

Backup Exec Partner Toolkit

Partner Usage Guide

To assist partners as they sell and implement Backup Exec solutions and technology, Symantec has released the Backup Exec Partner Toolkit. The Backup Exec Partner Toolkit demonstrates the power of the Backup Exec data protection portfolio by ensuring potential backup servers will perform to expectations, by streamlining the Backup Exec licensing process, and by demonstrating the power of Backup Exec's deduplication technology.

This guide is designed to outline example scenarios where the Backup Exec Partner Toolkit can be leveraged to drive incremental revenue for partners. Examples will include opportunities for both new and existing end user customers, and includes both Backup Exec 2012 and the Backup Exec 3600 Appliance.

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Contents

Introduction	4
New Customer Scenario – Backup Exec 2012	6
New Customer Scenario – Backup Exec 3600 Appliance	7
Existing Customer Scenario – Using Older Version of Backup Exec	8
Existing Customer Scenario – Using Different Data Protection Solution	9
Additional Resources	11

Introduction

To assist partners as they resell, implement, and support Backup Exec Software and the Backup Exec Appliance, Symantec has released the Backup Exec Partner Toolkit. The Backup Exec Partner Toolkit demonstrates the power of the Backup Exec data protection portfolio by qualifying the hardware configuration of potential backup servers to ensure they will perform to expectations, by calculating front-end capacity amounts to streamline the Backup Exec licensing process, and by demonstrating the storage optimization benefits of Backup Exec's deduplication technology.

The Backup Exec Partner Toolkit is available to Symantec partners and end users at no charge and can be downloaded from the Symantec Connect portal.

Business Value

The Backup Exec Partner Toolkit includes three components designed to help partners and end users perform environmental assessments either before or after installing a Backup Exec solution. These are as follows:

- Performance Analyzer
- Deduplication Assessment Tool
- Front-end Capacity Analyzer

The three tools listed above represent key opportunities to Symantec partners and end users who utilize Backup Exec data protection solutions and technology. Partners and end users are now able to perform pre-installation assessments of IT environments to determine the readiness of the environment for Backup Exec and set expectations around performance and deduplication.

Performance Analyzer

The Performance Analyzer will assess the readiness of one or more server systems to act as a Backup Exec server. Each server's hardware and software configuration is analyzed for performance inhibitors, including any disk and tape backup devices attached to that server.

Deduplication Assessment Tool

The Deduplication Assessment Tool will directly demonstrate the value of Backup Exec's deduplication technology to partners and end users by scanning one or more servers in an environment and offering deduplication ratio and backup storage savings estimates.

Front-end Capacity Analyzer

The Front-end Capacity Analyzer will easily and quickly identify the amount of front-end data in an environment and greatly streamline the process of selling the Backup Exec Capacity Edition, which is licensed against the amount of front-end data in an environment.

Ease of Use

By design, the Backup Exec Partner Toolkit offers a wizard-driven experience that is very easy to use. Simply select the component to run, identify the servers and associated volumes and application resources to scan, provide associated credentials, and run the selected operation. Upon completion, a results screen is displayed in the form of a report which can be saved to a number of common file formats.

Platform and Application Support

The Backup Exec Partner Toolkit supports Windows 2003, Windows 2008, and Windows 2012 x86 and x64 platforms, including both physical and virtual systems. Front-end capacity analysis is supported for Windows volumes. Deduplication analysis is supported for Windows volumes, Exchange application data, and SQL

application data. Performance analysis is supported for any server running Windows 2003, Windows 2008, or Windows 2012 (x86 or x64).

Availability

The Backup Exec Partner Toolkit is available at no charge. Simply visit the Symantec Connect portal to access the Backup Exec Partner Toolkit and related materials.

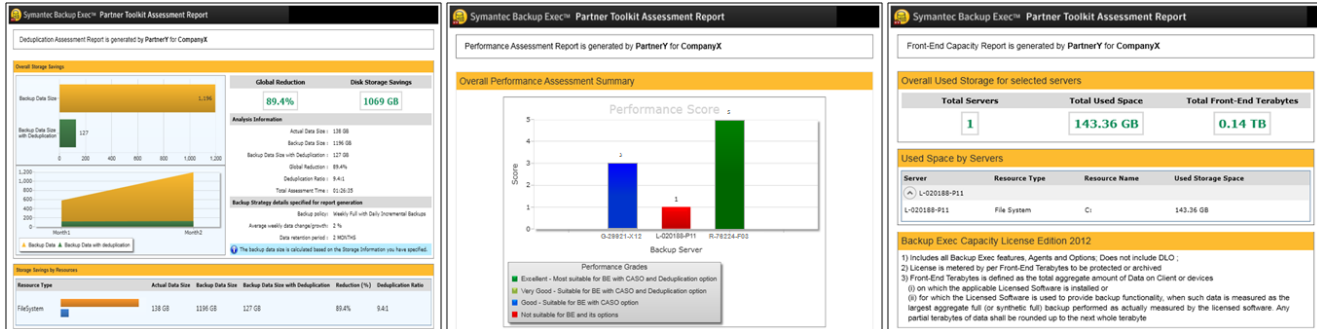


Figure 1: Backup Exec Partner Toolkit Report Screenshots

New Customer Scenario – Backup Exec 2012

Opportunity Overview

New customer opportunities well suited for Backup Exec 2012 can potentially make use of all three components in the Backup Exec Partner Toolkit, particularly if Backup Exec will be sold to the customer using capacity-based licensing.

