EMC VELOCITY
BACKUP & RECOVERY SPECIALTY

SIMPLE. PREDICTABLE. PROFITABLE.
EMC’s Velocity™ Solution Provider Program is an award-winning, competency-based program uniquely designed to help you succeed in delivering best-of-breed EMC solutions to your customers. Partners achieve superior solution competency through advanced EMC sales and technical training and certifications. Transform your customer’s backup and your profitability through the EMC Velocity Solution Provider Program – Backup and Recovery Specialty.
What Does it Mean to Specialize in Backup & Recovery?

Velocity Backup and Recovery Specialty Partners architect solutions to transform backup for their customers. EMC backup and recovery solutions are designed to deliver superior speed and scale, advanced capabilities, and the flexibility required to accelerate performance, savings and IT transformation. Backup and Recovery Specialty Partners are trained and certified on EMC backup and recovery software and hardware for both physical and virtual environments.
BUSINESS OPPORTUNITY FOR
EMC BACKUP AND RECOVERY

On-going pressures continue to make backup and recovery a top priority for IT improvements. In fact, backup redesign is one of the top storage initiatives according to a recent InfoPro Wave Report.

This market is driven by a combination of well established trends, including escalating data growth, more stringent recovery expectations and budget pressures, and new challenges arising from the shift from physical to virtual infrastructures. As a result, the backup market is very dynamic, with changes in approaches, technologies and vendors.

EMC’s significant investment in backup and recovery has resulted in a commanding market lead for the fast-growing, purpose-built, backup appliance (PBBA) market. IDC’s latest forecast shows the PBBA market will grow to nearly $6B by 2016, with a projected four-year compounded annual growth rate of 19%.1 And EMC is #1 in overall market share when combining Data Protection/Backup Software and PBBA.2

This is powerful evidence of how EMC is ahead of the curve in this market, and has become the clear market leader in transformative backup and recovery solutions. With EMC solutions, you’ll be in the best position to transform your customer’s backup—and your own business.

1 IDC, Worldwide Purpose-Built Backup Appliance 2012–2016 Forecast and 2011 Vendor Shares, Doc #234489, Apr 2012
IDC, Worldwide Storage Software Overview, March 2012
EMC Backup and Recovery solutions consist of end-to-end software and storage designed to work together (and with other third party solutions) to address backup challenges across a wide number of applications (databases, Exchange, and SharePoint), environments (physical, virtual, IBM i and mainframe operating environments) and devices (laptop, desktops, network attached file servers, and SAN storage).

Target Markets
EMC Backup and Recovery solutions address mid-market and large enterprises—across all industry sectors—looking to transform traditional tape-center backup and recovery processes.

**AVAMAR**
Equipped with integrated variable-length deduplication technology, Avamar facilitates fast, daily full backups for virtual environments, remote offices, enterprise applications, NAS servers, and desktops/laptops.

**DATA DOMIN**
Deduplication storage systems that continue to revolutionize disk backup, archiving, and disaster recovery with high-speed, inline deduplication. By consolidating backup and archive data on a Data Domain system, you can reduce storage requirements by 10-30X, making disk cost-effective for onsite retention and highly efficient for network-based Fast, efficient backup and recovery through a complete software and hardware solution.

**NETWORKER**
NetWorker is a backup and recovery software that centralizes, automates, and accelerates data backup and recovery across your IT environment. NetWorker delivers record-breaking performance and a wide range of data protection options to safeguard your critical business data.

**DATA PROTECTION ADVISOR**
Manage service levels, reduce complexity, and eliminate manual efforts with EMC's powerful data protection management software that automates monitoring, analysis, alerting, and reporting across backup, replication, and virtual environments.

**DISK LIBRARY FOR MAIN FRAME**
For IBM mainframe customers, EMC Disk Library for mainframe stores various data types with primary and deduplication storage support. As the fastest mainframe virtual tape library, Disk Library for mainframe gives enterprises the capability to scale in performance and capacity—faster than competing products.

**ADDITIONAL PRODUCTS**

ATMOS
CENTERA
SOURCEONE
Meet Your Customer’s Objectives

EMC Backup and Recovery is smarter backup. Our industry-leading integrated disk-based solutions with deduplication are built to not only transform backup—but your customer’s businesses.

EMC ACCELERATES RECOVERY

If data can’t be backed up within available windows, it can’t be recovered when needed. EMC purpose-built backup appliances deliver the industry’s fastest backup speeds — reducing VMware backup times by 90 percent and providing the industry’s fastest deduplication storage systems. Purpose-built backup appliances ensure fast, reliable recoveries, and industry-unique integration with VMware speeds recoveries by 30 times. Smart replication moves only the data needed for efficient and fast disaster recovery protection, which eliminates the need for tapes and trucks.

EMC ACCELERATES EFFICIENCY

Integration makes it easy to deploy and manage EMC Backup and Recovery, while deduplication reduces the amount of storage and bandwidth required for onsite and offsite protection. In all, customers see an average seven-month payback; a 10 to 30 times reduction in the backup storage required; up to 99 percent reduction in required bandwidth; and an 81 percent reduction in time spent on backup administration.

EMC ACCELERATES TRANSFORMATION

EMC Backup and Recovery prevents backup from slowing down business objectives. It will accelerate customer’s virtualization adoption by protecting their new virtualized applications—along with their existing physical environment—without compromise through advanced VMware integration and blazingly fast performance. And it will remove backup as a bottleneck to other business initiatives – like expanding operations, deploying new applications, and more – through EMC’s leading performance, efficiency and integrated best-of-breed solution approach.
Velocity Backup and Recovery Partners are eligible to receive additional performance rebates on the specific products sold within their achieved Specialties, as well as Co-op funds to assist Partners with promoting their partnership with EMC.

### Benefits

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### Requirements

**Backup & Recovery (BRS) Specialty Requirements**

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<tr>
<td>Advanced Sales Accreditation (ASA) Backup &amp; Recovery Focused Workshop*</td>
<td>1.5 Days</td>
<td>Live Workshop</td>
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<td>Pre-Sales Technical Requirements</td>
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<td>EMC Proven Professional Technology Architect (EMCTA) Backup &amp; Recovery Solutions Certification</td>
<td>Self-paced 24-80 hours</td>
<td>e-learning, Video ILT, Exam</td>
<td>CLICK HERE</td>
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**Sales Accreditation**

Advanced Sales Accreditation (ASA) workshops are led by instructors and designed to help you better articulate and position EMC’s Backup & Recovery solutions. These advanced sales development workshops build upon the knowledge gained in Sales Accreditation trainings.

**Technology Architect**

The Technology Architect curriculum allows Partners to further develop and validate their technology expertise and solution design skills. Specifically, the Technology Architect Certification Program enables Partners to gather, analyze, design, and propose a solution that fully leverages EMC solutions.
READY TO SPECIALIZE IN BACKUP AND RECOVERY?

If you are interested in providing EMC Backup and Recovery solutions to your customers, consider becoming a Velocity Backup and Recovery Specialty Partner. If you are a current Velocity Partner, please contact your preferred distributor or your EMC Partner Development Manager for the next steps. For more information, please see the Global Velocity Resource Center on https://powerlink.emc.com

If you’re not already a Partner, we invite you to join the EMC Velocity Solution Provider Program. Apply Today! http://www.emc.com/resellerapplication