



# Partner QuickStart

## Backup Exec System Recovery 7.0

### OVERVIEW

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, 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.

### TARGET MARKET

**Primary: Small/Medium Enterprise (10-1000 employees)**

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

### SALES OPPORTUNITIES

SALES OPPORTUNITY	DECISION MAKER	HOW WE DELIVER
Recovers Complete Windows Systems in Minutes, not Hours or Days	IT Manager	<ul style="list-style-type: none"> <li>• Recovers server, desktop and laptop systems</li> <li>• Recovers to dissimilar hardware or virtual environments</li> <li>• Supports Microsoft Vista and x64 systems</li> </ul>
Enhanced Exchange, Virtual and Data Recovery Capabilities	IT Administrator	<ul style="list-style-type: none"> <li>• Recovers individual Exchange messages, folders and mailboxes</li> <li>• Supports VMware ESX Server and Microsoft Virtual Server</li> <li>• Enables end user file recovery via Google Desktop or Backup Exec Retrieve</li> </ul>
New Centralized Management	IT Administrator / IT Administrator	<ul style="list-style-type: none"> <li>• Provides simple at-a-glance management</li> <li>• Delivers new reporting functionality</li> <li>• Scales from small businesses to larger Windows environments</li> </ul>
Now Available as Option to Backup Exec for Windows Servers	IT Administrator	<ul style="list-style-type: none"> <li>• Recovers Windows systems in minutes</li> <li>• New streamlined version</li> <li>• Even more affordably priced</li> </ul>





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### Value Proposition / Proof Points

<b>Benefits / Value Proposition</b>	IT Administrator	<ul style="list-style-type: none"> <li>Recovers in minutes, not hours or days</li> <li>Simplified, centralized administration</li> <li>Extended platform and virtual support</li> <li>Simplicity – easy to use, easy to deploy, easy to manage</li> <li>Job security</li> </ul>
<b>Benefits / Value Proposition</b>	IT Manager	<ul style="list-style-type: none"> <li>Get your business back up and running in minutes, not hours or days</li> <li>Minimize or avoid costly business interruptions or loss of employee productivity</li> <li>Save significant hardware investment</li> <li>Scalable to meet the needs of your growing business</li> <li>Centralized management for reduced administration costs</li> </ul>
<b>Proof Points</b>	<ul style="list-style-type: none"> <li>Specifically, at partner and customer events, we have demonstrated that Backup Exec System Recovery can recover a 32 GB system with about 4 GB worth of system/applications/data to dissimilar hardware in about 10 to 15 minutes – even to virtual environments</li> <li>Greatly improves the speed and reliability of recovery – restores systems to an exact point in time prior to failure, without the need to reinstall, reconfigure and re-patch operating systems and applications in addition to system settings and personalities</li> <li>Centralized management option improves IT's ability to manage system protection/recovery across an entire organization including those with remote offices</li> <li>No special training or high-end technical expertise needed – new user interface makes it easier for anyone to use/implement this solution</li> <li>Flexible restoration options allow organizations the ability to pick the method of recovery that best meets the needs of a particular recovery situation</li> <li>Save recovery points to any disk storage device which provides greater flexibility to administrators and allows them to use existing hardware infrastructure</li> </ul>	

### NEW KEY FEATURES AND BENEFITS\*\*\*

#### Backup Exec System Recovery 7.0 (Server Edition, Windows Small Business Server Edition and Desktop Edition)

FEATURE	BENEFIT	DESCRIPTION
<b>Job Calendar View</b>	Provides a holistic, “at-a-glance” view of system protection over time	<ul style="list-style-type: none"> <li>In a calendar view, past, present and future recovery points for each volume on the system and the protection level of each are shown graphically</li> <li>Administrators also have the ability to click on any item for context sensitive capabilities</li> </ul>
<b>Extended 64-bit support</b>	Supports the latest, new and improved processing systems	Now runs on 64-bit platforms (EM64T, AMD64)
<b>Performance Improvements</b>	Faster, more efficient recovery point processing	More efficient utilization of CPU resources, support for multi-core / multi-processor environments and improved compression
<b>Vista Support</b>	Allows organizations who are moving to Vista to ensure that their systems are enabled for rapid recovery	<ul style="list-style-type: none"> <li>BESR Desktop Edition supports Vista OS</li> <li>Hardware independent recovery with BESR's award-winning Restore Anywhere™ technology</li> </ul>
<b>Enhanced Virtual Support</b>	<ul style="list-style-type: none"> <li>Simple conversion to and from industry standard virtual formats</li> <li>Wizard-driven</li> </ul>	<ul style="list-style-type: none"> <li>Seamless conversion from P2V and V2P for VMWare Workstation, VMWare Server (formerly GSX), ESX and Microsoft Virtual server</li> <li>Administrators can choose to convert entire systems at once or selective volumes at a time</li> </ul>
<b>Customizable Recovery Disk</b>	Administrators can create a customized recovery environment tailored to meet their unique hardware needs.	Automatically harvests system drivers not already included on the Symantec Recovery Disk and also allows administrators to add additional drivers



