



RACK 24

# Data Protector 2019.05

## Technical Presentation Training, Level 320

June 2019

You can:  
Download the presentation.   
Download PowerPoint slides & speaker notes.

# About this Course

## Data Protection Overview

- Selections from Technical Customer-Facing Presentation

## Customer Case Studies

- 4 Customers

## Market Analysis and Competition

- Market Analysis
- Industry Analysts
- Competitors
- Key Differentiators

## Licensing

- DP Express
- DP Premium
- CAP

## Certification

- Take the certification exam

Interactive quizzes!



# Data Protection Overview

- Selected slides from Technical Customer-Facing Deck



# Data Protector

## Technical Customer Facing Presentation (TCFP)

June 2018

**NOTE:**

TCFP is attached to this  
course for your  
reference.



# Agenda

- ✓ Enterprise class scalability and security
- ✓ Application-consistent recovery
- ✓ Advanced virtual environment protection
- ✓ Best-in class platform and cloud integrations
- ✓ Integrated disaster recovery
- ✓ Analytics, automation and orchestration
- ✓ Use cases

## Data Protection Architecture

### Backup Navigator

- Analytics
- Reports
- Prediction



Orchestration/Management

Virtual Integrations  
Application Integrations  
Disk Agents



Workloads

Storage Control  
Media Agents



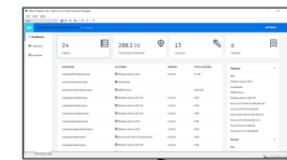
Infrastructure

6

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## Data Protector APIs

Secure access through various management interfaces



Web Browser

Traditional GUI

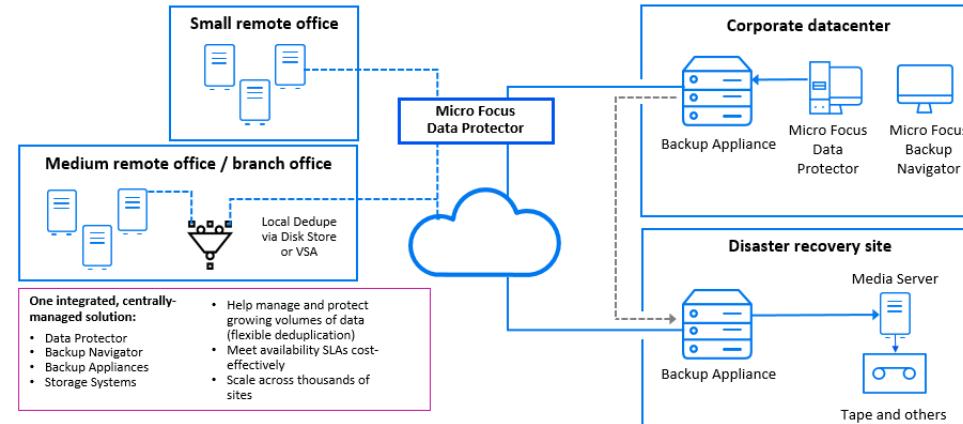
REST API & CLI

Data Protector 10.0x Cell Manager

7

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## Best-In-Class Availability for Remote and Branch Office



8

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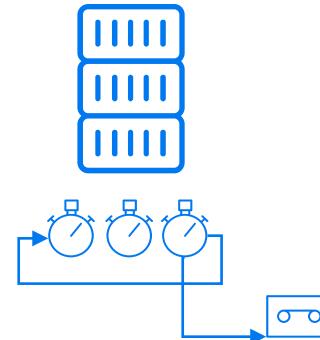
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# Performance and Optimization

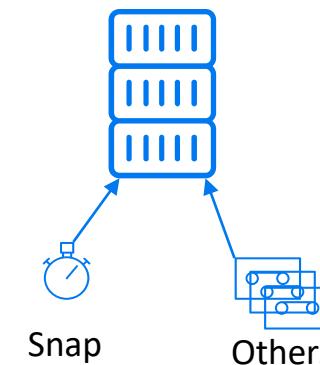
Get the most of your data protection infrastructure, meet backup windows

## Snapshot-based backup and recovery

Snapshot Backup (ZDB)

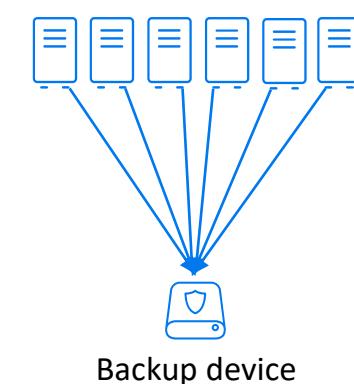


Instant Recovery (IR)

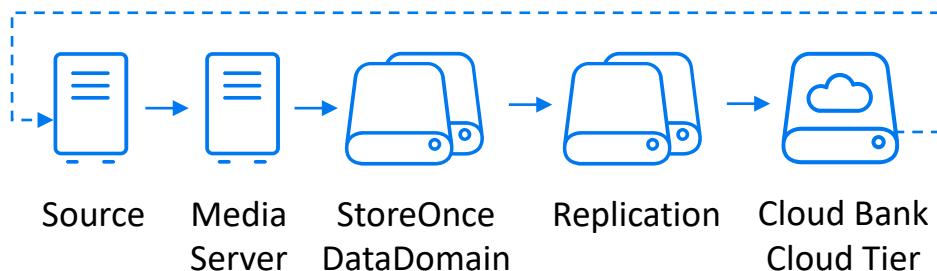


## Multiplexed & Parallel data streams

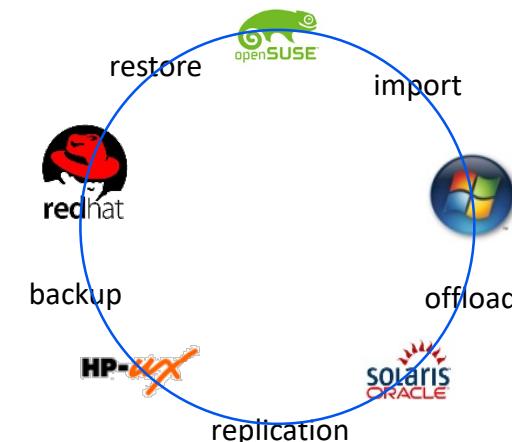
Clients



## Deduplication everywhere



## System independence





1

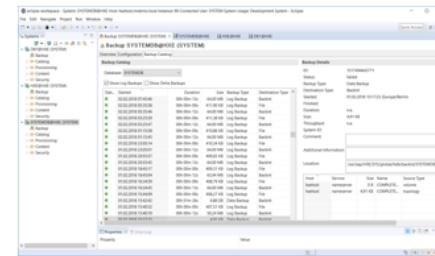
## Application Integrations – SAP

Consistent data protection and compliance



SAP/R3 and NetWeaver  
SAP HANA 1.0 and 2.0

- Supports BackINT API (BRtools etc.)
- SAP/R3 with Disk Snapshot (ZDB) and Instant Recovery (IR)
- System Copy/Database Copy
- SAP/R3 with MaxDB/SAPDB/Oracle
- SAP HANA 1.0/2.0 with scripted snapshots



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2

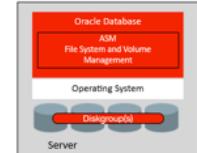
## Application Integrations – Oracle

Consistent data protection and compliance



Oracle Database:

- Real Application Cluster (RAC)
- Container Databases (CDB)
- Automatic Storage Management (ASM)
- Restore to Point-in-Time, Transaction, Sequence
- Restore to different Oracle System
- Full Oracle RMAN compliance
- Zero DownTime Backup (ZDB) and Instant Recovery (IR)



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## Application Integrations – Microsoft

Consistent data protection and compliance



MS Exchange Server  
MS SQL Server  
MS Sharepoint Server

- Database Availability Groups (AG/DAG)
- Standalone and Clustered
- Active/Passive Copy backup/restore
- SharePoint Farm Backup/Restore
- Granular Recovery for Exchange and SharePoint
- VSS and VDI compliant
- VSS Transportable Backup (ZDB)
- SharePoint Farm Backup

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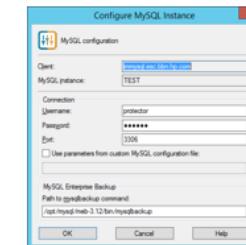
3

## Application Integrations – IBM, PostgreSQL, Sybase, MySQL

Consistent data protection and compliance

**SYBASE**

- Restore redirection
- Restore to Point-in-Time
- Separate data file vs. log file backup/restore



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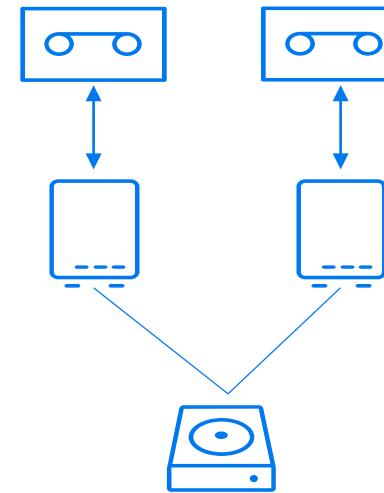
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# Cluster/HA Integrations and Disaster Recovery

## High Availability (HA):

- Windows Failover Clusters and Cluster Shared Volumes
- Linux Built-In Clusters and MC/Service Guard
- HP-UX MC/Service Guard

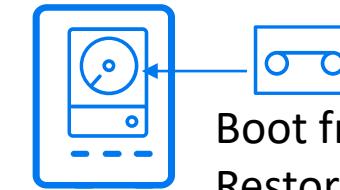
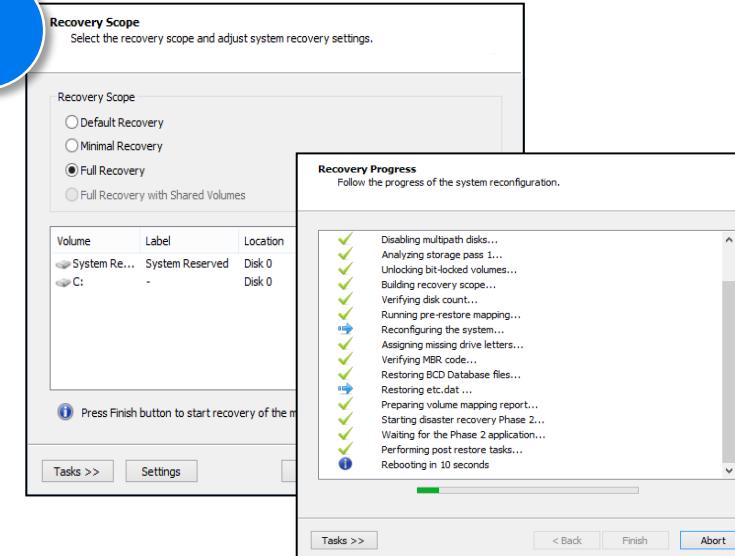
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## Bare Metal Disaster Recovery:

- Enhanced Automated Disaster Recovery (EADR)
- Manual DR
- DR to different system
- DR to Virtual Machine (P2V)

2

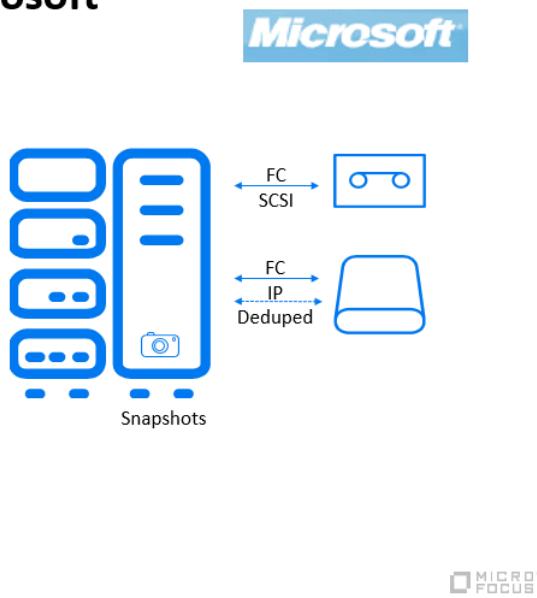


Boot from Tape / USB drive  
Restore local/remote

## Hypervisor Integrations - Microsoft

### Microsoft Hyper-V:

- Cluster Shared Volumes (CSV)
- Direct FC/SAN Backup with Snapshots
- VM Replica Backup
- Full/Incremental VM Backup
- VSS Transportable Backup (ZDB)



