the backups for Exchange and twice the storage and media costs to get the same level of granular recovery as Backup Exec.
- ARCserve does not offer Active Directory protection with which users and attributes of users can be recovered while Active Directory is online.
- ARCserve lacks bare-metal restore in minutes to even dissimilar hardware or virtual environments.

vs. Acronis Backup and Recovery 10 (formerly True Image Echo)

- Acronis does not offer deduplication integration with 3rd party appliances.
- Acronis does not offer any type of archiving technology for files or Exchange mailboxes. Symantec provides industry leading archiving technology both integrated into Backup Exec and as a stand-alone product, Enterprise Vault.
- Acronis requires a separate application to run an additional Exchange backup to get the level of granular recovery standard in Backup Exec right out of the box.
- Acronis cannot adequately protect applications such as SharePoint, Active Directory, Lotus Domino, Oracle, and more. Backup Exec has specific agent technology that integrates directly with key applications to help ensure minimal downtime and optimal protection

Cross-selling opportunities

Symantec Backup Exec System Recovery 2010—Data recovery is only part of a complete solution. Add Backup Exec System Recovery to protect and recover critical systems quickly—even to dissimilar hardware.

Symantec Protection Suite—Guard data against hackers, spies, and thieves at network endpoints with a single-agent, centrally managed solution that keeps it backed up and secure.

Symantec Enterprise Vault—Easily manage, search and discover data while also protecting critical Enterprise Vault archives with Backup Exec 2010 Agent for Enterprise Vault.

Additional resources

Full product details: www.backupexec.com

SKUs, licenses, and ordering details: <https://partnernet.symantec.com>

60-day trialware: go.symantec.com/trybe

SKU tool site: www.backupexec.com/skugenerator

Competitive data may vary or change without notice. Symantec acknowledges that inferences are Symantec based, and competitor information or other claims listed here within may vary or change from this document release date. Competitive comparisons are based on internal Symantec research studies and analysis.

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