

Joint Value Proposal

At-a-Glance

- Efficient, synthetic & incremental forever backup of Nutanix AHV VMs with CRT (changed-region tracking)
- Backup and recovery for Nutanix Volume Groups (with CRT-based incremental backups)
- Backup and recovery for Nutanix Files (with CFT-based incremental backups)
- Snapshot-management for better RPO
- Backup consistency for your applications running on AHV
- File level restore and accessing VM disks from backups over ISCS

Why Customers care about Storware

Nutanix customers can benefit from Storware's freedom of choice approach. Except complete Nutanix data protection, customers can use the same solution also to protect containers, storages, applications, Microsoft 365 or end-points. Backups can be stored in large variety of backup destinations such as filesystem (incl. variety of storage deduplication appliances), object storages, tapes or integration with enterprise backup vendors like Dell, IBM, Rubrik or Veritas.

Why Nutanix care about Storware

Storware Backup & Recovery is the only one backup software vendor who is offering such a wide portfolio of backup destinations. Nutanix customers can select from several backup strategies and secure their data by using combination of on-prem, cloud storages or tapes and keep the backups immutable. Customers can also benefit from certified integration with enterprise backup solutions like Dell, IBM, Veritas or Rubrik to preserve their investment while moving to Nutanix Acropolis Hypervisor (AHV).

Ideal Prospect and Buyer

- Enterprise IT with Nutanix
- Enterprise IT considering Nutanix
- MSP / CSP with Nutanix

Common Pain Points /Conversation Triggers

- End-user seeking for Zero Trust Data Protection Security
- End-user lack of available backup destinations
- End-user using enterprise backup solution, which does not support Nutanix
- MSP/CSP with Nutanix seeking an MSP-ready backup solution

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Objections

Objection 1 : Why to use Storware? Aren't they just another typical backup software vendor?

Response: Storware unique value proposition is in a combination of possible protected sources (AHV, Volume groups, Nutanix Files, storages, Microsoft 365, applications, end-points) and backup destinations (on-prem, HW appliances, many cloud providers, tapes, 3rd party solutions). Everything with one product and one license.

Objection 2 : I am thinking about moving to Nutanix, but I have an existing enterprise backup software already in place

Response: Storware can easily integrate with most of the enterprise backup vendors so the customer's acquisition of Nutanix products will be less painful without the need of a complete change of backup solution.

Leading Questions

- **Question 1:** Would you like to protect different sources within one tool and under one license ?
- **Question 2:** Do you want to have a freedom of choice to store your backups securely at a various destinations ?
- **Question 3:** Do you consider switching to Nutanix and your current backup vendor does not support it ?

Storware Benefits on Nutanix

ENHANCES NUTANIX ECOSYSTEM

- Nutanix-certified Storware Backup & Recovery agentless solution provides comprehensive data protection for virtual machines, storage, and applications.
- Storware Backup & Recovery enhances existing Nutanix customers to choose unique data protection scenarios.

HELPING POTENTIAL NUTANIX CUSTOMERS

- Storware Backup & Recovery making potential Nutanix customers' decisions easier. Seamless integration with well-known enterprise backup solutions like Dell, IBM, Rubrik, and Veritas, potential customers can acquire Nutanix products and preserve investments made in their existing enterprise backup solution.

Contact

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