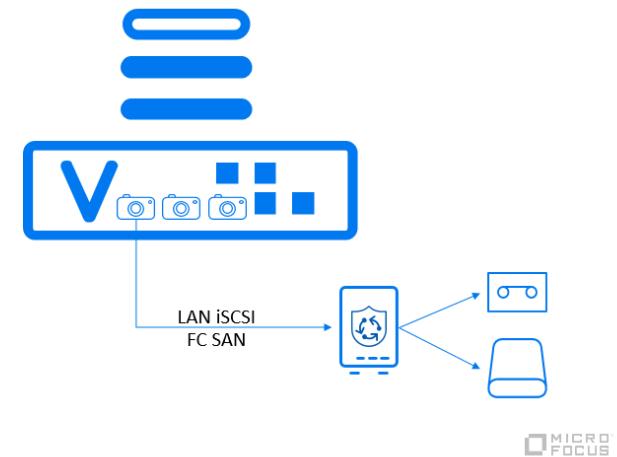
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## Hypervisor Integrations - VMware



### VMware vSphere/vCenter:

- FC SAN/LAN Snapshot Backup
- VM Power On and Live Migration
- Granular File Recovery
- Change Block Tracking
- Parallel vDisk backup
- Restore VM with diff. name
- Redirected restores
- Storage System Snapshots (ZDB)



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# VMware Enhanced Options

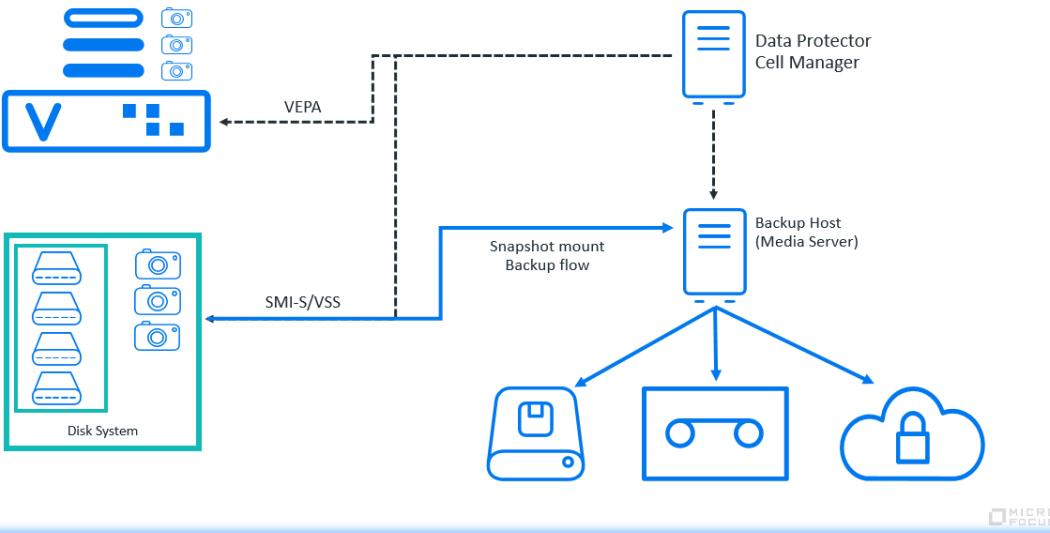
## Granular Recovery, Power-On, Live-Migration



The screenshot shows the VMware vSphere Web Client interface with the following details:

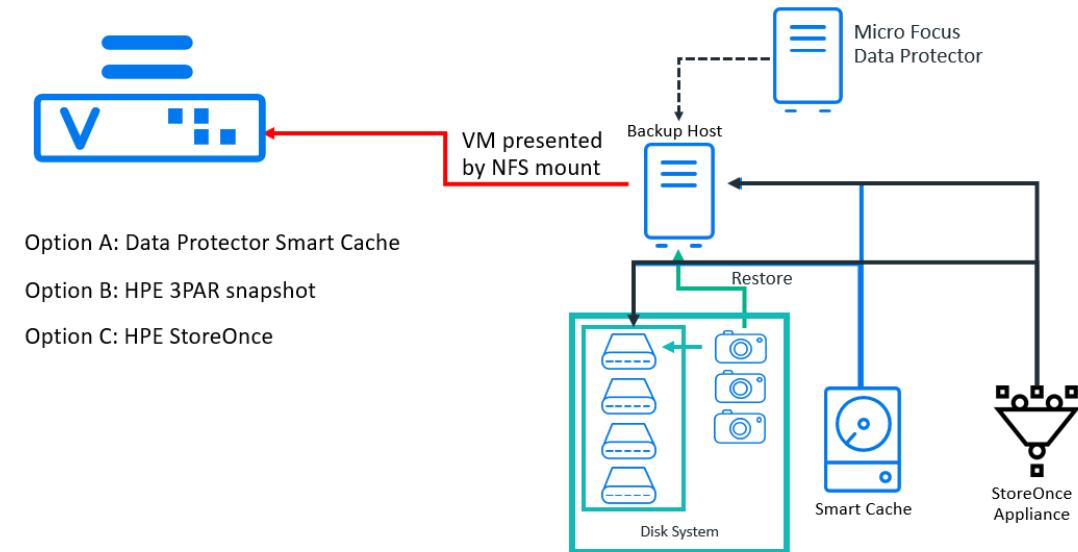
- Left Sidebar:** Shows navigation links for "Getting Started", "Summary", "Monitor", "Configure", and "Permissions". The "Micro Focus Data Protector" link is highlighted.
- Middle Panel:** Displays the "Virtual Environment [/IMDEMODC] - HPE Data Protector Manager" interface. It includes a "Restore" menu with options like "Disk Image", "Filesystem", "Internal Database", etc., and a "Virtual Environment" section listing several hosts and their virtual machines.
- Right Panel:** A "Restore" dialog box is open, showing a list of virtual machines under "IMDEMODC". A dropdown menu on the right lists "VM Options" with "Restore", "Power On", and "Live Migrate" selected.
- Bottom Navigation:** Includes tabs for "Objects" and "Tasks", and buttons for "Restore" and "Cancel".

## Virtualized Environments - Hardware Assisted Backup



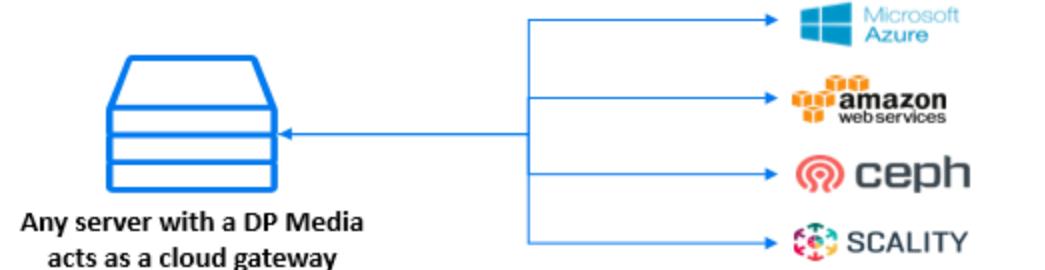
## Power-On and Live-Migration of VMware VMs

From HPE 3PAR snapshot, HPE StoreOnce Appliance or SmartCache

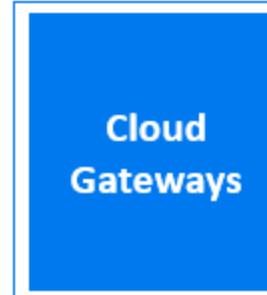


# Cloud Integrations for Backup and Archive to Cloud

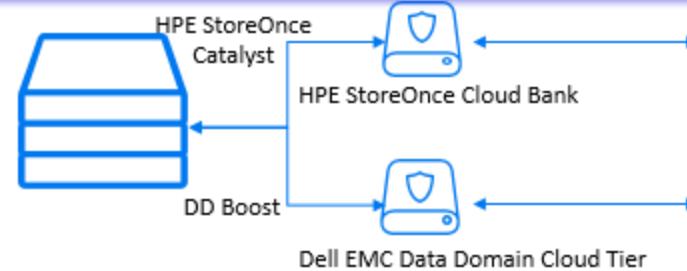
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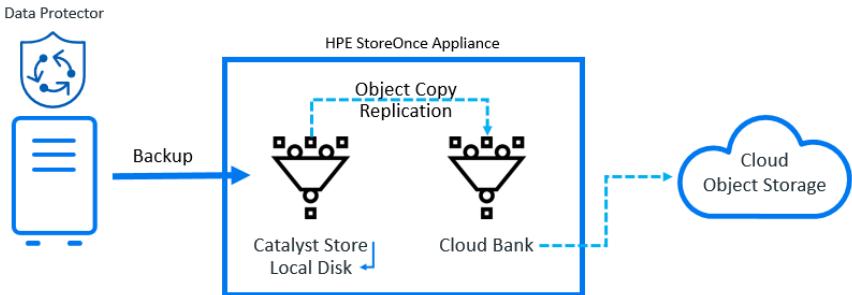


3



Saves \$\$\$ on network bandwidth and storage requirements.

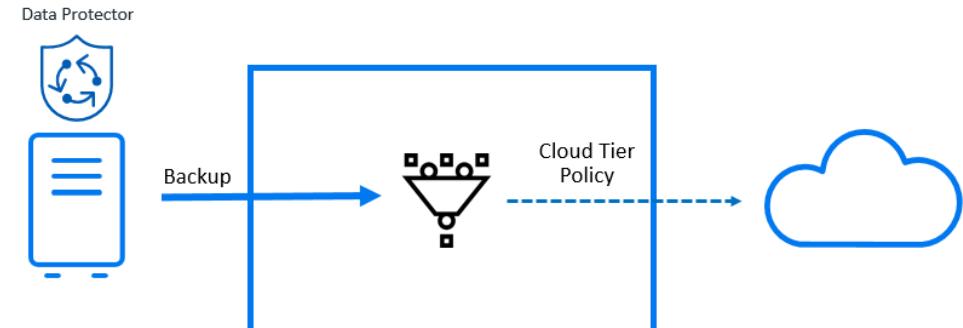
## HPE StoreOnce Cloud Bank Backup



- Data Protector backs up data to the HPE StoreOnce appliance using Catalyst and block data is stored on local disk
- Next Object Copy job is executed to replicate from the primary store into the cloud gateway store
- This triggers the appliance to upload to the cloud vendor so no local disk storage is used
- Only delta-blocks are moved into or read from the cloud to optimize cost

