Battlecard

Arcserve® UDP V6 vs. Dell AppAssure®

arcserve®

Capabilities at a Glance

CAPABILITIES	Arcserve UDP7000	DELL
Platform Completeness	●	◔
Unified	●	●
Virtualization	●	◔
Ease of Use	●	●
Instant Failover/BMR	●	◔
Replication	●	◔
Tape/Archive	●	○
Data Reduction	●	◔
Cloud Service	●	◑
Heterogeneity	◔	◑

Summary Positioning

Dell AppAssure Positioning:
AppAssure™ is advanced data protection that unifies backup, replication and recovery in one, easy-to-use software solution. Go further than simply protecting the data that makes up your digital world on virtual, physical and cloud environments with the AppAssure ability to provide near continuous access to data after an incident, keeping your business productive. Plus, you have complete confidence that the data you're backing up will be restorable with the AppAssure ability to test file system as well Microsoft® Exchange™ and SQL Server™ application consistency. And once data has been backed up, you have the flexible restore capabilities that will match the needs of your business. For ultimate assurance, you can take advantage of the built-in AppAssure ability to continually send updates to a virtual machine that can be activated in case of emergency. (Source: ww.dell.com.)

Dell AppAssure Weaknesses

- Weak virtual standby capabilities; requires manual start.
- No true HA; only replicates every 5 minutes.
- Many reported problems with virtual standby capability.
- Not a primary focus of the Dell server business unit; purchased AppAssure in 2012.

Why Arcserve?	What makes Arcserve UDP unique?	Key Probing Questions
Arcserve has over 25 years in Data Protection – now independent, growing, and focused. Our award-winning technology includes, Best of VMworld Gold Award for Disaster Recovery and Backup for Virtualized Environments. Our core competency is data protection: we live, breathe, and thrive in this marketplace.	Arcserve UDP is a modern data protection – one solution, from one vendor, managed from a single pane of glass. We uniquely protect Windows and Linux for virtual, physical and/or cloud environments. **Award Winning** VMworld Barcelona Best of Show and Best Virtualization for DR VMworld Gold Award for Best of Disaster Recovery and Backup for Virtualized Environments	• What is the most important attribute of a Data Protection provider? • When was the last time your current provider disappointed you? What happened? • Does your current vendor share the same 'future-proof vision that you do in centrally managing all things Data Protection with one solution?
Why Deduplication? Without proper deduplication, vast amounts of storage are consumed both on-premise and in the cloud. Storage optimization and efficiency produces an ROI in both local storage and the Cloud.	Arcserve UDP incorporates deduplication technology across the entire UDP solution portfolio. Arcserve UDP is the only data protection platform with fully integrated, "unrivaled" deduplication available in one solution, across physical, virtual and cloud. Supports Windows and Linux.	• How much data do you plan on protecting? • Is the data in a single location or spread across multiple locations? • Will you require backup storage in the cloud?
Why Virtualization? Users expect data protection for BOTH physical and virtual systems as many infrastructures include both. Server virtualization dominates with 60-90% adoption in private data centers/private clouds and 100% adoption in public clouds.	Arcserve UDP delivers 100% Agentless backup and cross hypervisor support for vSphere and Hyper-V. UDP is the only product capable of performing VM restores and migrations across hypervisors (vSphere and Hyper-V; V2P and P2V). Enjoy granular restore of files and folders and fast recovery with Instant VM and Virtual Standby for both Windows and Linux OS's.	• If Arcserve could meet all of your expectations in supporting your virtualized environment, as compared head to head against Veeam, what would be a reason to not move forward with us? • Is there a bias in deploying a solution that supports virtual, physical servers, cloud, and tape?
Why Cloud Backup? System downtime is a risk to every organization. All organizations, including, SMBs, mid-sized and enterprise need a complete data protection strategy with a seamless means to achieve disaster recovery and business continuity.	Arcserve Cloud is disaster recovery solution offered as an added service to the UDP platform that allows users to simply connect Arcserve UDP platform to Arcserve Cloud, enabling off-site data protection and off-site failover of critical business applications.	• Do you need off-site storage protection of critical servers and data? • Do you have a strategy to ensure the availability of your critical servers?

Selling Scenarios

- Position our "V" models against the Dell Appliance and highlight our VSB capabilities.
- Position the ease-of-deployment of UDP and the UDP 7000 Series appliance.
- Position the storage efficiency of UDP compared to the Dell AppAssure with built-in WAN optimization.
- Create FUD about the viability of the AppAssure application at Dell, it's not a focus of the business unit.
- Look for disaster recovery needs where we can promote the whole Arcserve family and integration points across physical, virtual and Cloud (both Windows and Linux).

Probing Questions

Question	Areas to Cover in Your Answer
How much data do you have? What do you anticipate your data growth will be for the next two to three years?	Quickly determine if the appliance is an appropriate fit, or if one of the other Arcserve solutions is more appropriate.
What are some of the issues that you have with your current solution from Dell? How will the EMC merger impact your product?	Probe into the recent merger with EMC and the uncertainty of its data protection solutions. Which ones will be kept and which ones will be sold.
Do you require tape integration for archiving or compliance?	Arcserve file backup can go directly to disk and tape and is integrated with Arcserve image backup to migrate images from disk to tape.

Additional Recommendations (DOs and DON'Ts)

DO	DON'T
- Probe for their RTO and RPO goals: Are they aware of our local and remote P2V and V2V Instant VM and Virtual Standby to speed up full system recovery? - Do they have any HA need? Mention Arcserve High Availability for Windows, Linux and UNIX sold stand-alone and with Arcserve UDP Premium Plus. - Probe for DR needs and promote Arcserve Cloud and replication for offsite data protection as well as our integration with public clouds if they don't have their own remote data center or DR site. - Ask if physical server support and workstation support is critical. Promote our outstanding physical server support, including new Linux Backup Agent, Workstation support and global deduplication. - Mention Arcserve comprehensive global dashboard, SRM reporting, and infrastructure visualization. Ask for a head-to-head comparison of installation, backup configuration and backup and recovery speed. - Discuss the value of global source-based deduplication for storage and WAN efficiency. - Allow the conversation to focus on the values of a single solution for physical, virtual and cloud environments.	- Don't let the competition gloss over the importance of true deduplication. UDP dedupe offers true cost savings. - Don't forget to mention our simplicity of purchasing options and value with per-terabyte and per-socket pricing.

Links to supporting information

- Public information on Arcserve products may be found on the Arcserve website
- Authorized channel partners will find sales and marketing tools on the Arcserve Partner Portal
- Arcserve resources including public success stories may be found here
- Submit questions and comments to Partners@arcserve.com