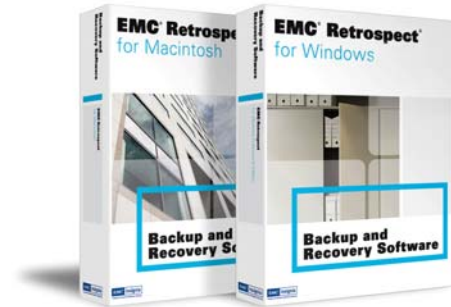


EMC Retrospect

Quick Reference Sales Guide



What does Retrospect do?

- Automated data backup, recovery, and archiving
- Protects networked servers, desktops, and notebooks
- Windows, Mac, Linux, Solaris, NetWare, VMWare

Who needs it?

- <15 servers, Exchange, SQL; <300 desktops/notebooks
- Business at risk due to unreliable, inadequate protection
- Considering backup to disk
- Compliance requires preventing access to backup data

Why is it the best choice?

- Self-adjusting operations minimize manual effort
- No need for weekly fulls to get fast, accurate restores
- Users can restore own data; protects open Windows files
- Best in class disk-to-disk-to-tape backup
- U.S. govt.-certified 126- & 256-bit AES media encryption
- Compliance requires preventing access to backup data
- Backup to disk (NAS/SAN), tape, or optical



"#1 for SMBs"
- Storage Magazine

"Best for D2D2T"

Key Retrospect Differentiators

Easy to Set Up and Manage

- Wizards streamline setup, backup, and restore
- **Self-adjusts backup operations**- computers previously unavailable or left unprotected due to interruption in backup operations, are re-prioritized automatically

Fast Backups and Smart Restores™

- **Performs incrementals forever** (no need for weekly fulls to get fast, accurate restores)
- Provides filters to omit unnecessary data from backup
- **Restores exact data to point in time** - won't return renamed, deleted, or moved files
- **Protects open files for all Windows clients with one license**
- Restarts backups or restores where left off if interrupted
- Provides complete bare metal restore for all Windows computers with one license
- Enables users to restore lost data through a Web browser

Secure, Simple Media Management

- Utilizes disk, tape, optical; DAS, iSCSI, SAN
- Simplifies offsite tape rotation; updates tapes brought onsite with quick incremental
- **Single instance storage** - stores and tracks one copy of files residing on multiple clients
- Built in disk-to-disk-to-tape

Qualification Questions

- Is your office backup working the way it is supposed to?
- Are you frustrated with your current data backup or restores?
- Are you backing up/ protecting your desktop, laptop, or service data?
- Is your customer renewing their backup software and/or satisfied with their backup solution?

Competitive

Symantec Backup Exec, Computer Associates ARCserve, etc.

- 30-50% (or more) higher cost for large environments
- Complicated; requires significant manual effort
- Not self-adjusting (without manual intervention, computers in need of protection must wait until position on schedule)
- Must perform weekly full backups
- Limited open file protection – charge per server, not available for desktops/notebooks
- Inferior backup to disk: need to manage folders, no disk grooming, can't restore while backups running
- Overlays incrementals on full backup, restoring unwanted deleted, renamed, and moved files
- Complex tape management/rotation

Retrospect for Macintosh

EMC Retrospect for Macintosh is designed to deliver automated, reliable, cost-effective data protection for small and medium businesses (SMBs). Retrospect for Mac has won broad industry acclaim by addressing the unique challenges faced by SMBs in these critical areas:

- Protects servers, desktops, and notebooks
- Easy to manage, self-adjusting
- Fast backups and Smart Restores™ with unparalleled accuracy
- Backup to disk, tape, CD/DVD, or FTP server
- Simplified media management
- Bare Metal Restores

Live Sales Support

Orders, Quotes, Questions, Buddy Phone Calls:

877.222.5879

emcinsignia_sales@emc.com

Free eval software, data sheets, white papers, sales tools, go to: www.emcinsignia.com

Sales step 1: Select Appropriate Business Edition

All Retrospect 7.5 for Windows Editions:

MZ11A0075C Retrospect Multi Server

- Protects unlimited number of cross-platform servers or workstations
- The best value for environments with 3 or more servers & workstations