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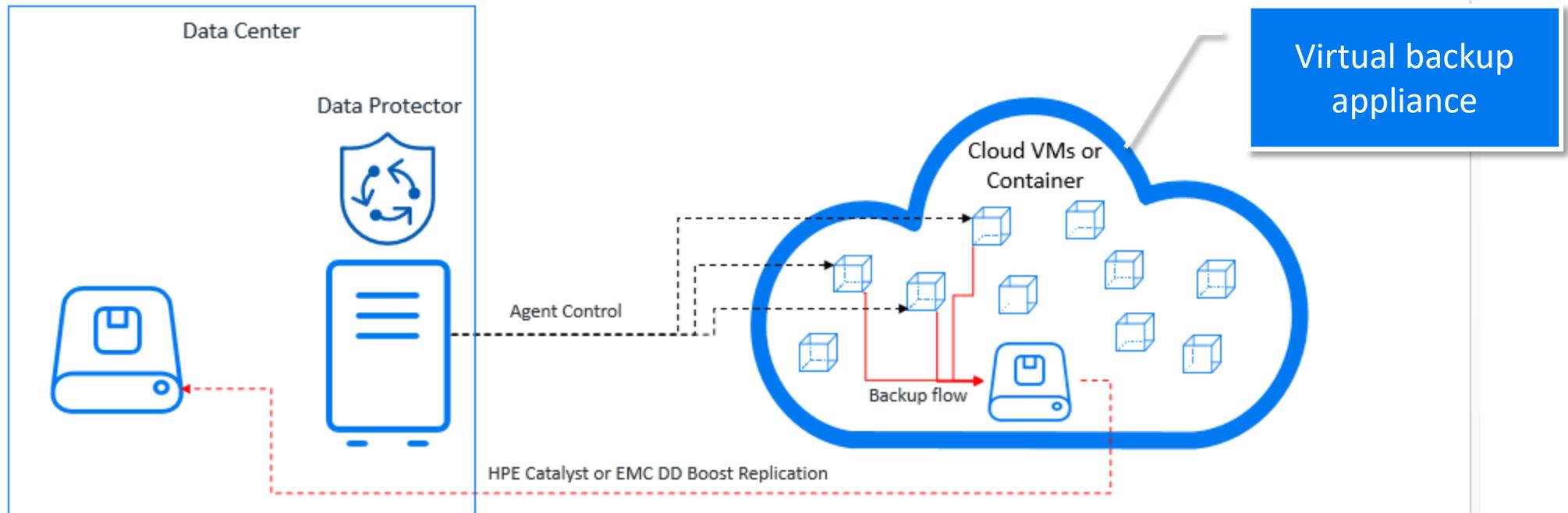
## Dell EMC Data Domain Cloud Tier



- Data Protector backs up data to the Dell EMC Data Domain appliance using DD Boost
- The appliance manages the upload and download into or from the Cloud in deduplicated format
- This process is done by internal policies not controlled and therefore transparent to Data Protector

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# Orchestrating Backup of Resources Within the Cloud



Let's assume you have a virtual Backup Appliance in your Cloud:

- Data Protector can remote control agents in the VMs or Containers and direct backup and restore I/O to that Cloud backup appliance
- Optionally deduplicated replication to a compatible partner device in the DataCenter can be set up



## Data Protector Disk Storage Integrations

Snapshot backup and restore, replication

HPE



NetApp



EMC



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## Data Protector Backup Device Integrations

### VTL/Appliances



HPE StoreOnce,  
Dell EMC Data Domain

### Tape Libraries



HPE StoreEver,  
Quantum/Adic,  
IBM, StorageTek,  
Overland

### Tape Drives



LTO, AIT, Exabyte  
STK, IBM, DAT  
DTF, Tandberg



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Filter by title

Home

➤ Release Notes

➤ Get started

➤ Install

Deployment options

Support Matrix

Prepare for installation

Installation workflow

➤ Install Data Protector servers

➤ Install Data Protector clients

➤ Install Data Protector integration clients

➤ Post-installation tasks

Uninstall Data Protector

License

Installing and upgrading using

UNIX system native tools

System preparation and maintenance tasks

Troubleshoot

➤ Upgrade

➤ Integrate

➤ Administer

➤ Use

➤ Troubleshoot

Develop

➤ Practitioner Notes

## Support Matrix

This section provides links to the Data Protector support matrices that include detailed information about the supported platforms, devices, and integrations.

The following support matrices are available:

- [Data Protector 10.04 3PAR Support Matrix](#)
- [Data Protector 10.04 Device Support Matrix](#)
- [Data Protector 10.04 Disaster Recovery Support Matrix](#)
- [Data Protector 10.04 Network Attached Storage \(NAS\) Support Matrix](#)
- [Data Protector 10.04 Platform and Integration Support Matrix](#)
- [Data Protector 10.04 Virtualization Support Matrix](#)
- [Data Protector 10.04 VSS Integration Support Matrix](#)
- [Data Protector 10.04 Zero Downtime Backup and Instant Recovery Support Matrix for P6000 EVA Disk Array Family Using SMI-S Agent](#)
- [Data Protector 10.04 Zero Downtime Backup and Instant Recovery Support Matrix for P9000 XP Disk Array Family](#)
- [Data Protector 10.04 Zero Downtime \(Split-Mirror\) Backup Support Matrix for EMC Arrays](#)
- [Data Protector 10.04 Zero Downtime Backup Support Matrix for other Storage Arrays](#)

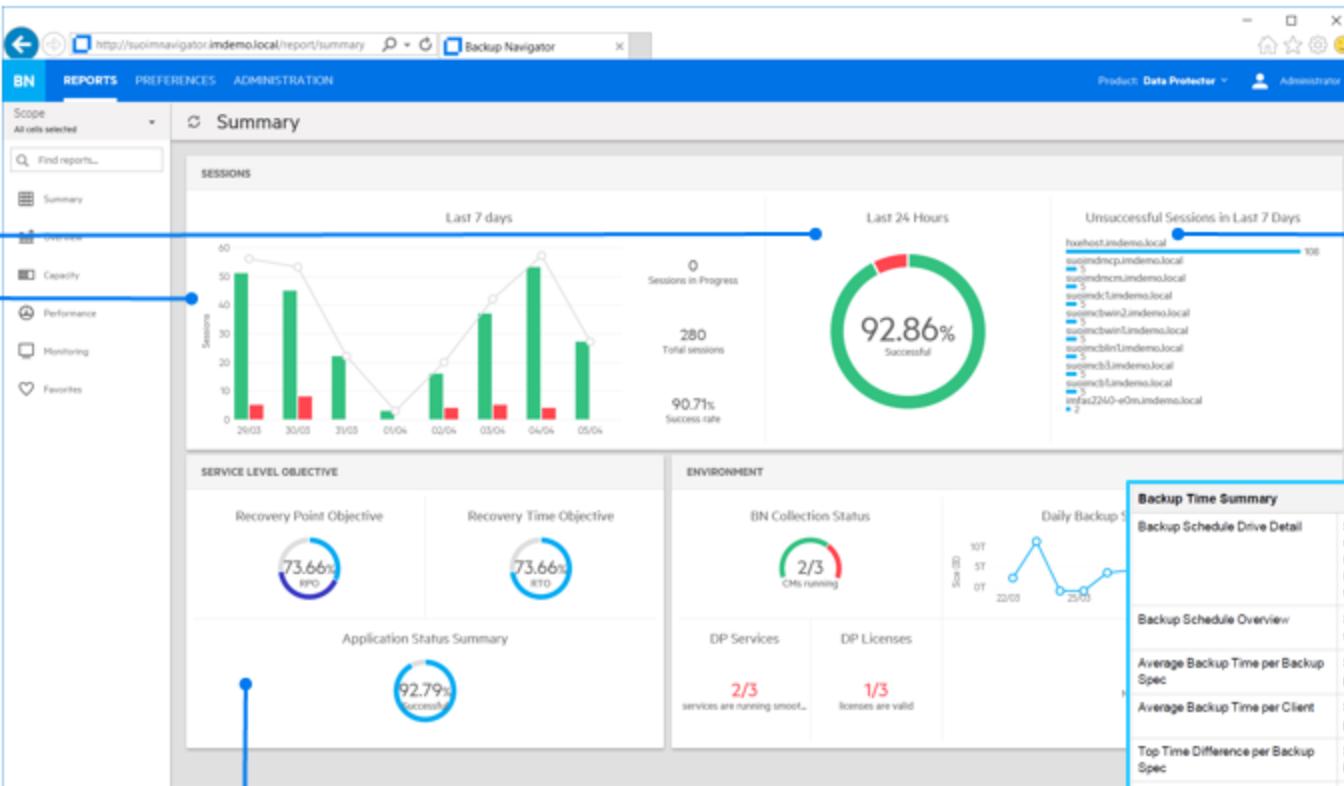
1. Go to: <https://docs.microfocus.com>
2. Search for: **Data Protector Support Matrix**

## Feedback

 [Send us feedback via mail](#)

# At-a-Glance View into SLAs, Backup Size, Sessions

See all critical backup metrics on a single summary dashboard or on out-of-box reports



The screenshot shows the Micro Focus Backup Navigator interface. On the left, a sidebar has a blue line pointing to the 'Performance' section under 'Management view'. Another blue line points from the text 'Percentage of successful backups is critical for mgmt. reviews' to the 'Success rate' section. A third blue line points from the text 'Easy tracking of RPOs and RTOs for mission critical applications' to the 'Recovery Point Objective' and 'Recovery Time Objective' sections. The main dashboard includes a 'SESSIONS' chart for the last 7 days and 24 hours, a donut chart showing 92.86% successful sessions, a list of unsuccessful sessions, and sections for 'SERVICE LEVEL OBJECTIVE' and 'ENVIRONMENT'.

Percentage of successful backups is critical for mgmt. reviews

Management view: How good is our backup? Are we getting our ROI?

Easy tracking of RPOs and RTOs for mission critical applications

Clear identification of failed backup sessions. Drill down to find the root cause and address proactively.

Quickly and easily generate over 100 out of box reports

Backup Time Summary

- Backup Schedule Drive Detail: Shows the backup schedule for drives specified for the scheduled backup sessions and the related backup specifications. If a conflict in the drive usage is recognized (the same drive is specified for the simultaneous backup sessions), an additional bar shows such conflict.<sup>1</sup>
- Backup Schedule Overview: Shows the backup schedule for the configured backup specifications and the eventual conflicting backup sessions.<sup>2</sup>
- Average Backup Time per Backup Spec: Shows an average duration of the backup session for a particular backup specification.
- Average Backup Time per Client: Shows an average duration of the backup session on a particular client.
- Top Time Difference per Backup Spec: Shows the biggest time difference that occurs when running backups using the same backup specification.
- Average Backup Time per VM: Shows an average duration of the backup session on a particular virtual machine. It can help you to figure out, on which virtual machines a backup takes more time.