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FEATURE	BENEFIT	DESCRIPTION
<b>Google Desktop Integration</b>	Rapid search and retrieval of files and folders using a common web-browser interface.	Integrates with Google Desktop to allow users to search and retrieve files and folders that have been indexed from recovery points.
<b>File/Folder Backup and Recovery</b>	Allows administrators or end-users to backup selective files/folders on separate schedules from entire system backups	<ul style="list-style-type: none"> <li>• Includes local backup and restore of selected files and folders, automatically detects common file types, search and retrieve files from file/folder backups</li> <li>• Includes versioning capabilities</li> </ul>

### Backup Exec System Recovery Manager

FEATURE	BENEFIT	DESCRIPTION
<b>Centralized Management of Protected Systems</b>	Simplifies administration for organizations with more than a single system	<ul style="list-style-type: none"> <li>• Provides a central view of all system protection and recovery activity</li> <li>• Administrators can group and schedule jobs for multiple systems and define jobs for groups of users with similar needs and deploy them through drag-and-drop interface</li> </ul>
<b>At-a-Glance Home Page</b>	Provides “at-a-glance” management of systems and reduces the complexity of system protection management	<ul style="list-style-type: none"> <li>• From a consolidated view, users can monitor the status of recovery points for an entire network</li> <li>• First interface screen identifies graphically current protection status and historical trends</li> <li>• Graphical elements link directly to dynamic computer lists for simplified problem identification</li> </ul>
<b>Backup Exec Retrieve – “Google-like” Web-based File Search and Retrieval</b>	Enables end users to recover files and other data <i>without</i> IT assistance or intervention	<ul style="list-style-type: none"> <li>• Users can choose to have recovery points indexed, which creates a detailed list of all files within the recovery point, enabling rapid search and recovery capability</li> <li>• From the Backup Exec Retrieve interface, users can access data from all indexed recovery points in one search</li> </ul>
<b>Work in Progress View</b>	Centralized view of real-time work in progress for multiple systems	Displays real-time status, job type, job name, job ID, IP address and error reporting with built-in filtering capabilities
<b>Reporting Capabilities</b>	Easy to summarize statement for large number of systems provides a mechanism to report to IT management	<ul style="list-style-type: none"> <li>• Generate pre-defined reports with ability to export to .csv, .html, excel spreadsheet or .xml</li> <li>• Reports include Backup Schedule, Missing Backups, Client Version(s) information, Recovery Point Events/History and Online and Offline Nodes status</li> </ul>

### Backup Exec System Recovery Exchange Retrieve Option

FEATURE	BENEFIT	DESCRIPTION
<b>Granular Recovery of Exchange Mailboxes, Folders and Messages (admin only)</b>	Rapid and granular recovery for Exchange email including mailboxes, folders, messages and attachments	<ul style="list-style-type: none"> <li>• Automatically locates Exchange Database file (.edb) from selected recovery points and prepares for email recovery</li> <li>• Recover critical Exchange mailboxes, folders, messages or attachments in seconds and forward directly through Outlook if desired.</li> </ul>



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### Backup Exec for Windows Servers System Recovery Option

Includes all the new functionality, new features and new performance enhancements of BESR 7.0 except for the following:

ITEM	AVAILABLE IN	IMPACT
No Incremental Recovery Points	Backup Exec System Recovery Client	BE SRO will only support full Recovery Points; however, it will still feature all the same power and flexibility of dissimilar hardware restoration
No Recovery Point Indexing	Backup Exec System Recovery Client	Administrators can only search and select recovery points by date and time
No CD/DVD Support	Backup Exec System Recovery Client	Recovery Points can only go to a disk target, such as NAS, SAN or even a Backup Exec Media Server
No Event-Driven Recovery Points	Backup Exec System Recovery Client	Recovery Points will only be created manually or when scheduled
No Disk-to-Disk Copy	Backup Exec System Recovery Client	No ability to do disk-to-disk copies directly via the product wizard
No Local File/Folder Recovery Capabilities	Backup Exec System Recovery Client	The entire system volume, including files and folders, are fully protected and backed up; however, individual or "selective" file/folder backup and recovery is not included Option
No Google Desktop Integration	Backup Exec System Recovery Client	End users cannot retrieve their own files using Google Desktop; however, they can still recover files/folders using the Recovery Point File Search feature directly in the product, or they may open a Recovery Point using the Image Browsers included in this option
No LightsOut Restore Wizard	Backup Exec System Recovery Client	No ability to recover a remote system
No Centralized Management Capabilities	Backup Exec System Recovery Manager	No ability to centrally manage multiple BE SRO instances; however, 1:1 agent deployment and management is fully enabled in BESRO

