Arcserve® UDP 8000 Series vs. Unitrends Appliance

Summary Positioning

Unitrends Recovery Series Appliance:

- An integrated PBBA for small and medium businesses that don't have complex DR and BC needs

- Features developed don't seem to map to business / technical use cases that need to be resolved.

- Poor data reduction: no i2-like capability that works with dedupe to help deep data reduction

- File-based technology style 'incremental forever' which actually requires a full at some point. Unlike Arcserve UDP, **incremental does NOT save space**.

- **Overall:** Unitrends Appliances are for businesses that don't have complex needs. Doesn't seem to support organization that experience high data growth, need 'complete' solutions to protect physical, virtual or cloud workloads. Seems focused on competition rather than focusing on delivering value to customers.

Arcserve Unified Data Protection v6 8000 series Integrated PBBA:

- Arcserve UDP's integrated PBBA offers

    1. A true "turn-key" solution,

    2. simple & easy to deploy,

    3. unmatched "deep" data reduction,

    4. solves complex DR & BC use cases,

    5. extensible architecture, and more

- Best fit for "Triple Play" environments with complex infrastructures including physical, virtual & cloud workloads

- Strong roadmap for appliance with key additions, and improvements in every release
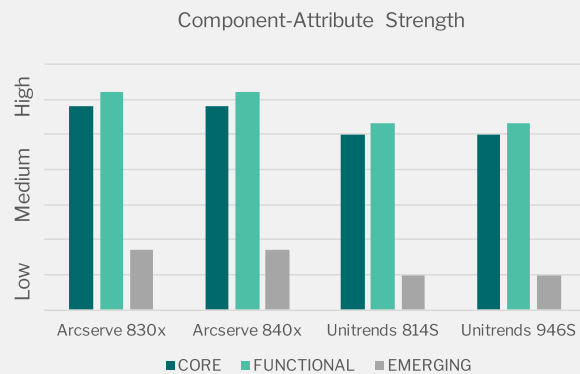
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Unitrends Weaknesses

- No 'true' block-level incremental
- **Resource-costly** with chances of poor deduplication based on configuration
- No HA & Reliable DR, critical to running reliability tests, is a separately charged component.
- Major concerns pertaining to technical support. Getting timely help doesn't seem to happen.
- Cloud replication is either broken or doesn't work as advertised
- Slow responding traditional interface
- BMR of BIOS ⟺ UEFI scenarios are not supported
- BMR to **dissimilar hardware** is not supported for Linux workloads
- Predominantly file-based / consumes LOT of storage space for backup & associated operations
- Tape support is basic. No support for rotation, advanced tape management options etc.

- **Core =** Features & feature-attributes identified as necessary for products in the backup & recovery space. Ex. Imaging, restore options etc.

- **Functional =** Features & feature-attributes that are considered to enhance overall product experience, and related to functional aspects of the product. Ex. architecture extensibility

- **Emerging =** New & emerging technologies. Ex. Hyper-convergence

Component-Attribute Strength

Chart showing CORE, FUNCTIONAL, EMERGING strength (Low/Medium/High) for Arcserve 830x, Arcserve 840x, Unitrends 814S, Unitrends 946S.

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Challenge	Arcserve Advantage
Reduce operating expense	Significant reduction in administrative overhead with a 'set-it-and-forget' solution
Backup software deployment hassles, configuration, ongoing support & maintenance	Arcserve offers a 'turn-key' appliance that promises to get the system up and running in 'minutes' from the time of install.
Storage needs vs. data growth	Deep data reduction via Arcserve's Global De-Dupe, incremental forever (i2 technology), compression and other technologies offer customers tremendous savings ($$$). This directly helps customers manage their storage budgets effectively while handling data growth at the same time.
Need to write to tape for long-term storage	Arcserve has 20+ years of experience supporting tapes, and tape-based media for several platforms. Writing to tape isn't similar to disk because a variety of tape-specific functions need to be supported. ONLY Arcserve has the capability to support new devices or newer versions 'quickly' given the strong foundation we have
Physical, Virtual and Cloud deployments	Arcserve is the best fit for such triple-play environments. Variety of options to handle critical use cases

Objection Handling	
"I already have an appliance"	Your cost of managing the current appliance alone might surpass costs of purchasing, installing, deploying and supporting Arcserve appliance
"My current appliance seems to have most features"	Not really! what is advertised, part of the feature set, added recently may not help if the architecture is not fresh & strong to support such additions. Arcserve's extensible architecture exceed market definitions of what backup products need – we are able to simply & easily add new features that leverage the power of the architecture when deployed
"My management may not approve this new addition"	Talk to your partner on how Arcserve can help save 1000s of $s over a 3-5-year term. It is highly possible that ROI is in $Ms.
"You do not have backup as a service"	Cloud, if not leveraged properly, incurs serious costs over an extended period of time. Arcserve provides you with the right set of options based on your needs. We have observed that Arcserve Cloud fits the use case most times – talk to your partner to know how Arcserve can help

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Is your answer "No"?

"Is your backup vendor able to provide you a clear stand on the storage you need based on data reduction?"	Arcserve's deep data reduction alone will help you save money, manage your storage budget, show significant ROI, & More
"Does your appliance handle the triple-play effectively?"	Arcserve's architecture easily supports workload protection while allowing data center efforts to decentralize or centralize backup operations
"Is your appliance able to handle transfer of large data sets using techniques like data seeding?"	Our jumpstart should help transfer large datasets thereby eliminating issues & costs incurred due to transfer over the wire
"Does your appliance offer 'true' HA?"	Arcserve is the answer when it comes to HA related use cases or Business Continuity. Talk to us.
"Is your solution "virtualization" strong? Can you easily move workloads from physical to virtual or vice versa?"	Arcserve's virtual standby, instant VM, BMR, Recover VM ... and a host of other options help you take care of such use cases & more. Speak to your partner.

For more information on Arcserve, **please visit arcserve.com**