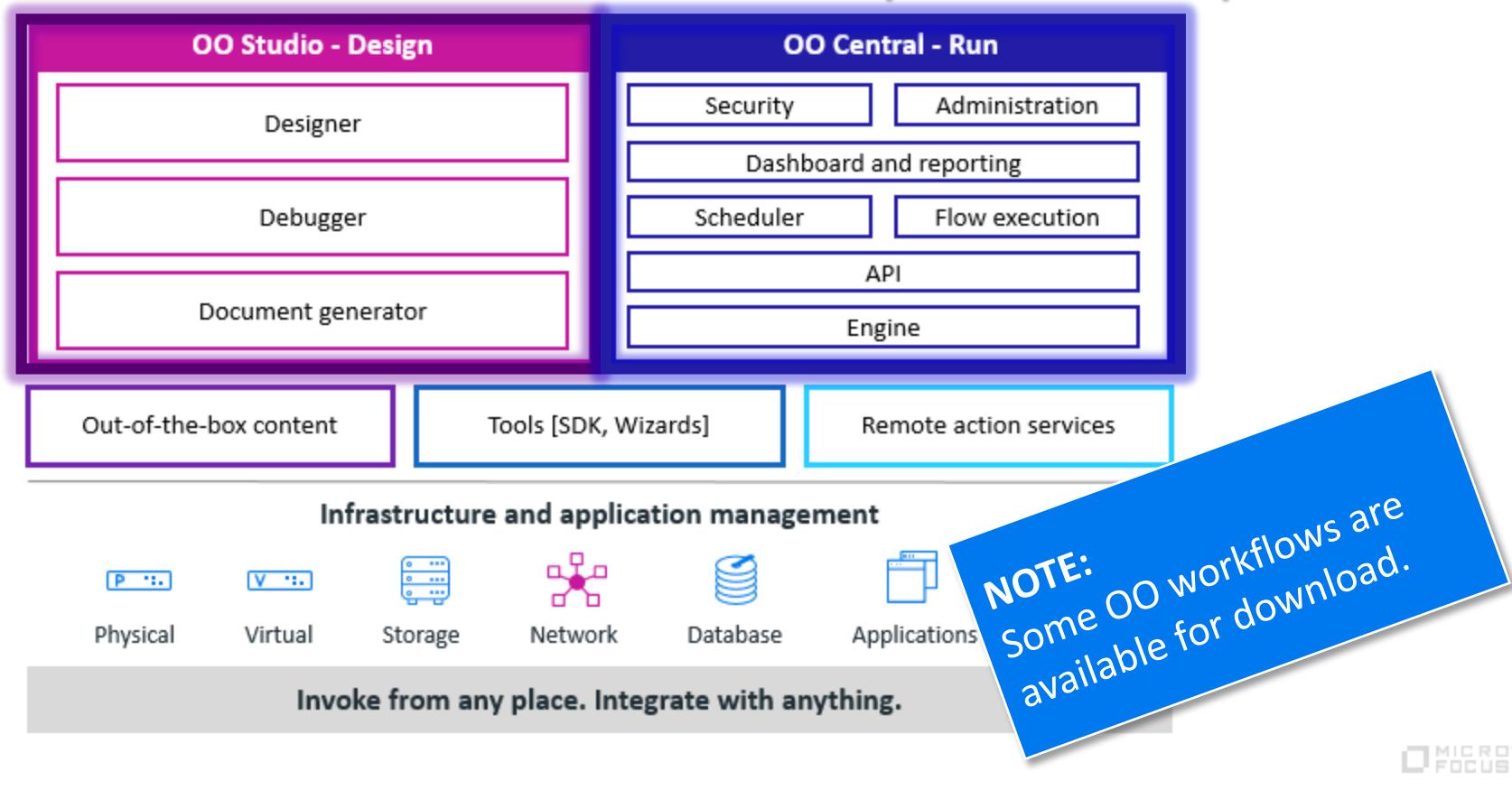
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# Introducing Micro Focus Operations Orchestration (OO)

Enterprise-scale IT process automation

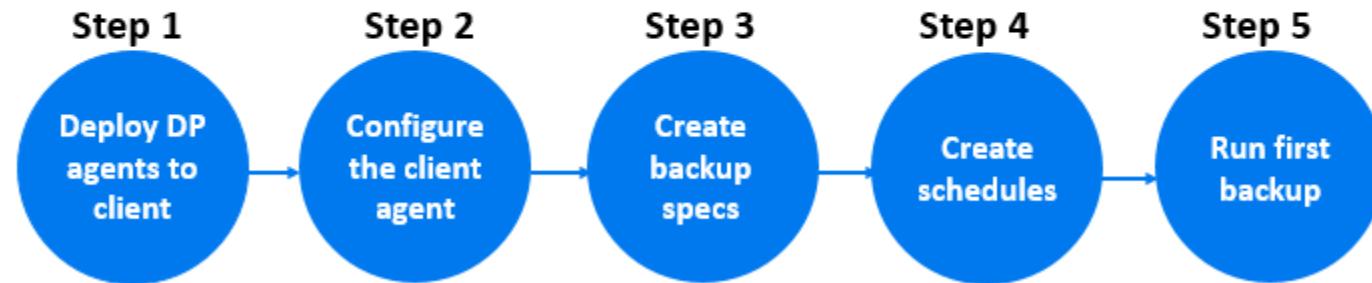
Design workflows that automate  
repetitive and complex tasks!



# Automation and Orchestration

Operations orchestration for automation of backup tasks

Backup file system  
workflow example



Without orchestration  
**10-15 minutes  
per client**

- Set up each step manually
- Check documentation for specifications
- Apply patches
- Wait for each step to complete
- Resolve error messages
- Engage the next step

With orchestration  
**Seconds  
per client**



## CUSTOMER VALUE OF AUTOMATION:

- Save time
- Improve productivity
- Improve backup performance with standardization and fewer errors



# Customer Case Studies

- Almac
- Atcore
- DATAGROUP
- Iskratel



# Almac

## *Standardizing Remote Site Backups*

### **Who is Almac?**

- Pharmaceutical company that provides an extensive range of integrated services to pharmaceutical and biotech sectors ... from R&D, clinical trial supply, through commercial-scale manufacture.
- 50 years experience
- 5,000+ employees globally
- 17 operational facilities and 60+ in-house country depots for clinical supply
- Works with top 25 BioPharma companies

### **What is its mission?**

- To be the leader in the generation of superior solutions for the advancement of human health.

# Almac Case Study

1

## Challenge

Operates in a highly regulated environment and its backup environments must adhere to GAMP5 Guide (GxP) life cycle.

**Licensing: Traditional model ◆ Size: 50 TB ◆ Backup Duration: 65 hours**

- Media management / cost of tapes
- Older MSL / tape technology
- Limitation on concurrent streams
- Lack of high availability
- Hardware coming to the end of support
- Backup scheduling headache
- No long-term retention of backups

2

## Solution

Data Protector **Capacity Licensing** model solved the issues.

**Licensing: Capacity model ◆ Size: 112 TB ◆ Backup Duration: 35 hours**

- Consistent Infrastructure design (DP & StoreOnce)
- True StoreOnce Catalyst Replication
- All sites use long-term backup retention
- Single restore pane for all sites from HQ Cell Manager
- Restore VMs to any location in a DR remote site scenario
- Central GUI Management of all the Cell Managers
- Use Master Site Tape MSL for long-term retention using copy jobs

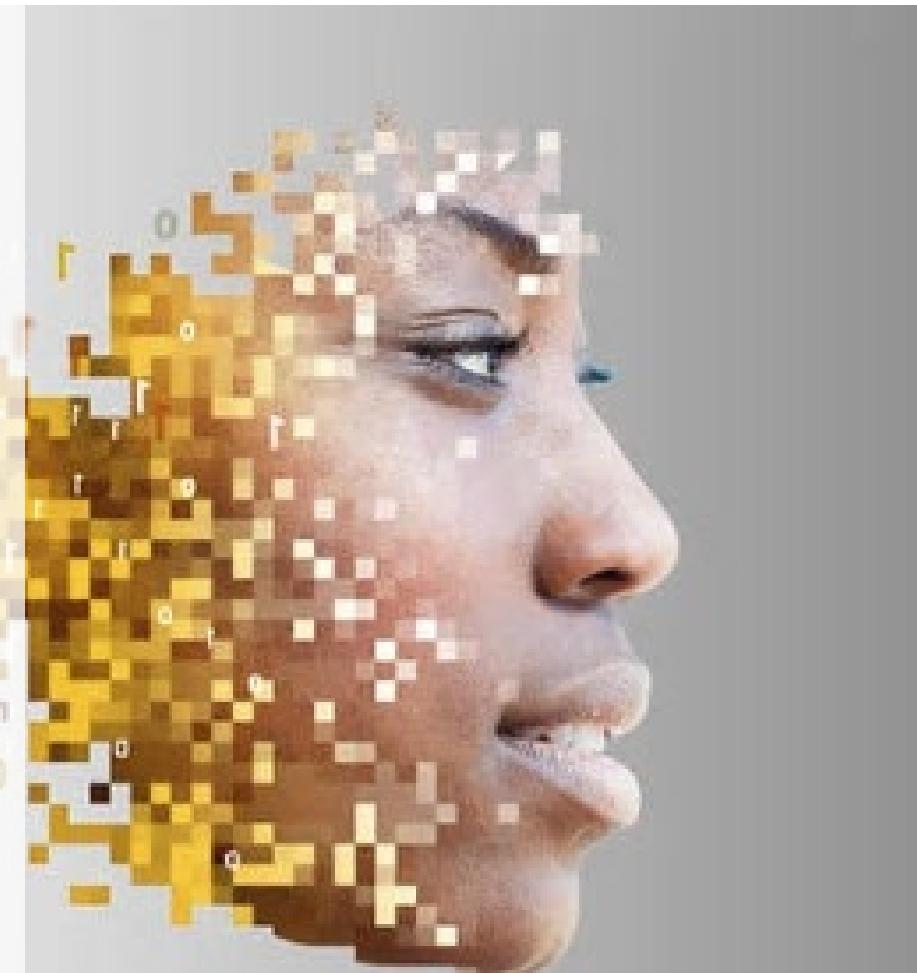


Image from Almac website: <https://www.almacgroup.com/>



# Almac Case Study

3

## Results

- Dramatic reduction in:
  - Backup bottlenecks (queuing of jobs)
  - Backup durations and replication times
  - Validation and change control documentation
  - Tape expenditure
  - infrastructure footprint /costs (additional tape infrastructure)
- Dramatic improvement in backup success rate
- Able to offer remote sites a Disaster Recovery option (restore VMs anywhere in the domain)
- Centralized administration for all Cell Managers (licensing / operations /restores)
- Centralized backup reporting /verification
- Consistent backup design /deployment
- SME knowledge of one backup solution



# Atcore

*Meeting the Challenge of Virtual Machine Backup  
and Shrinking Backup Windows*



## Who is Atcore?

- Provides Travel Industry with a reservation and ecommerce platform that includes Search, Supplier connectivity, pricing, contracting, yield optimization, and payment gateway.
- 35 years of experience
- 200+ employees
- Offices in Slough, Cardiff, London, and Burgess Hill
- 12.4 billion total revenue from 7 million holidays booked by 18 million customers using Atcore software.

## How do they operate?

- Atcore's customers prefer them to house all infrastructure required to run the software or offer a Software-as-a-Service or Infrastructure-as-a-Service platform on a shared, multi tenant infrastructure.
- Some customers use the .com platform.



# Atcore Case Study

1

## Challenge

Problems due to backup loads.

**DP client installed on source server** ♦ **Backup traffic transmitted to cell manager over Ethernet** ♦ **Written to MSL tape libraries**

- Individual backups taking in excess of 24 hours
- Not enough hours in the day to perform backups
- Backups overrunning downtime windows
- Using Ethernet as transport mode led to bottlenecks
- Customer complaints of poor response times

2

## Solution

Data Protector VMware Integration and SAN transport mode bypassed firewall interfaces and policies.

**DP supported deduplication** ♦ **Vmware integration** ♦ **StoreOnce VSA**

- Upgraded Data Protector to a version supporting server-side deduplication.
- Used SAN as transport mode for backup traffic.
- Performed object copy jobs on full backups to archive data
- Added Vmware integration with Data Protector online backup licenses and Granular recovery.
- Used StoreOnce VSA for internal environmental backups



# Atcore Case Study

3

## Results

- No more bottlenecks
- Backups now run overnight
- Run only replicating object copy jobs during the day
- Fewer customer complaints.
- NOC staff spends less time interacting with backups.

4

## Future Plans

- Using Cloud Bank storage and removing StoreOnce VSA in Azure
- Moving to Data Protector Premium with Capacity-based licensing and advanced reporting





## *Backing up diverse environments with multiple Cell Managers*

### Who is DATAGROUP?

- Leading IT Service provider for IT Outsourcing, Cloud enabling, and IT Solutions (consulting, migration, infrastructure operations).
- SAP Silver Partner (250 SAP experts)
- 2,000 employees Offices throughout Germany
- 223 million total revenue

### GOALS

- Restorability
- Stable environment



# DATAGROUP Case Study



1

## Challenge

Changes in customer requirements drove a change in the backup environment

- Meet customer SLA requirements
- Diverse environments with multiple operating systems and database management systems
- Back up many systems in small time slots
- Guarantee restorability

2

## Solution

Integration with Data Protector addressed those challenges.

- Perform mirrored backups to data centers
- Distribute work loads
- Generate session reports.
- Generate service reports for backup SLA and backup jobs.
- Perform backups within acceptable timeframes.

