



Backup Exec System Recovery 7.0

This document is intended to aid Symantec Sales in selling and quoting Backup Exec System Recovery 7.0 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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LICENSING BACKUP EXEC SYSTEM RECOVERY 7.0

Symantec Backup Exec™ System Recovery 7.0 is the gold standard in complete Windows® system recovery, with the ability to restore systems in minutes, not hours or days, even to dissimilar hardware and virtual environments. Now includes enhanced Microsoft® Exchange, virtual and data recovery capabilities and centralized management to simplify administration. Also available as an Option to Backup Exec 11d for Windows Servers.

Products in the Symantec Backup Exec System Recovery (BESR) 7.0 family include:

- Symantec Backup Exec™ System Recovery 7.0 Server Edition
- Symantec Backup Exec™ System Recovery 7.0 Windows Small Business Server Edition (includes the Symantec Backup Exec™ System Recovery Exchange Retrieve Option)
- Symantec Backup Exec™ System Recovery 7.0 Desktop Edition
- Symantec Backup Exec™ System Recovery 7.0 Manager
- Symantec Backup Exec™ System Recovery 7.0 Exchange Retrieve Option
- Symantec Backup Exec™ System Recovery 7.0 Server Edition Starter Kit*
- Symantec Backup Exec™ 11d for Windows Servers System Recovery Option 7.0** (BE SRO)

*Includes 5 licenses of Symantec Backup Exec System Recovery 7.0 Server Edition, 1 license of Symantec Backup Exec System Recovery 7.0 Manager, and 1 license of Symantec Backup Exec System Recovery 7.0 Exchange Retrieve Option.

**With this release, Symantec introduces the Backup Exec for Windows Servers System Recovery Option. This streamlined, lower priced version of Backup Exec System Recovery, specifically for Backup Exec for Windows Servers customers, provides the core business critical system recovery capabilities offered in the full version of Backup Exec System Recovery such as dissimilar hardware recovery with Restore Anywhere™, physical to virtual (P2V) conversion and Customizable Symantec Recovery Disk, among other features where data protection is already ensured with Backup Exec for Windows Servers.

Licensing Overview

- BESR 7.0 will continue to utilize the ELS licensing platform. Product licensing, along with maintenance, will continue to be sold in the same way as BESR 6.5, with a few additional deliverables (BESR Recovery Manager and BESR Exchange Retrieve Option). Also available is the Backup Exec 11d for Windows Servers System Recovery Option for Backup Exec 11d for Windows Servers customers who are looking to purchase a streamlined version of BESR at a more attractive price point.
- Licensing for BESR Manager has been dramatically simplified and now follows the Backup Exec licensing model. Customers are now charged one price for BESR Manager and allowed unlimited (based on customer performance and bandwidth constraints) clients to be managed with that single license of BESR Manager.
- New license option with Backup Exec System Recovery 7.0 is a Backup Exec System Recovery Starter Kit. This kit includes 5 Server Edition licenses, one Manager and one Exchange Retrieve Option at a savings of 25% when compared to purchasing the same licenses individually.

Purchase Dynamics

Target Customer Type	Description / Expected Sales Cycle
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 systems • Triggers include a recent system loss or mandate to maintain system and network uptime • BESR is often purchased as a result of new hardware or an upgrade in hardware • Typical sales cycle should be no longer than 1-3 months and often requires testing 30-day eval 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



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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 • BESR is often purchased as a result of new hardware or an upgrade in hardware • Typical sales cycle should be no longer than 1-3 months and often requires testing 30-day eval 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