SZ11A0075C Retrospect Single Server

- Protects one server and unlimited workstations; protects additional servers using Server Client Add-on

TZ11A0075C Retrospect Small Business Server Premium

- Runs on and protects system running Microsoft Small Business Server Premium Edition
- Includes Exchange and SQL support
- Provides online protection for Microsoft Exchange and SQL Server (running on SBS system)
- Protects additional servers using Server Client Add-on

RZ11A0075C Retrospect Small Business Server Standard

- Runs on and protects server running Microsoft Small Business Server Standard Edition
- Provides online protection for Microsoft Exchange (running on SBS system)
- Protects additional servers using Server Client Add-on

JZ11A0075C Retrospect Disk-to-Disk

- Backs up one Windows server to disk
- Backs up to disk (NAS/SAN) or optical media only (not tape)

PZ11A0075C Retrospect Professional

- Protects up to three desktops & notebooks; protects additional desktops/notebooks with Client Pack Add-on
- No server protection

Sales Step 2: Upsell Retrospect for Windows Add-ons

"Would you like to...

...enable users to restore their own data?"

AZ11R0075C Retrospect User Initiated Restore (UIR)

...protect Windows files that are open/in use?"

AZ1160075C Retrospect Open File Backup- Unlimited clients protected

...continuously protect Windows files?"

FY1RJ0075C Retrospect Continuous Backup – 10 clients protected

NEW!

...keep Exchange online during backups?"

AZ11X0075C Retrospect Exchange Server Agent

- Licensed per server; includes Server Client

...keep SQL Server online during backups?"

AZ11Q0075C Retrospect SQL Server Agent

- Licensed per server; includes Server Client

...back up to multiple tape drives simultaneously?"

AZ11M0075C Advanced Tape Support

- For multiple drive tape libraries

...automate recovery of a failed Windows computer?"

AZ11D0075C Disaster Recovery

- Complete bare metal recovery for all Windows clients

...get the best Retrospect add-on value?"

AZ11T0075C Retrospect Add-on Value Package

- Includes UIR, Open File Unlimited, Exchange, SQL, DR, and Advanced Tape Add-on agents

AZ11S0075C Retrospect Add-on Value Package for SBS

- Includes UIR, Open File Unlimited, DR, and Advanced Tape Add-on Agents; for SBS Editions only

Client licenses

AZ1120075C Retrospect Server Client (for server clients)

- For Single Server, Disk-to-Disk and Small Business Server Editions; licensed per server

Range of **Retrospect Client Packs** (desktop and notebook clients)

- For Disk-to-Disk and Professional Editions; 1,5,10-packs

Make ASM Part of Every Sale!

Ensure long-term customer satisfaction with every Retrospect sale by adding Annual Support and Maintenance.

- ✓ EMC's world-class technical support team provides backend assistance to your technical staff or customer
- ✓ 9x5 basic support for 1 year
- ✓ New software releases and updates at no cost for 1 year
- ✓ Retrospect software/ASM combo skus simplify ordering process

Retrospect for Mac Editions

GU11A600000C Retrospect Server v6.1 with Annual Support and Maintenance

- Protects **100 networked Macintosh, Windows, or Red Hat Linux desktop and notebook computers, plus Mac OS servers.**
- Additional Desktop clients can be added.

WU11A600000C Retrospect Workgroup v6.1 with Annual Support and Maintenance

- Protects the **Mac server it is installed on and 20 networked Macintosh, Windows, or Red Hat Linux desktops and notebooks.**
- Additional Desktop clients can be added.

BU11A600000C Retrospect Desktop v6.1 with Annual Support and Maintenance

- Protects a **single Mac desktop user and comes with 2 networked Macintosh, Windows, or Red Hat Linux desktop and notebook clients.**
- Additional Desktop clients can be added

EMC Retrospect Continuous Backup Add-on

Retrospect Continuous Backup Agent for Windows provides immediate protection of critical files on desktops and laptops by enforcing group or network-wide retention policies via lightweight agents. When protected files change, the changes are saved locally, and optionally on network storage. Users can easily retrieve any previous version of a file by right-clicking.

Sell Retrospect 6.1 for Mac now, and your customers will receive a FREE upgrade to Retrospect X for Mac when it is released!