Many new customers will prefer capacity-based licensing as it greatly simplifies the licensing process. New customers will also need to understand how well their data will deduplicate in order to invest properly in secondary (backup) storage resources. In addition, new customers may try and utilize existing server resources to fulfill the requirement of a backup server, and these resources may or may not be sufficient to the task.

The components in the Backup Exec Partner Toolkit can help solve all of the problems above, and support partner proposals with professional, Symantec-branded reports.

Key Components

- **Front-end Capacity Analyzer** – Streamline the licensing process by assessing how much front-end data the customer needs to protect using the fast and easy-to-use Front End Capacity Analyzer tool, and apply the correct number of capacity licenses to meet the customer's needs.

Note: Ensure sufficient capacity licenses are in place to protect the customer's current data protection needs as well as their near to mid-term future needs.

- **Deduplication Assessment** – Demonstrate for the customer the benefits of Backup Exec's deduplication technology by scanning the customer's servers using the Deduplication Assessment Tool and showing them the resulting report. This report will show deduplication percentages, deduplication ratios, as well as illustrate short term and long term secondary (backup) storage savings that Backup Exec's deduplication technology will enable. Itemized results (per server and per data type) will also be included in the report.

This same data can be used to make educated choices when it comes to secondary (backup) storage investments the customer will need to make.

Note: The Deduplication Assessment Tool can scan multiple servers concurrently, and this is a best practice approach. By scanning multiple servers together, the Deduplication Assessment Tool will provide "global" results, including how well the data on the different servers will deduplicate against one another when saved to deduplication-enabled storage.

Note: The Deduplication Assessment Tool can potentially have a meaningful disk I/O impact on the servers that are scanned. If production servers will be scanned for deduplication assessment, ensure the scans occur during hours of low utilization, such as evening hours or weekends.

- **Performance Analyzer** – Use the Performance Analyzer to ensure that backup processes will perform to customer expectations. This proactive approach prevents performance-related complaints and support tickets, and helps improve customer satisfaction. The Performance Analyzer Tool will scan one or more customer servers and ensure they meet minimum requirements and are free of performance inhibitors.

For situations where a customer's environment does not contain a server that will perform adequately, take the opportunity to upgrade that server's hardware configuration or storage device(s), or implement a new server that will meet performance expectations.

New Customer Scenario – Backup Exec 3600 Appliance

Opportunity Overview

Because the Backup Exec 3600 Appliance includes Backup Exec software licenses, and has a known hardware configuration and performance capability, new customer opportunities well suited for the Backup Exec 3600 Appliance will primarily make use of the Deduplication Assessment Tool.

New customers will need to understand how well their data will deduplicate in order to know whether the deduplication-enabled storage capacity in the Backup Exec 3600 Appliance will meet their storage needs.

The Backup Exec Deduplication Assessment Tool is perfectly positioned to solve this problem and support partner proposals with professional, Symantec-branded reports.

Key Components

- **Deduplication Assessment Tool** – Demonstrate for the customer the benefits of Backup Exec’s deduplication technology by scanning the customer’s servers using the Deduplication Assessment Tool and showing them the resulting report. This report will show deduplication percentages, deduplication ratios, as well as illustrate short term and long term secondary (backup) storage savings that Backup Exec’s deduplication technology will enable. Itemized results (per server and per data type) will also be included in the report.

Note: The Deduplication Assessment Tool can scan multiple servers concurrently, and this is a best practice approach. By scanning multiple servers together, the Deduplication Assessment Tool will provide “global” results, including how well the data on the different servers will deduplicate against one another when saved to deduplication-enabled storage.

Note: The Deduplication Assessment Tool can potentially have a meaningful disk I/O impact on the servers that are scanned. If production servers will be scanned for deduplication assessment, ensure the scans occur during hours of low utilization, such as evening hours or weekends.

Existing Customer Scenario – Using Older Version of Backup Exec

Opportunity Overview

Existing customers using older versions of Backup Exec, or using Backup Exec 2012 without the Deduplication Option, are great opportunities for an upgrade to the latest version or for adding deduplication technology into their existing infrastructure.

These customers will need to understand how well their data will deduplicate in order to invest properly in secondary (backup) storage resources. In addition, these customers may try and utilize existing server resources to fulfill the requirement of a backup server, and these resources may or may not be sufficient to the task.

The Deduplication Assessment Tool and the Performance Analyzer can help solve these problems, and support partner proposals with professional, Symantec-branded reports.

Key Components

- **Deduplication Assessment Tool** – Demonstrate for the customer the benefits of Backup Exec's deduplication technology by scanning the customer's servers using the Deduplication Assessment Tool and showing them the resulting report. This report will show deduplication percentages, deduplication ratios, as well as illustrate short term and long term secondary (backup) storage savings that Backup Exec's deduplication technology will enable. Itemized results (per server and per data type) will also be included in the report.