Available Licensing Programs

Product Name	Business Pack (License-in-a-box)	Unbanded License EXP S	Express A-H	Rewards A-E	GOV'T	ACD
Symantec Backup Exec™ System Recovery Server Edition	X	X		X	X	X
Symantec Backup Exec™ System Recovery Windows® Small Business Server Edition (Includes the Exchange Retrieve Option)	X	X		X	X	X
Symantec Backup Exec™ System Recovery Desktop Edition	X		X	X	X	X
Symantec Backup Exec™ System Recovery Manager	X	X		X	X	X
Symantec Backup Exec™ System Recovery Exchange Retrieve Option	X	X		X	X	X
Symantec Backup Exec™ 11d for Windows Servers System Recovery Option (BE SRO)	X	X		X	X	X
Symantec Backup Exec™ System Recovery Server Edition Starter Kit: - BESR Server Edition, 5 Licenses - BESR Manager, 1 License - BESR Exchange Retrieve Option, 1 License	X	X		X	X	X

DETERMINING LICENSE QUANTITY

Product Name	How to license?
Symantec Backup Exec™ System Recovery Server Edition	Per Windows Server
Symantec Backup Exec™ System Recovery Windows® Small Business Server Edition (Includes the Exchange Retrieve Option)	Per Windows Small Business Server
Symantec Backup Exec™ System Recovery Desktop Edition	Per Windows Desktop or Laptop
Symantec Backup Exec™ System Recovery Manager	One License per unlimited clients - based on customer performance and bandwidth constraints (Recommended: one BESR Manager license for every 500 clients)



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Product Name	How to license?
Symantec Backup Exec™ System Recovery Exchange Retrieve Option	Per Microsoft Exchange Server (Needs Symantec Backup Exec System Recovery Server Edition)
Symantec Backup Exec™ 11d for Windows Servers System Recovery Option (BE SRO)	Per Windows Server(With Backup Exec 11d Install)
Symantec Backup Exec™ System Recovery Server Edition Starter Kit: - BESR Server Edition, 5 Licenses - BESR Manager, 1 License - BESR Exchange Retrieve Option, 1 License	Good for five Windows Servers including one Server running Microsoft Exchange.

ENTITLEMENT / MIGRATION PATH

Customer Has	w/ Maint.?	Receive
BESR Server Edition 6.5 LSR Advanced Server Suite 6.0 LSR Advanced Server 6.0 LSR Standard Server 6.0	Yes	Backup Exec System Recovery Server Edition 7.0 – FREE
	No	BESR Server Edition 7.0 at 40% Discount
BESR Windows SBS Edition 6.5	Yes	Backup Exec System Recovery Windows SBS Edition 7.0 – FREE
	No	BESR Windows SBS Edition 7.0 at 40% Discount
BESR Desktop Edition 6.5 LSR Desktop Suite 6.0	Yes	Backup Exec System Recovery Desktop Edition 7.0 – FREE
	No	BESR Desktop Edition 7.0 at 40% Discount
LSR Advanced Server Suite 6.0 LSR Desktop Suite 6.0 LSR Manager 6.0	Yes	1 initial license of Backup Exec System Recovery Manager and: 1 additional BESRM license for every 5 copies of LSR Advanced Server Suite or LSRM for Servers 1 additional BESRM license for every 50 copies of LSR Desktop Suite or LSRM for Desktops
	No	BESR Manager 7.0 at 40% Discount
Backup Exec for Windows Servers System Recovery Option	Upgrade to	Backup Exec System Recovery Server Edition - \$550 USD MSRP

FULFILLMENT

- Rewards and Express purchases will receive a License Certificate with a serial number. Customers will be directed to www.symantec.com/certificate to retrieve their SLF file for product activation.
- Business Pack customers will receive a Serial Number Certificate inside their packaged product. These customers will be directed to <https://licensing.symantec.com> to retrieve their SLF file for product activation.