\*\*\* For a complete list of Continuing Features and Benefits, please consult the comprehensive Backup Exec System Recovery 7.0 Features and Benefits guide.

## QUALIFYING QUESTIONS

### Strategic Business - CxO

1. Are you satisfied with how your organization manages business efficiency?
2. Are you looking to reduce costs? Are you currently making efforts to improve ROI / reduce TCO?
3. Has your organization been impacted by system failures? How fast are you able to recover? What is the impact of not being able to continuously transact business?
4. How confident are you that our organization meets all government regulatory compliance initiatives?

### Strategic IT - VP/Dir. IT/ Ops IT Mgmt

1. What is the impact to your organization if you can not transact business if systems are unavailable?
2. What are your current costs/investments for product usage, staff trainings and maintenance?
3. What are the risks to your organization when you don't meet SLAs and RTOs?
4. Who is held accountable for system downtime? What would you do to mitigate that risk?

### Functional IT – Storage/Network/Desktop/Server Mgrs/Ops/Sys Admin/DBA

1. How are you currently managing and protecting constantly changing system volumes?
2. What is the effect to your organization if you can't keep systems running, recover quickly and more efficiently during a system failure?
3. Would it benefit you if your organization could recover systems in minutes, not hours or days?
4. Do you have remote offices/end users? How do you manage their system protection and recovery?



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### COMPETITION

COMPETITION	SYMANTEC COMPETITIVE ADVANTAGES
<b>MS/Vista “System Backup Image” primarily for desktops/laptops and Longhorn Server “Windows” Server Backup</b>	<ul style="list-style-type: none"> <li>• Fuller feature set (network storage, scheduling flexibility, and customizable recovery disk)</li> <li>• Dissimilar hardware restoration</li> <li>• Centralized management and reporting for image backup jobs</li> <li>• Support for legacy MS OSs</li> <li>• Granular email recovery</li> <li>• Comprehensive virtual support – MS and VMware formats</li> </ul>
<b>CommVault – 1-Touch System Recovery</b>	<ul style="list-style-type: none"> <li>• Much faster disk-based backup and recovery of entire system in a single layer</li> <li>• Broad channel distribution and very simple to use when compared to CommVault</li> <li>• Single recovery media for entire environment</li> <li>• Recovery points are simple to manage, replicate, store and archive</li> <li>• Dissimilar hardware restore and virtual conversions</li> <li>• Simple granular email recovery without requiring brick-level backup</li> <li>• End user file recovery from central web portal</li> <li>• Lower price point for both SMB and larger customers</li> </ul>
<b>Acronis / True Image Enterprise Server 9.1</b>	<ul style="list-style-type: none"> <li>• Symantec has better value when customer needs dissimilar H/W restore</li> <li>• Very easy to use and powerful one-to-many management console</li> <li>• Real-time status on multiple jobs</li> <li>• Reporting on backup jobs and computers</li> <li>• Stronger channel presence</li> <li>• Trusted name brand</li> <li>• Recovery disk update wizard</li> <li>• Granular email recovery</li> <li>• End user file recovery from central web portal (Google and Backup Exec Retrieve)</li> </ul>
<b>IBM Tivoli / Cristie BMR (CBMR)</b>	<ul style="list-style-type: none"> <li>• Faster and much more reliable Windows dissimilar hardware restore</li> <li>• Very easy to use and powerful one-to-many management console</li> <li>• Real-time status on multiple jobs</li> <li>• Reporting on backup jobs and computers</li> <li>• Stronger channel presence</li> <li>• Trusted name brand</li> <li>• Recovery disk update wizard</li> <li>• Granular email recovery</li> <li>• End user file recovery from central web portal</li> </ul>

### 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
- 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 Backup Exec System Recovery solution in a production environment
- Installation and configuration of Backup Exec System Recovery

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