# DATAGROUP Case Study

3

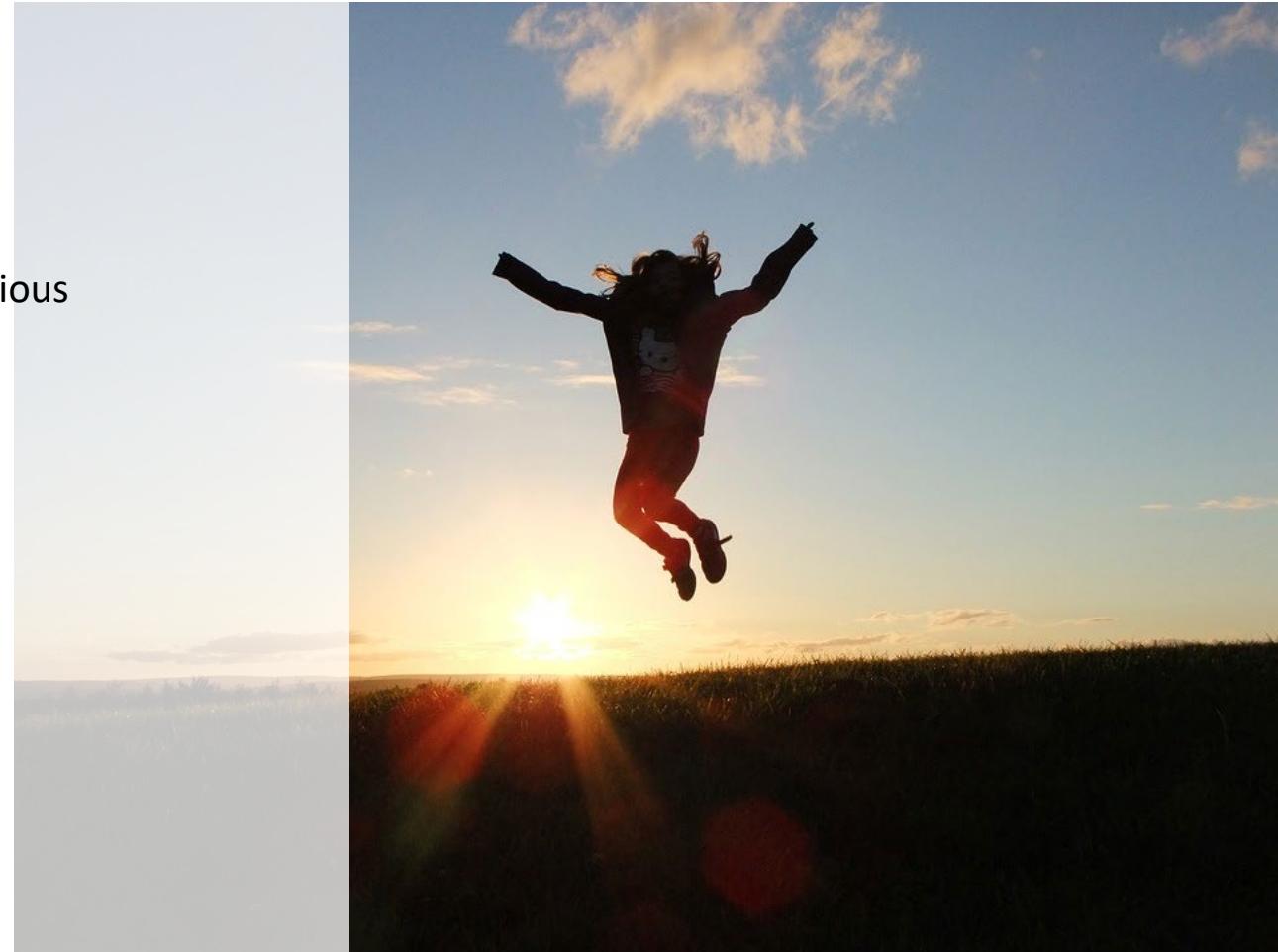
## Results

- Run a stable backup environment
- Cover the backup and recovery requirements of various systems
- Get backups done in the available timeframe
- Fulfill customer needs

4

## Future Plans

- Generate specifications via REST API
- Landscape-wide point-in-time recovery





# Market Analysis and Competition

- Market Analysis
- Competitors: Strengths and Weaknesses
- Key Differentiators and Reasons to Buy

# *Market Analysis*

# The Market Defined

## Best Enterprise Backup and Recovery Solutions

"Gartner defines the data center backup and recovery software market as being focused on providing backup capabilities for the upper-end midmarket and large-enterprise environments. Gartner defines the upper-end midmarket as being 500 to 999 employees, and the large enterprise as being 1,000 employees or greater. Protected data comprises data center workloads, such as file share, file system, operating system, database, email, content management, CRM, ERP and collaboration application (such as content management solutions) data. Backup and recovery software products provide features such as traditional backup to tape, backup to conventional random-access media (such as a hard disk or solid-state drives) or devices that emulate the previous backup targets (such as virtual tape library [VTL]), data reduction (such as compression, deduplication or single instancing), array and/or server-based snapshot, heterogeneous replication, and continuous data protection (CDP)."

— *Gartner's Peer Insights Customer's Choice Awards for "The Best Data Center Backup and Recovery Solutions as Reviewed by Customers"*

# But .... things are changing!

**17%**

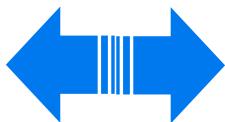
**Percent of IT management budget**  
spent on data protection.

**29.2%**

**Percent of survey respondents**  
planning on major data protection investments in the Cloud

**???**

**Lack of Trust in a mixed infrastructure environment**  
due to growth of Cloud computing and focus on data protection



**Tension in organizations' data protection and availability strategies**  
due to Cloud computing and move to “as-a-service” delivery method



**Changing landscape** moving from virtual machines  
based on Vmware to Cloud-native technology

# And even more changes ...

2%

Current percentage of cloud-native or container-based micro-services  
due to grow SIGNIFICANTLY



Operational challenges with data protection

due to a shift from a VM-based environment to a more *granular, container-based* environment

0010001001  
1100100100  
01001001

Concept of infrastructure “as code”

in container-based environments is becoming understood and adopted by the developer community.



Security and data protection “as code”

is a new concept for that is not yet supported by Data Protection vendors.

# Introducing Ovum

Ovum is a market-leading **data, research, and consulting** business focused on helping **digital service providers** and their **technology partners** thrive in the connected digital economy.

Ovum creates business advantage for its customers by providing actionable insight to support their business planning, product development, and go-to-market initiatives.

Ovum's unique combination of **authoritative data, market analysis, and vertical industry expertise** is designed to employer its customers' decision making, helping them profit from new technologies and capitalized on evolving business models.

**NOTE:** The full Ovum report is attached to this presentation for your reference.

# The Top 4

Enterprise Backup and Recovery Solutions

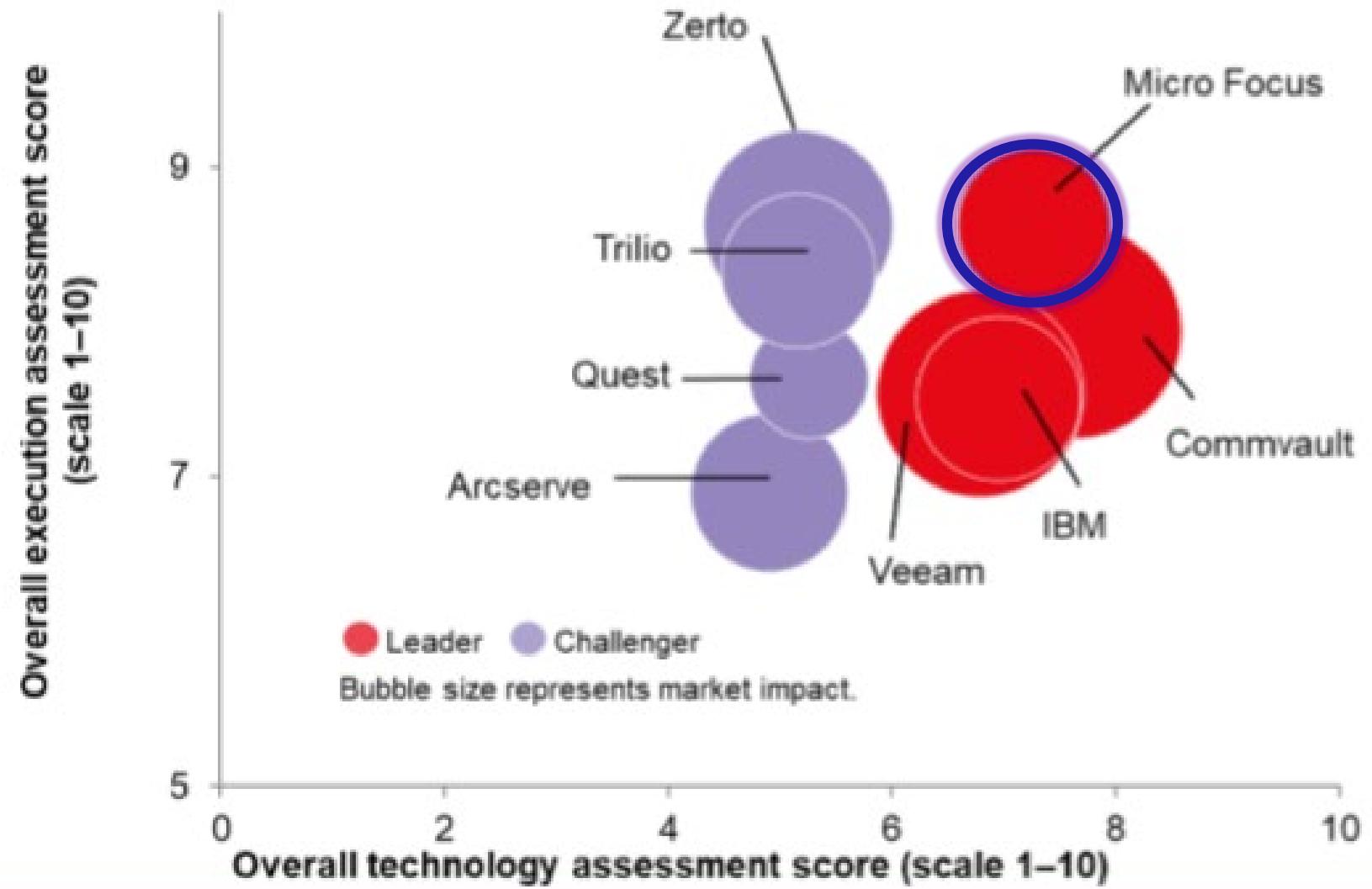


**VERITAS** ←

*Did not participate*

→ **DELL EMC**

Figure 1: Ovum Decision Matrix: Software-based Data Availability and Protection Solution for the Cloud Era, 2019–20



# What does Ovum say about Micro Focus?

## Our Strengths



- Execution dimension leader.
- Best performance in operational management, data management, and security.
- Strong ability to do resource optimization and capacity planning—to ensure backup schedules are met and SLAs are not missed due to resource constraints.
- Integrates and supports snapshot technologies from 4 different hardware vendors.
- Supports a wide variety of data types from audio to video.
- Ensures data is restored only to the locations and people where it is suppose to go.
- Well aware of ransomware risks, providing malware protection.