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QUOTING BACKUP EXEC SYSTEM RECOVERY 7.0

General Guidelines on when to sell BE vs. BESR vs. BE SRO

CUSTOMER:	HAS NO DATA OR SYSTEM PROTECTION SOLUTION	HAS BACKUP EXEC FOR WINDOWS SERVERS	HAS OTHER DATA PROTECTION SOLUTION
Small Business (10-99)	BESR	BE SRO	BESR
Midsize Business (100-999)	Backup Exec 11d for Windows Servers w/ BE SRO	BE SRO or BESR	BESR
Enterprise (1000+)	Backup Exec Windows Servers w/ BESR	BESR	BESR

Selling Scenarios

Scenario 1 – Customer owns Backup Exec 11d for Windows Servers and wants BE SRO

Customer is running Backup Exec 11d for Windows Servers which is optimized for Data Protection and is looking to add a solution for System Protection for business critical servers. They want the core business critical system recovery capabilities such as dissimilar hardware recovery with Restore Anyware™, Physical to Virtual (P2V) Conversion, and Customizable Symantec Recovery Disk, among other features where data protection is already ensured. And they want to adopt a disk-based solution that enables them to recover systems in minutes, not hours or days. Lets say they choose to get this solution for their Backup Media Server, their business-critical Exchange Server as well as their business-critical SQL Server. In addition, they want one year Essential (24x7) support. They would need:

- 1 license of BE SRO for every server they want to protect
- 1 Year of Support

Scenario 2 – Customer owns Backup Exec (any version) and wants BESR (with its full functionality)

Customer is running Backup Exec 11d for Windows Servers which is optimized for Data Protection and is looking to add on a solution for System Protection for business critical servers as well as deskto. They want the core business critical system recovery capabilities such as dissimilar hardware recovery with Restore Anyware™, 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. They need to be able to capture not just full base recovery points but incremental recovery points as well, they need the ability to restore systems in a remote, unattended location (using LightsOut Restore) and would also like the ability to use Google™ Desktop and Backup Exec Retrieve to restore individual files or folders from a simple web-based user interface. In addition, they want one year Essential (24x7) support. They would need:

- 1 license of BESR 7.0 Server Edition for every server that they want to put protect
- 1 license of BESR 7.0 Desktop Edition for every desktop/laptop they want to protect (including Vista desktops)
- 1 license of BESR 7.0 Manager (possibly more depending on the number of nodes they wish to manage and based on customer performance and bandwidth constraints – our recommendation is no more than 500 nodes per license of BESRM)
- 1 Year of Support for all licenses

Scenario 3 – Selling core product, BESR Manager and support

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



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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 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; monitor real-time status; and quickly resolve any problems identified. In addition, they want one year Essential (24x7) support. They would need:

- 1 license of BESR 7.0 Server Edition for every server they want to protect
- 1 license of BESR 7.0 Desktop Edition for every desktop/laptop they want to protect (including Vista desktops)
- 1 license of BESR 7.0 Manager (possibly more depending on the number of nodes they wish to manage and based on customer performance and bandwidth constraints – our recommendation is no more than 500 nodes per license of BESRM)
- 1 Year of Support for all licenses

Scenario 4 – Selling BESR, BESR Exchange Retrieve Option and Support

Customer is running a non-Backup Exec solution for Data Protection or do not have any backup software and the environment includes a Microsoft Exchange Server 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 also want rapid and granular recovery for Exchange email including accidentally deleted files or for legal and regulatory compliance measures. They would need:

- 1 license of BESR 7.0 Server Edition for the Exchange Server (including other BESR 7.0 licenses for other Systems that they want to protect)
- 1 license of BESR 7.0 Exchange Retrieve Option Manager for the Exchange Server
- 1 Year of Support for all licenses

SUPPORT AND MAINTENANCE SERVICE OFFERINGS

Support for BESR 7.0 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
- 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
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

GLOBAL SALES AND SERVICES TOOLS

Licensing and Support Services Guide

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SUPPORT AGREEMENT LEVELS	FEATURES
	<ul style="list-style-type: none"> • 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			✓	✓	✓
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				✓	✓

*See the [Business Critical Services General QuickStart](#) for additional features available only for BCS



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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>

If no tech support is purchased at the time of purchase, customers are able to purchase incident support on an as needed basis.

