

SALES AND MARKETING TOOLS

A. TOTAL COST OF OWNERSHIP TOOLS

The EMC ROI Analyst™ suite of tools provides detailed cost and benefit assessment of implementing EMC infrastructures, considering factors such as time, growth, financial options (purchase vs. leasing), etc. The EMC TCO tools also support automated development of business case reports, so that you can effectively close the business. **The backup TCO tools are available for Avamar and Data Domain.**

B. FLEXIBLE FINANCE

Provide your customers with purchasing methods that provide key financial and operational benefit. EMC Global Financial Services (GFS) is a non-profit making division of EMC. GFS offers:

- **EMC and Non EMC swap values;** product promotions.
- **Leases** (on balance – off balance). If EMC is part of the total solution we can include NON EMC assets.
- **oo6 Lease Promotion;** Zero payments for up to six months followed by a 3 year term.
- **IPA** (Installment Payment Agreement); deferred payment structure; SW only, HW/SW + spread support costs.
- OpenScale is EMC's trade marked capacity on demand model for the utilization of storage capacity. Payments done under **OpenScale are based on the "On Demand" or "pay as you use" principle.**

For more information on finance options contact your local EMC GFS representative.

C. VELOCITY² PROMOTIONS AND INCENTIVES

Increase your margin or improve your customer offering by leveraging the Velocity² promotions and incentives. Go to www.emc-vip.com to find all details.

D. VELOCITY² VIP REWARDS

Close the business and earn rewards in form of gift cards and cool merchandise claimed at the VIP Portal! Go to www.emc-vip.com to find the available individual SPIFFs for sales and SEs.

For more information go to: <https://powerlink.emc.com>

CUSTOMER CASE: MUNICIPALITY CONTROLS DATA EXPLOSION USING AVAMAR BACKUPS

CUSTOMER

The Municipality of Sittard-Geleen, the Netherlands.

CHALLENGE

- Gigantic data growth of more than 50 percent a year.
- Backup window became too large.
- Restore environment more work intensive, while they had to be available 24/7 for out-of-office services.

SOLUTION

- The municipality decided to outsource their data storage to an external party. The presence of a fiber optic network was an important factor.
- In the last 2 years the storage capacity increased from 2 TB internal to 10+10 TB, mirrored.
- EMC partner: Openline, recommended using Avamar to reduce and accelerate their backups.
- Municipality: "Doing it ourselves would not be cheaper and would definitely not be better".
- All data storage and backup has been outsourced to Openline and is administered as a managed service.
- Openline uses EMC oo6 lease and EMC OpenScale financial services to enable their managed service business model.

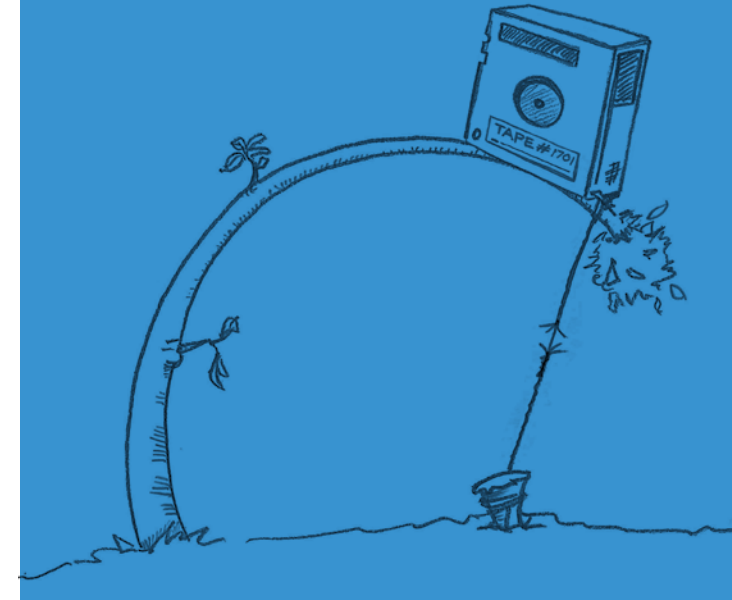
WHY EMC AVAMAR?

- Avamar clients on each server take up the deduplication at the source and provide intelligent backups at the atomic file level.
- These take up just 0.1 percent of the original size, and are finished in a matter of minutes, instead of hours.
- This saves both time and money.
- Reduces the burden on the administrators.
- Reduces the number of backup servers.
- Transparent licenses: they are storage-based, not server-based.

This makes Avamar the pearl of the backup and storage modernization project.

Do you have questions about EMC's Next Generation Backup solutions? Please contact your local EMC representative.

PARTNER SALES GUIDE



NEXT-GENERATION BACKUP & RECOVERY SOLUTIONS

With ever-growing volumes of data, strict recovery SLA's and the transition from tape to disk based backup, there is a clear market opportunity. Technologies such as deduplication are enabling this to take place.

NOW IS THE TIME TO ACT AND MEET THE BACKUP AND RECOVERY NEEDS OF THE MARKET.

www.emc-vip.com



SALES AND MARKETING TOOLS

BRS WHEEL

The BRS wheel helps you learn about the EMC Backup and Recovery Solutions portfolio. **The BRS Wheel can be downloaded from Powerlink and installed on your local PC.** This tool provides everything you need to get started.

DRIVE DEMAND, DRIVE REVENUE

EMC provides prepared campaign and seminar materials in order to help you get started with a lead generation activity. Visit the **Velocity Partner Marketing Guide** on Powerlink and **contact your EMC Channel Marketing Manager** for the next steps to leverage the materials to build your sales pipeline.