# *Key Differentiators and Reasons to Buy*

# Key Differentiators

## Battle Cards for Commvault and Veeam

**NOTE:** These 2 Battle Cards are attached to this presentation for your reference.



For Micro Focus and channel Partner internal use only

### Data Protection Battle Card

#### Selling Against Commvault

##### About Commvault

- Founded in 1988; HQ Tinton Falls, New Jersey, 2016 rev \$559M; #6 M/S position
- Messaging: Commvault software is an enterprise level data platform that contains modules to backup, restore, archive, replicate, and search data
- Leader in 2017 Forrester Wave
- Leader in 2017 Gartner Magic Quadrant

##### Products

- CommVault Backup & Recovery Software - solutions for Files, Databases, VM and Cloud, Enterprise Apps, Email, Endpoints
- Cloud and Infrastructure Management
- Retention and Compliance
- CommVault Backup Appliances

##### Recent Developments

- Resumption of new license rev growth in FY17 +15% YY, after 9% decline FY16
- Intro of application-aware B/R for AWS & Azure with V11, SP7, Apr 17
- Subscription-based pricing model; May 2017

##### Strengths

- All-in-One solution for backup, archiving, snapshots and replication
- Licensed by capacity for physical servers, by socket or VM bundles for hypervisors, and by VM bundles for portability from virtual envir to the cloud
- Extensive functionality for cloud B/R, including Win apps backup in the cloud
- Centralized web console for all administrative tasks
- Broad coverage of storage arrays, apps
- Extensive snapshot storage integration with [Intellisnap](#)
- End user self-service
- Easy to use GUI
- GRE for Active Directory

#### Weaknesses

- Windows-only based server platform
- Software-based deduplication limits performance and scalability
- Steep learning curve for administrators' complex installation process
- Expensive per TB Capacity License. NAS/NDMP licenses add 60% more cost per TB.

#### How to Win Against Commvault

##### Important Points

- Server architecture depends on Windows and SQL Server –not very appealing to Linux and Oracle shops where skill sets may be quite different
- Software-only deduplication places a heavy incremental workload on the Comm Cell server as the underlying MS SQL Server must process dedupe transactions while also processing the index stream for the backup, thus server resource usage is higher in terms of CPU, memory and storage.
- Recommends that deduplication store be limited to no greater than 2 TBs; if the index store exceeds this limit, it places the index at risk for corruption, in which case the dedupe workloads would need to be redistributed across additional Comm servers and the indexes rebuilt.

##### Winning against Commvault

- DP offers flexibility of choice on server platform and should be more appealing to Linux, Unix, and Oracle shops.
- DP leverages StoreOnce, DataDomain Boost optimizations while CommVault doesn't.
- DP's SmartCache and StoreOnce Catalyst – provides VM granular recovery of a single file to full image restore without staging the VM.
- With v10, DP introduced a new web-based UI for its dashboard and scheduler. Top roadmap priority for V10 is to convert entire UI to web-based design.
- DP is too expensive, complicated to license

- For ROBO, this means more flexibility of choice to match deduplication technique to the data sizing, bandwidth constraints and cross-cell replication objectives.
- Comprehensive virtualization support – integration with Hyper-V, VMware vSphere, and native integration with VMware vCloud Director –on parity
- StoreOnce & SmartCache– provide VM GRE from single file to full image restore without staging. GRE, Power On and Live Migrate performance better than competition. DP also supports replication, federation and encryption.

- Application-aware integration - broad enterprise apps and array snapshot support, down-to-the-second recovery –on parity
- One-touch automated application protection for Exchange, SQL, SharePoint, Oracle, SAP HANA.

#### Overcoming Objections

##### CommVault is better for virtual environments

- DP provides enterprise protection for physical and virtual servers, storage tiers, and applications.
- DP's advanced virtual integration: One-touch automated VM protection; GRE, native vCloud Director integration for Instant Recovery, automated recovery by combining snapshots with rolling forward the application transaction logs from disk or tape.

- SLA compliance: Advanced analytics and automation for meeting strict RPO/RTO needs. The benefit is reduced unplanned downtime due to major outages saving organizations' reputation and money. The benefit is being able to restore systems without paying ransom to save organizations' reputation and money, and improve productivity.

#### DP's GUI looks old-fashioned

- With v10, DP introduced a new web-based UI for its dashboard and scheduler. Top roadmap priority for V10 is to convert entire UI to web-based design.
- DP is too expensive, complicated to license

- compares quite favorably to CommVault's capacity-based pricing – typically 20% to 60% less expensive depending on options.

#### Data Protection Suite

##### About the Suite

Data Protection suite, a part of the ITOM portfolio, enables protection and availability of data across hybrid IT environments. It provides a single, centrally managed backup and recovery solution for critical data in the data center, in remote offices and across platforms. The Data Protection suite includes Backup Navigator, a backup analytics, reporting and monitoring tool. Key use cases are:

- Hybrid IT protection: Protection and availability of workloads across legacy and modern platforms. Data-centric protection saves cost and simplifies management, allowing IT teams to spend more time on productive endeavors
- SLA compliance: Advanced analytics and automation for meeting strict RPO/RTO needs. The benefit is reduced unplanned downtime due to major outages saving organizations' reputation and money. The benefit is being able to restore systems without paying ransom to save organizations' reputation and money, and improve productivity.

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- DP is too expensive, complicated to license

##### For more information, go to:

- Data Protection Suite [Sales Portal/ Partner Portal](#)
- [www.microfocus/dataprotector](http://www.microfocus/dataprotector)



For Micro Focus and Channel Partners – internal use only

### Data Protection Battle Card

#### Selling Against Veeam

##### About Veeam

- Founded in 2006; HQ Switzerland; 2016 revenue 608M; +28% YY growth; #6 market share position
- 267,000 customers (includes free versions of SVI); 47,000 ProPartners
- Purpose-built VM protection solution for VMware vSphere and Microsoft Hyper-V; recently added physical backup
- 'Leader' 2017 Gartner Magic Quadrant
- Messaging: Availability for Always-on Enterprise, RTO<1min for all apps

##### Products

- Veeam Avail Suite = Veeam Backup and Replication + Veeam ONE (monitoring, reporting, capacity planning)
- 3 products for all workloads (virtual, physical, cloud): [V Availability Suite](#) (enterprise); [V Backup and Replication](#) (medium); [V Backup Essentials](#) (SMB)
- [Veeam ONE](#) (part of V Avail Suite) for monitoring and alerts

- [V Availability Suite 9.5](#): enterprise scalability, Microsoft 2016 integration, Nimble storage snapshots; Azure integr: agents for Win and Linux; storage integration w/IBM and Lenovo
- [Backup for Microsoft Office 365](#)
- [Veeam Backup Essentials](#): up to 60% lower cost for SMBs w/ <250 employees & up to 6 CPU sockets
- [Service Provider program](#)

##### Recent Developments

- [Dec '17 Veeam Suite 9.5 Update 3 PR](#)
- [Veeam Availability Suite v10](#) announced but still not released
- Not released yet: [V Availability for AWS](#)
- Physical agents: [Windows, Linux](#)
- [Veeam joins HPE Complete Program](#). Integration with StoreOnce Catalyst
- Partne products: [V for HPE](#); Cisco, NetApp, Dell, Pure Storage, Quantum

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#### Strengths

- Pioneer in simplifying backup for virtual: snapshots on SV store are sufficient; data doesn't need to be sent off to media
- A simple agentless approach for VM backup and replication; granular or full restores from snapshots (e.g. email message level). NOTE: DP requires an agent to do that; needs to restore the DBE first

#### Weaknesses

- Limited but growing support for physical bare metal servers, DBs and Apps.
- Weak for critical Apps (i.e. SAP/HANA)
- Inefficient source-side deduplication
- Agentless backup limits ability to understand apps (Cluster, Replication, Availability Groups, granularity etc.) and to provide an extensive device support for retention

#### How to Win Against Veeam

##### Important Points

- Still not comprehensive solution for hybrid IT –veeam started as agentless solution for virtual environments and now with V Avail Suite 9.5 introduces agents for Win and Linux fileystems on physical servers. DB/APP support is limited to SQL Server & Oracle on Win via VSS integration
- V 9.5 introduces centralized management of multiple backup servers, but still no notion of managing data movement between storage tiers (snap, disk, tape, cloud).
- Veeam server architecture depends on Windows and SQL Server –not very appealing to Linux and Oracle shops where skill sets may be quite different

- Restore performance – In recent HPE benchmarks, DP was found to be almost twice as fast on restore as Veeam (16 min vs. 28 min for 7 VMs).
- Tape support requires a dedicated physical Windows server with direct attached tape drive creating a single point of failure.

##### No agent required for VM protection

- DP Agents are not mandatory but offer support for complex enterprise apps like SAP HANA or Oracle RAC. They also support some non-default file systems and volume managers. Use them where

needed, otherwise stay with vStorage or VSS, no Agents, same as Veeam.

DP's GUI looks old-fashioned

- DP 10 introduced a web-based UI for its dashboard and scheduler. Roadmap priority for 10.x is to convert UI to web-based design.

DP is too expensive, complicated to license

- DP is an end-to-end enterprise solution with cost-effective capacity-based pricing for the most demanding hybrid enterprise customers with legacy systems & mission critical apps.

#### Data Protection Suite

##### About the Suite

Data Protection Suite, a part of the ITOM portfolio, enables protection and availability of data across hybrid IT environments. It provides a single, centrally managed backup and recovery solution for critical data in the data center, in remote offices and across platforms. The Data Protection suite includes a backup analytics, reporting and monitoring tool. Key use cases are:

- Hybrid IT protection: Protection and availability of workloads across legacy and modern platforms. Data-centric protection saves cost and simplifies management, allowing IT teams to spend more time on productive endeavors
- Advanced application integration – broad end. apps and array support, down-to-the-second recovery, snapshot mgmt.
- One-touch automated application protection for Exchange, SQL, SharePoint, Oracle, #1 SAP HANA.

#### Overcoming Objections

Veeam is the best backup for virtual servers

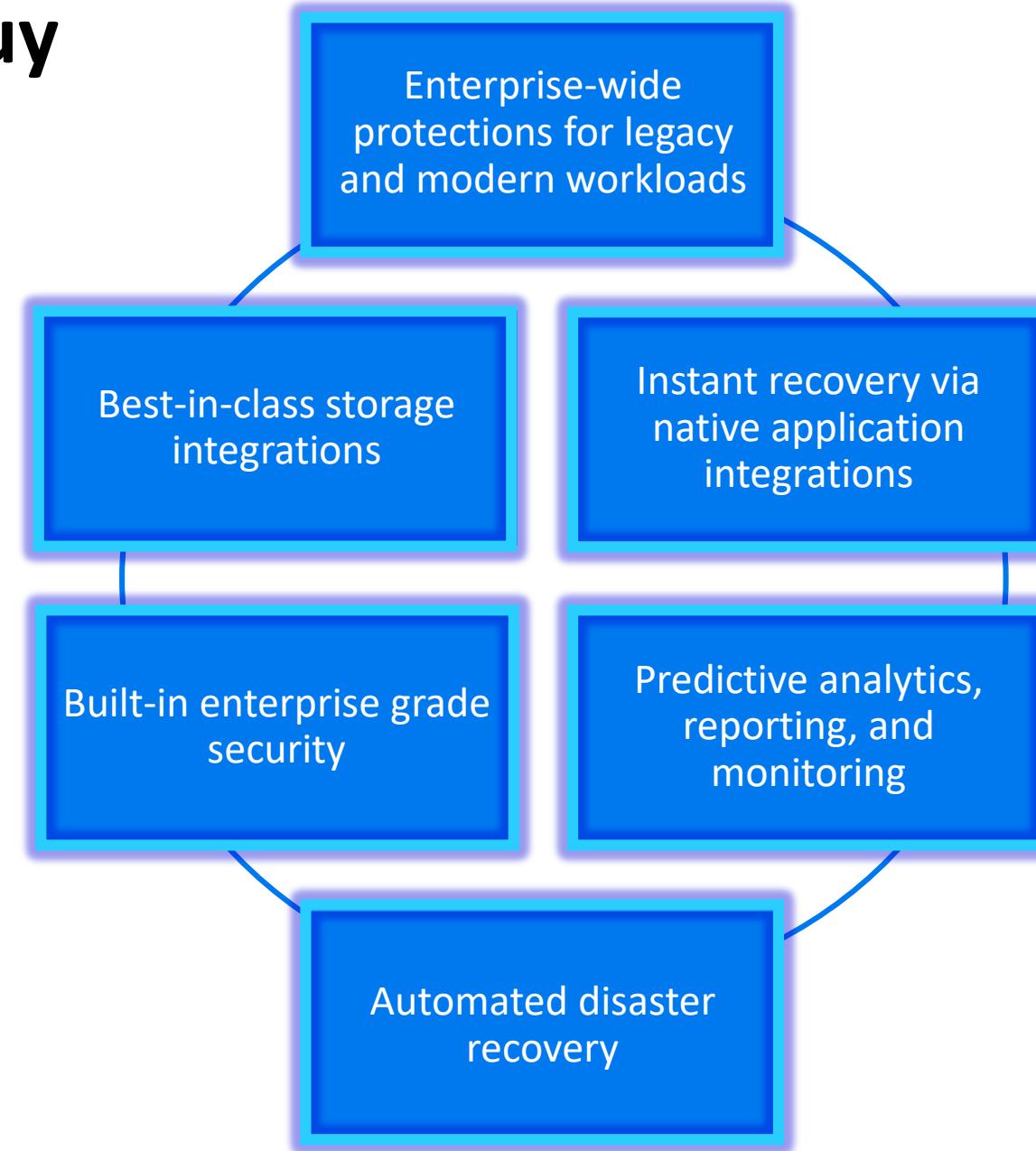
- DP provides enterprise protection to physical and virtual servers, storage tiers, and applications.
- In FY 18 we will introduce DP Express Suite as a virtual offering only.
- DP's advanced virtual integration: One-touch automated VM protection; GRE, native vCloud Director integration for Instant Recovery, automated recovery by combining snapshots with rolling forward the application transaction logs from disk or tape.
- Veeam server architecture depends on Windows and SQL Server –not very appealing to Linux and Oracle shops where skill sets may be quite different
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##### For more information, go to:

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- [www.microfocus/dataprotector](http://www.microfocus/dataprotector)

# Reasons To Buy

## Value Proposition

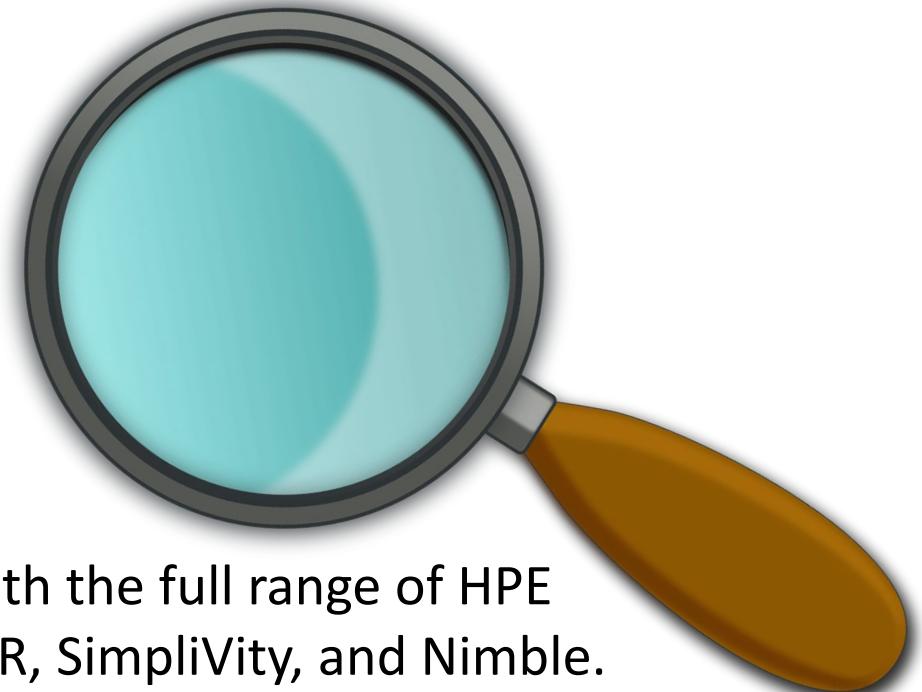




# More Reasons To Buy

## Proof Points

- 1 50 percent of HPE StoreOnce customers use Data Protector.
- 2 Only vendor that provides **seamless integrations** with the full range of HPE Storage Products – StoreEver, StoreOnce, RMC, 3PAR, SimpliVity, and Nimble.
- 3 DP backup database **scales to 5,000 clients and 1 trillion file names**; DP MoM scales up to 50 Cell Managers and 50,000 concurrent sessions; infrastructure scales up to 128 drives per session.
- 4 Telenor **eliminated 7 different backup tools** and standardized their backup with Micro Focus and HPE.
- 5 HP IT uses Micro Focus Data Protector to **protect 400 TB of data** across 78 production SAP instances.

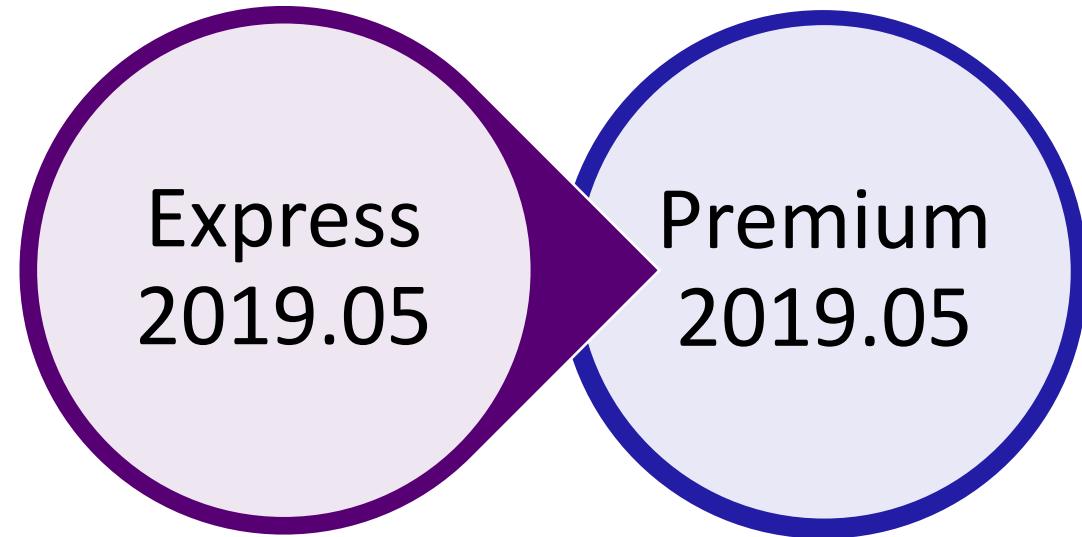




# Licensing

- Data Protector Express
- Data Protector Premium
- CAP (Customer Appreciation Program)

# Introducing the New Data Protector



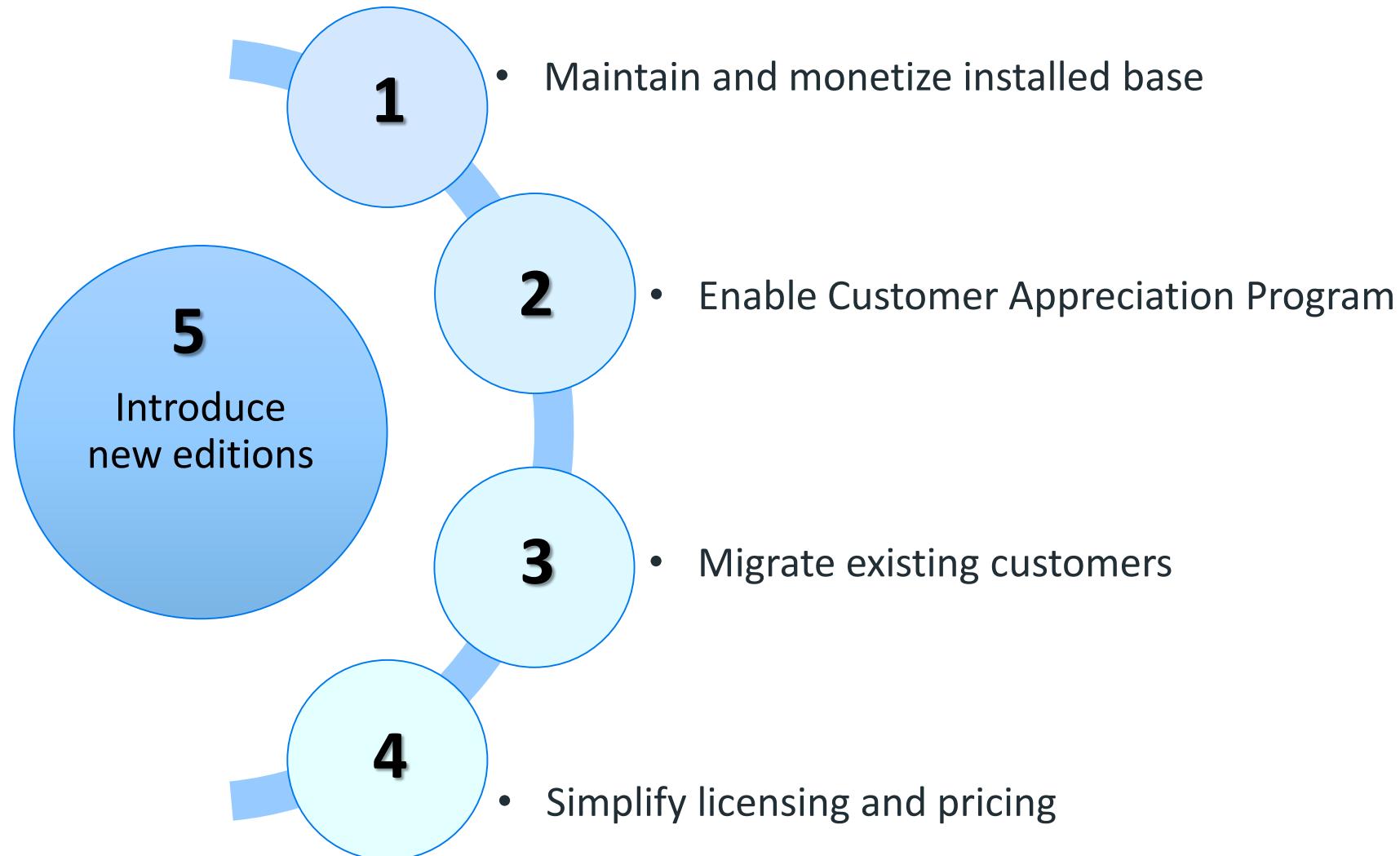
- **Virtual Only**  
Door opener, hedge against competition at low end

- **Hybrid IT**  
Sweet spot, price attractively, mid-market appeal

●	Data Protector Express	1 Socket	\$1000
●	Data Protector Premium	1 TB	\$5000

## Licensing

# Guiding Principles of New Data Protector



# Data Protector Mapping

\* DP Traditional licensing SKUs or separate products, functionality are not included in DP Capacity

## Capabilities

DP for Virtual Environments
DP for Hybrid Environments (physical, virtual, cloud)
Basic Reporting (DP-level) & integrated reporting
Encryption
Business Value Dashboard
Automation with OO, not bundled with DP
Advanced Reporting and custom reports
Management Pack

OLD	NEW: September 2018		
DP Capacity*	DP Express	DP Premium	
DP B/R Features \$4,830 per TB (\$5,876 w BN, Enc.)	DP for Virtual Environments \$1,000 per socket	DP for Hybrid Environments \$5,000 per TB	
✓	✓	✓	
✓		✓	
✓	✓	✓	
Available add-on	✓	✓	
✓	✓	✓	
✓	✓	✓	
Available add-on		✓	
Available add-on		✓	

