

UNIFY22

AMERICAS

FY22Q1 NBU Partner Campaign Kit - Appliance Refresh

VERITAS™

Overview & Offers

NetBackup Appliances integrate multiple components into a single device, streamlining management, operation and support—and saving you money and critical IT resources. Tight integration with NetBackup software gives you a way to cut costs and remove complexity across the entire organization.

- Save time and money vs. building your own media server.
- Easily scale capacity and performance as your organization grows.
- Quickly deploy new data protection capabilities.
- Simple and efficient backup, storage and deduplication on a single device

Compelling Event

End of Life Support for 5230 Appliances

Once an appliance reaches its end of lifecycle, customers must purchase Extended Support, an additional maintenance purchase on top of current maintenance. After two years, a Sustaining Support agreement is also needed. In addition, appliances 5 years or older have three times the chance of a failure and are more vulnerable to Ransomware attacks.

Don't let your customers be left unprotected!

Our new portfolio of ransomware-proof appliances ensure resilience and greater performance and capacity. Replace aging appliances today!



CUSTOMER OFFER

Replace aging 5230 appliances with a new ransomware-proof appliances and get a **FREE** migration!

Simplify enterprise data management with agile, scalable, integrated appliances

Campaign Assets & Execution

Overview & Offers

Campaign Assets & Execution

Target Audience

CUSTOMER FACING CONTENT

- [Data Protection Appliance Brochure](#)
- [NetBackup Appliance Customer Presentation](#)
- [NetBackup Flex Deployment Mode on the 5350 Appliance](#)
- [NetBackup 5240 Appliance Data Sheet](#)
- [NetBackup 5350 Appliance Data Sheet](#)
- [NetBackup 5340 Appliance Datasheet](#)
- [NetBackup 9 Data Sheet](#)
- [Top Reasons to Upgrade](#)



ENABLEMENT CONTENT

- [Email templates](#)
- [Conversation guide](#)
- [5230 Migration Offer](#)

CAMPAIGN KICKOFF

- Review customer list and segment by sales rep
- Schedule a sales briefing to review campaign assets & objective
- Sales kickoffs call campaigns and starts prospecting

TRACKING

- Register all opportunities in ORR
- Select marketing assisted & enter CMT code provided by Veritas Channel Marketing

Target Audience

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PRIORITY PERSONAS



VP/Director of Infrastructure

EXPANDED INFLUENCE



Backup & Recovery
OUR STRENGTH

- *Backup Admin*

Value of NetBackup Integrated Appliances
and Veritas Validated Platforms



Optimized Performance



Fast Deployment



Simplified Management



Built-in Resiliency



Proactive Support

CUSTOMER TARGETS

Prioritize installed appliance accounts, but message to all

BENEFITS TO APPLIANCE REFRESH

- Appliance deals 2.9x larger than software only
- 68% of appliance customers buy again within 24 months
- Every appliance drives 2x software sales



Data is the
lifeblood of today's
enterprise, and
it must be protected