OpenText Enterprise Backup & Recovery · Sales Enablement Guide

Solution Snapshot

- **What It Is:** OpenText provides enterprise class, data-centric backup and disaster recovery solutions addressing the challenges of complexity, scalability, and data security for today's dynamic and diverse hybrid IT environments.
- **Why It Matters:** Despite the most stringent security processes, data is vulnerable whether through accidental loss or corruption, or external and internal attacks.
- **Who It's For:** Big opportunity to talk with CIO/anyone who is responsible for the safety of data in security and IT.

Sales Triggers

- Companies need a way to ensure that their data, all their data, can be protected and recovered with suitable processes
- Enterprises face rising pressure to comply with cybersecurity regulations while defending against sophisticated cyber threats.
- Restoration of that data, whether a single file or a full disaster recovery restore, is critical and must be reliable and achievable on demand.

Target Personas

Persona	Pain Point	OpenText Solution
CTO/CIO	Concerned about rising costs and data monitoring. Need to provide rapid recovery in case of system failures	Cost-effectively manage all workloads with a comprehensive cyber resilience strategy
CISO	Attain secure information access, sharing, and backup policies for distributed & heterogeneous environments	Comprehensive backup and recovery solutions through a single provider
IT Director	Looking for a solution that protects all digital assets that need to be protected by corporate policies	Proactively ensure business continuity through application / data protection and recovery by setting appropriate policies
Application/Backup Administrator	Must complete processes within the backup window and meet RPO's and RTO's while ensuring operational availability for the business	Protect hybrid environments with a single vendor to optimize resources, costs, and time

Verticals

Industry	Why it Fits
Public Sector	Ensuring the resilience of data supporting essential services
Healthcare	Safeguarding sensitive records and personal data
Manufacturing	Ensuring the integrity and availability of all related systems and their data
IT and Telecom	Ideal for service providers managing multi-tenant infrastructure

Discovery Questions

- Which is your current cyber resilience strategy?
- Are you confident you can protect your corporate assets with the latest
- functionalities?
- How do you address incoming security directives to protect and recover your critical assets across hybrid environments?
- Do you have a Recovery Business Plan in place?
- How long would it take to recover remote sites?
- How confident are you that you can restore back to a point prior to the breach?

Sales Message

Prevent. Cyberthreats are increasing and omnipresent → OpenText Identify sensitive, regulated, or high-value information for effective governance and protection.
Detect & Respond. Is it difficult to comply with RPOs / RTOs? → OpenText solutions efficiently respond to critical situations with less manual intervention required to recover corporate data.
Recover & Comply. Worried about security directives? → OpenText centralizes automated information management and protection to ensure superior business resilience.

Objection Handling

We have always maintained separate backup solutions for the different environments / applications → OpenText offers a 360º comprehensive data protection to address incoming directives like NIS2, DORA, DCI PSS where backup and disaster recovery management must be considered within the security design. Niche solutions cannot optimize your IT budget.
We have a hybrid and heterogeneous environment → OpenText offers you total flexibility for each of the different needs and best suits your requirements, from physical to virtual or in the cloud and with permanent or subscription options.
I don't need a new backup solution → How do you address incoming security directives? OpenText embraces and enhances the existing capabilities by providing full enterprise capabilities along with improved cost and compliance for hybrid environments