# DP Express Protects Hypervisors and Guests

# DP Premium Protects the Entire Enterprise

**NOTE:** This is NOT a comprehensive list.  
Refer to product details on Sales Portal.

## Capabilities

Agentless VMware, Hyper-V Granular Recovery Extension (GRE) with Power On / Live Migration

- Recovery to Cloud
- Snapshot integration
- HPE StoreOnce Catalyst Integration
- Integrated Reporting
- REST API
- Encryption

Agent-based application-consistent Backup and Recovery

- Exchange, SharePoint GRE
- Advanced Reporting
- Management Pack for SCOM integration

## DP Express

Data Protector for  
Virtual  
Environments

- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓

## DP Premium

Data Protector for  
Hybrid  
Environments

- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓

# Journey To Suites: Data Protection Suite (DP)

OLD

## VMX

- Virtualization Only (sockets-based)
- Perpetual

## DP - Traditional

- DP Features (component-based licensing)
- Perpetual

## DP - Capacity

- All DP features (capacity-based licensing)
- Perpetual & Term (MSP)

## ABR Premium

- All DP features + BN (capacity-based)
- DP and BN as separate products

## ABR Ultimate

- All DP features + BN + SO (capacity-based)
- DP + BN + SO as separate products

## Consolidate Virtualization

- Integrated reporting for virtual environments
- Add Hyper-V, other enterprise-oriented features to VEPA (future)
- Selectively move VMX install base

NEW

## DP Express

- Virtualization Only (socket-based licensing)
- Integrated Reporting

## Consolidate DP Capacity

- Blind DP Traditional SKUs
- Move integrated reporting into DP
- Retire ABR Branding

## DP Premium

- All DP features for hybrid (capacity-based)
- Advanced Reporting, custom reports

# What is the Customer Appreciation Program (CAP)?



Initiative created across ITOM to **retain customers and move them from point products to suites**. Aligns with the installed base and makes it easier to **engage customers in order to upsell and cross-sell with full BU support**.

# Data Protector CAP Summary

<b>Target Customers</b>	Traditional Licenses: 7,000+ Capacity-based License (CBL): 800+
<b>Sales Action</b>	Traditional: Migrate customers to DP Premium CBL: Migrate customers to DP Premium and sell additional capacity
<b>Customer Incentive</b>	Advanced features, editions based on value, pre-approved discount (up to 90%)
<b>License Migration</b>	Yes
<b>Product Version</b>	<ul style="list-style-type: none"><li>• No version requirements for CAP including Capacity-Based Licensing</li><li>• DP Premium including new integrated reporting requires 2018.09 (10.10) or later</li></ul>
<b>Qualification</b>	All Data Protector customers with active support

# The Value to You

1

Retire quota

2

Pre-qualified account list

3

Engage with customers

4

Direct engagement with product team to close

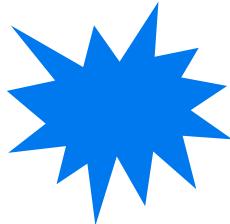
5

Dedicated CAP resources for questions

# The Value to Your Customers



Chance to **modernize their Data Protector environment** with advanced backup and recovery capabilities at an optimal price.



“New editions” based on real-life use cases with **built-in value discounts**.



## **Simplified licensing and pricing**

- Per Socket Pricing (Express) or per TB (Premium)
- Predictable - based on your customers' current and future storage and compute requirements.



**ONE Enterprise-class backup and recovery solution** for hybrid AND enterprise applications.

# CAP Framework: Capacity-Based Licensing

## Customer has:

### What do they own today?

- See Installed-base Report

### What discount they've received

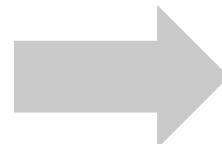
- See Sales Report

### How much total capacity they're using

- Ask the customer (run a script\* or look at report)

### What is their anticipated growth?

- Ask the customer



## Customer gets:

- Straightforward mapping:
  - 1:1 licensing for DP Capacity-based, ABR Suite (same number of licenses as before)
  - \$ for \$ for Backup Navigator
- Sell additional capacity to cover growth

\* Capacity script available on ITOM portal: <https://swsalesportal.itcs.softwaregrp.net/group/software-sales/itom-cap#tab6>

# 1

# CAP Example: Capacity-Based Licensing

## Customer has:

150TB Capacity-Based Licensing (CBL)  
150TB Backup Navigator  
Using 140TB (of CBL and Backup Navigator)  
60TB anticipated growth



## Customer gets:

Total CBL entitlement: 150TB DP Premium  
Entitlement for Backup Navigator: 24 TB  
Sell additional 26TB growth.

### Product Description

### QTY

### Extended Price

Premium SKU

26TB

\$130,000.00

# CAP Framework: Traditional Licensing

## Customer has:

### What they own today

- See Installed Base Report

### What discount they've received

- See Sales Report

### How much total capacity they're using

- Ask the customer (run script\* or look at report)

### What is their anticipated growth?

- Ask the customer



## Customer gets:

Micro Focus entitles them to current capacity.

- Use Migration calculator to determine \$-for-\$ conversion
- Likely some gap between calculation and current utilization

Customer commits to purchase additional capacity (typically 30% growth over two years)

Additional capacity @ historic discount is roughly equal to gap + additional @ 90%

\* Capacity script available on ITOM portal: <https://swsalesportal.itcs.softwaregrp.net/group/software-sales/itom-cap#tab6>

# CAP Example: Traditional Licensing

## Customer has:

2 Data Protector Starter Pack Windows  
2 Data Protector drive extensions  
WIN/Netware/Linux  
46 Data Protector On-line Backup for Windows  
2 DP Advanced Backup to Disk (10TB)  
Customer has received 60% discount in the past  
Using 85TB today  
Anticipate growth of 30%



## Customer gets:

Current Migration Matrix: 16TB  
Gap: 69TB (between what they have and what they need in the future)  
Additional Capacity Needs: 30% Growth (26TB)  
26TB w/60% discount = 95TB (26+69) with 89% discount  
**Total: 95TB @ 89% discount = \$52,000.00**

Product Description	QTY	Extended Price
Premium SKU	95	\$52,000.00

# Questions about CAP?

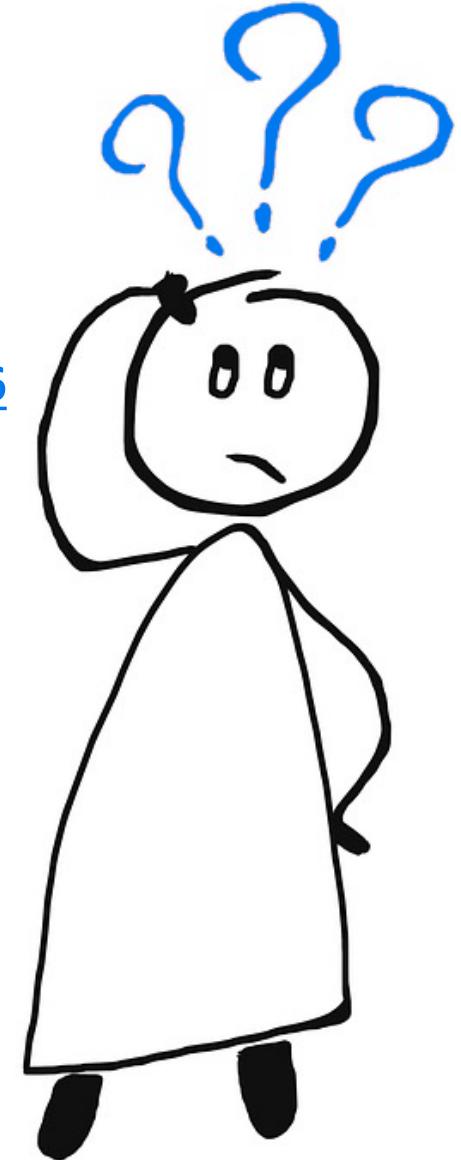
- **Sales Portal: ITOM CAP**

<https://swsalesportal.itcs.softwaregrp.net/group/software-sales/itom-cap#tab6>

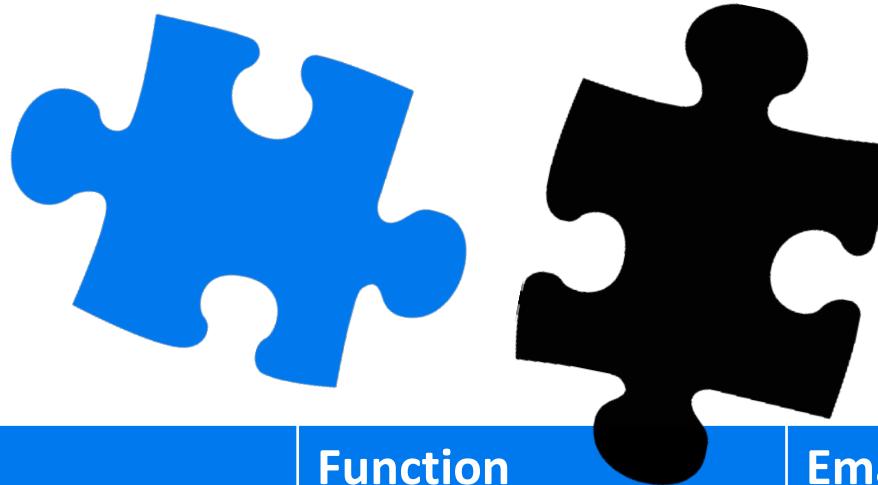
- CAP Overview Deck (this deck)
- CAP Customer-Facing Presentation
- CAP capacity calculation script
- CAP FAQs

- **For any CAP questions including configuration quotes:**

[itom.cap.help@microfocus.com](mailto:itom.cap.help@microfocus.com)



# Data Protector Key Contacts



Name	Function	Email
Tyler Peterson	Product Management	<a href="mailto:tyler.grant.peterson@microfocus.com">tyler.grant.peterson@microfocus.com</a>
Claudia Currie	Product Marketing	
David Flood	CAP Program Lead	<a href="mailto:david.flood@microfocus.com">david.flood@microfocus.com</a>
Eric Lundgren	BDM, AMS	<a href="mailto:eric.lundgren@microfocus.com">eric.lundgren@microfocus.com</a>
Gopal Krishna Ramachandra	BDM, EMEA	<a href="mailto:gopalkrishna@microfocus.com">gopalkrishna@microfocus.com</a>
Kapil Kaul	BDM, APJ	<a href="mailto:kapil.kaul@microfocus.com">kapil.kaul@microfocus.com</a>

# Quick Summary

Here's what you learned ...



- Walked through selected slides from the TCFP covering scalability, security, virtual environment protection, cloud integration, disaster recovery, and automation.
- Analyzed customer use cases to identify challenges, solutions, and benefits.
- Identified changes in the world of backup and recovery solutions.
- Looked at a new market research firm.
- Studied the competition and our key strengths.
- Explored the new licensing scheme, CAP, and the value to customers.

# Don't Forget these Informative Attachments

Helpful resources for your presentation

There are attachments to this course that can assist you with your future customer presentations:

- Technical Customer-Facing Presentation
- Full Ovum Market Analysis Report
- Key Differentiator Battle Cards

Download these attachments from  
Brainshark to keep them for reference!



# Congratulations!

You completed the course.  
But this is not the end ...

To register for the Certification Exam, go to SABA and search for the exam by name.

- **SABA link for Employees:**  
<https://microfocus.sabacloud.com/Saba>
- **SABA link for Partners:** <https://microfocus-external.sabacloud.com/Saba/>  
(through the Partner Portal)

## What's next?

**Take the Certification Exam!**



**Pass with a score of 80% or better!**

# Thank you.

[www.microfocus.com](http://www.microfocus.com)

For more information, visit the  
Sales or Partner Portal.

**Make sure to fill out your  
survey after the course!**

**Keith Walls**

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