SELLING SERVICES

Pre-packaged systems recovery services (Backup Exec System Recovery Service and Backup Exec System Recovery Assessment, Design and Implementation Services) provide a fast and effective way to acquire knowledge transfer, implement, install and configure Backup Exec System Recovery 7.0. Available key features of the services include:

- Analysis of intended use cases and the current server recovery environment
- Installation and configuration proof of concept in a lab environment
- Review of best practices for system protection and recovery, agent deployment and operational management
- Demonstration of features within Backup Exec System Recovery (BESR)
- Assessment of existing customer disaster recovery policies and procedures
- Advising the customer on the development of disaster recovery policies, procedures and documents
- Creating a scalable design that optimizes the backup and recovery of business critical systems
- Installation and configuration of the BESR solution in a production environment
- Installation and configuration of BESR
- Documentation of policies, procedures and BESR

Services Offerings

These Backup Exec System Recovery services provide a standard or pre-defined statement of work to facilitate ordering and contract negotiations.

SERVICES	FEATURES
QuickStart for Backup Exec System Recovery Service (\$13,500 fixed price, including travel and expenses)	Three days of onsite consultation include: <ul style="list-style-type: none"> • Pre-installation Planning and Assessment: A pre-engagement interview to understand the customer's requirements and environment • Product Installation: Installation and configuration of your licensed Backup Exec System Recovery product(s) in a lab environment • Configuration and Tuning: Consulting on methods for Windows® system protection and recovery in the customer's lab environment • Knowledge Transfer: On-site demonstration and introduction to Backup Exec System Recovery capabilities for Windows system recovery including: <ul style="list-style-type: none"> • Recovery point browser • Bare-metal system recovery • File and folder recovery • Restoring systems to dissimilar hardware • Remote server recovery • Agent deployment and operational management • File/Folder level backup and recovery
Backup Exec System Recovery Assessment, Design and Implementation Service (\$15,500 per 40 hours fixed price;	<ul style="list-style-type: none"> • Pre-installation Planning and Assessment of customer's storage environment including storage research, storage threats and vulnerabilities audit, and storage tolerance to downtime analysis • Analysis and development of a Backup Exec System Recovery environment



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SERVICES	FEATURES
time and materials including travel and expenses)	solution <ul style="list-style-type: none"> • Developing a scalable design architecture for the Backup Exec System Recovery solution • Installation and configuration of the Backup Exec System Recovery solutions in a lab and production environment • Knowledge transfer, demonstration and consulting on best practices for remote system protection and recovery architecture in customer's lab environment, including: <ul style="list-style-type: none"> • Creating, organizing, scheduling and monitoring recovery points • LightsOut™ Restore capability to restore a server from a remote location • Recovery point storage options • Managing the recovery environment from behind the firewall • Establishing a secure imaging and archive environment • Establish a basic methodology for Disk—Disk—Tape Archiving • Document disaster recover policies and procedures for backup and recovery and Backup Exec System Recovery configuration • Agent deployment and operational management • File/Folder level backup and recovery options

EVALUATIONS

30 day Evaluation copies of BESR and BESR Manager can be downloaded directly from the Symantec web site. The 30 day evaluation copies do NOT include the SRD, and have some functionality turned off. If customer want to evaluate with full functionality 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://partnernetwork.com/Partnercontent/Program/NFR-Software.jsp>

NFR copies for BESR Server and Desktop Editions are available here. BESR Server edition can also be tested on a server running Windows SBS Edition.

CHANNEL AVAILABILITY

- Channel Notification will be sent out on March 28, 2007
- FCS is April 25, 2007

CONTACTS

TEAM MEMBER	CONTACT INFO
Susie Spencer, Sr. Product Marketing Manager	801.705.8732 / susie_spencer@symantec.com
Jas Mann, Sr. Product Marketing Manager	408.517.3721 / jas_mann@symantec.com
Tracy Peterson, Princ. Proj. Mgr., Global Sales & Services Tools	503.521.0677 / tracy_peterson@symantec.com

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