This same data can be used to make educated choices when it comes to secondary (backup) storage investments the customer will need to make.

Note: The Deduplication Assessment Tool can scan multiple servers concurrently, and this is a best practice approach. By scanning multiple servers together, the Deduplication Assessment Tool will provide "global" results, including how well the data on the different servers will deduplicate against one another when saved to deduplication-enabled storage.

Note: The Deduplication Assessment Tool can potentially have a meaningful disk I/O impact on the servers that are scanned. If production servers will be scanned for deduplication assessment, ensure the scans occur during hours of low utilization, such as evening hours or weekends.

- **Performance Analyzer** – Use the Performance Analyzer tool to ensure that backup processes will perform to customer expectations. This proactive approach prevents performance-related complaints and support tickets, and helps improve customer satisfaction. The Performance Analyzer Tool will scan one or more customer servers and ensure they meet minimum requirements and are free of performance inhibitors.

For situations where a customer's environment does not contain a server that will perform adequately, take the opportunity to upgrade that server's hardware configuration or storage device(s), or implement a new server that will meet performance expectations.

Existing Customer Scenario – Using Different Data Protection Solution

Opportunity Overview

Existing customers using a different data protection solution represent great opportunities to implement the superior data protection technologies available in Backup Exec. This example is very similar to the new customer scenario from the perspective of how the Backup Exec Partner Toolkit can help support and streamline the opportunity. These opportunities can potentially make use of all three components in the Backup Exec Partner Toolkit, particularly if Backup Exec will be sold to the customer using capacity-based licensing.

Many customers will prefer capacity-based licensing as it greatly simplifies the licensing process. Customers will also need to understand how well their data will deduplicate in order to invest properly in secondary (backup) storage resources. In addition, customers may try and utilize existing server resources to fulfill the requirement of a backup server, and these resources may or may not be sufficient to the task.

The components in the Backup Exec Partner Toolkit can help solve all of the problems above, and support partner proposals with professional, Symantec-branded reports.

Key Components

- **Front-end Capacity Analyzer** – Streamline the licensing process by assessing how much front-end data the customer needs to protect using the fast and easy-to-use Front End Capacity Analyzer tool, and apply the correct number of capacity licenses to meet the customer's needs.

Note: Ensure sufficient capacity licenses are in place to protect the customer's current data protection needs as well as their near to mid-term future needs.

- **Deduplication Assessment Tool** – Demonstrate for the customer the benefits of Backup Exec's deduplication technology by scanning the customer's servers using the Deduplication Assessment Tool and showing them the resulting report. This report will show deduplication percentages, deduplication ratios, as well as illustrate short term and long term secondary (backup) storage savings that Backup Exec's deduplication technology will enable. Itemized results (per server and per data type) will also be included in the report.

This same data can be used to make educated choices when it comes to secondary (backup) storage investments the customer will need to make.

Note: The Deduplication Assessment Tool can scan multiple servers concurrently, and this is a best practice approach. By scanning multiple servers together, the Deduplication Assessment Tool will provide "global" results, including how well the data on the different servers will deduplicate against one another when saved to deduplication-enabled storage.

Note: The Deduplication Assessment Tool can potentially have a meaningful disk I/O impact on the servers that are scanned. If production servers will be scanned for deduplication assessment, ensure the scans occur during hours of low utilization, such as evening hours or weekends.

- **Performance Analyzer** – Use the Performance Analyzer to ensure that backup processes will perform to customer expectations. This proactive approach prevents performance-related complaints and support tickets, and helps improve customer satisfaction. The Performance Analyzer Tool will scan one or more customer servers and ensure they meet minimum requirements and are free of performance inhibitors.

For situations where a customer's environment does not contain a server that will perform adequately, take the opportunity to upgrade that server's hardware configuration or storage device(s), or implement a new server that will meet performance expectations.

Additional Resources

Link	Description
https://www-secure.symantec.com/connect/BEToolkit	Backup Exec Partner Toolkit Download
https://www-secure.symantec.com/connect/forums/backup-and-recovery-tools	Backup Exec Partner Toolkit Forum
http://www.symantec.com/business/support/index?page=content&id=TECH178479	Backup Exec Licensing Guide
http://www.symantec.com/business/support/index?page=home	Enterprise Support Portal
www.backupexec.com	Backup Exec Family Landing Page
www.symantec.com/business/products/whitepapers.jsp?pcid=pcat_business_cont&pv=57_1	White Papers, Datasheets, Solution Briefs
www.backupexec.com/compatibility	Compatibility Documentation
www.backupexec.com/skugenerator	SKU Generator and BEST Tool

About Symantec

Symantec is a global leader in providing security, storage, and systems management solutions to help consumers and organizations secure and manage their information-driven world. Our software and services protect against more risks at more points, more completely and efficiently, enabling confidence wherever information is used or stored. Headquartered in Mountain View, Calif., Symantec has operations in 40 countries. More information is available at www.symantec.com.

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Symantec helps organizations secure and manage their information-driven world with [data backup and recovery software](#).

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