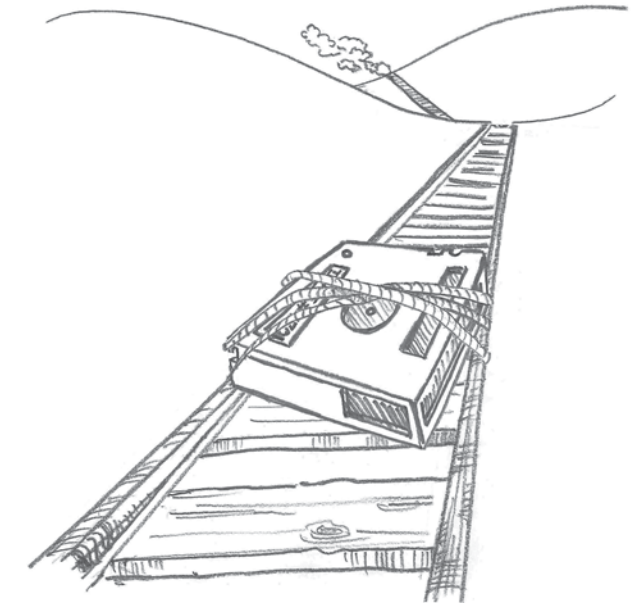
ASSESSMENT TOOLS

With non-disruptive, time-efficient, and cost effective assessments you can maximise your selling opportunity. **The available Backup assessments are Backup System Assessment & Data Deduplication Assessment.**

LEARN

CREATE LEADS

MAXIMISE



For more information go to: <https://powerlink.emc.com>

EMC BACKUP & RECOVERY SOLUTION OVERVIEW

NETWORKER: UNIFIED BACKUP SOFTWARE

EMC® NetWorker® backup software unifies backup and recovery by bringing together a variety of data protection capabilities from backup-to-disk, replication and backup to tape.

- [Centralized management](#)

Reduce cost and complexity. Manage your entire infrastructure through the NetWorker Management console.

- [Broad data protection support](#)

Protect your entire environment from critical business applications such as Microsoft, Oracle, SAP and others to virtual topologies including VMware and Microsoft HyperV.

- [Flexibility, scale and performance](#)

Address a wide range of data protection requirements from small business environments to the largest of data centers.

- [NetWorker Fast Start](#)

The ideal choice for midsize customers who want simplified deployment and management but do not want to sacrifice enterprise capabilities.

- [Leading deduplication solution](#)

Seamlessly integrate next generation backup capabilities with Avamar and Data Domain to fully optimize the benefits of deduplication within your environment.

- [Capacity based licensing](#)

License NetWorker based on a single metric: Source Capacity protected in TB's

NETWORKER COMMUNITY & NEWSLETTER

Provide NetWorker customers the opportunity to meet other users, share best practices and have the unique ability to communicate directly with the experts responsible for EMC's unified backup and recovery software. Do you want to stay up to date about the latest NetWorker news? Register yourself for the newsletter.



Visit: www.emc.com/networkeronline

AVAMAR: DEDUPLICATION BACKUP SOFTWARE – NEVER BACKUP THE SAME DATA TWICE

EMC Avamar is a complete backup, recovery, and DR software solution with integrated global data deduplication technology that identifies redundant sub-file data segments at the source, reducing daily backup data before it is sent over across existing WAN/LAN links and virtual infrastructure and stored to disk. Unlike traditional weekly fulls and daily incrementals, Avamar delivers fast, daily full backups.

- [90 percent faster VMware/ Microsoft HyperV backups](#)

Consolidate up to 50 percent more servers to your virtual infrastructure. Avamar is VMware certified.

- [Full NDMP backup at incremental speeds](#)

Backup NAS devices at speeds faster than that of incremental or 'changes-only' backup, while always maintaining single step recovery.

- [Remote office and desktop/laptop protection](#)

Move data from remote offices and desktops/laptops to a central data center over existing low bandwidth.

DATA DOMAIN: DEDUPLICATION STORAGE SYSTEMS – DEDUPE EVERYTHING WITHOUT CHANGING ANYTHING

EMC Data Domain® deduplication storage systems deduplicate data inline – during the backup process – so that the backup data lands on disk already deduplicated, requiring a fraction of the disk space of the original dataset. Backup data can be retained on site longer for fast, reliable restores from disk. Data Domain systems:

- [Integrates easily into existing environments](#)

Leverage the benefits of deduplication across workloads, infrastructure and applications.

- [Supports leading applications](#)

Backup, archive and enterprise applications (Oracle, Microsoft Exchange, VMware and others).

- [Offers multi-site disaster recovery](#)

Flexible replication topologies for tape free DR or tape consolidation. Reduces bandwidth required for replication up to 99 percent for network-based replication.

- [Enables efficiencies](#)

For power, cooling and space.

DATA PROTECTION ADVISOR: SOLVING THE PROBLEM OF INEFFICIENT AND COSTLY MANUAL IT AND SLA MANAGEMENT

Effectively managing your data protection environment is often labor intensive and complex. It requires knowledge of:

- The backup applications and replication technologies.
- The entire supporting infrastructure.
- The varying service-level agreements (SLAs).
- Audit and compliance requirements.

With EMC Data Protection Advisor (DPA), you automate and centralize the collection and analysis of all of this data. From a single user interface, DPA provides:

1. Monitoring
2. Alerting
3. Troubleshooting
4. Capacity planning
5. Optimization and reporting across supporting technologies

This insight speeds and improves decision-making, resulting in reduced effort for backup and operations teams to effectively manage SLAs while reducing costs and complexity.

