**PlateSpin. Recon**

<table>
<thead>
<tr>
<th>What is it?</th>
<th>Why should customers buy this product?</th>
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<tbody>
<tr>
<td>➔ A sophisticated workload profiling, analysis and planning solution that provides new levels of intelligence, visual analysis and forecasting for optimizing the data center</td>
<td>➔ Take the guesswork out of complex server consolidation, disaster recovery, capacity planning and green data center initiatives</td>
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<thead>
<tr>
<th>What customer problems does it solve?</th>
<th>Which products are the main competitors?</th>
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<tbody>
<tr>
<td>➔ Zero visibility into resource utilization and availability</td>
<td>➔ VMware Capacity Planner</td>
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<td>➔ Heterogeneous environments make it difficult to analyze data center needs and plan for efficiencies</td>
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<tr>
<td>➔ Data center managers have only “best guesses” to identify underutilized or under-protected servers and allocate sufficient resources for current and future needs</td>
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What are the top 3 advantages?
- It’s the only solution that bridges intelligence gathering and project implementation
- It allows the data center to securely perform data collection, analysis and reporting without sending data offsite
- It supports Windows, UNIX and Linux on physical and virtual hosts

Who is using this product successfully?
- nVidia
- Cisco
- Essent

Why should I sell this product?
- Capitalize on consolidating servers in complex multiplatform environments
- Dramatically reduce the cost of managing your clients’ virtual infrastructure
- Shift the revenue balance in favor of your professional services

More information:
www.novell.com/products/recon/
www.novell.com/partners/secure-enablement/
PlateSpin. Migrate

What is it?
→ Workload portability and migration solution that migrates server workloads over the network between physical servers, virtual hosts and image archives

What customer problems does it solve?
→ Imbalances between server workloads and resources create underutilized or overtaxed servers—wasting computing, network, power and cooling resources
→ Moving workloads between disparate hardware and across hypervisor platforms is difficult and time-consuming

Why should customers buy this product?
→ Get the flexibility to move and rebalance workloads in any direction among a broad range of physical and virtual hosts
→ Continually match workload service level requirements with available resources
→ Rapidly reconfigure, relocate and optimize workloads

Which products are the main competitors?
→ VMware Converter
→ Vizioncore vConverter
What are the top 3 advantages?

→ It supports the broadest range of migration options:
  • Multiple operating systems, including Microsoft 64- and 32-bit Windows, SUSE. Linux Enterprise & Red Hat Linux
  • Multiple virtual hosts, including VMware, Microsoft, Virtual Iron, SUSE Linux Enterprise with Xen, and Citrix XenServer
  • Multiple image formats
→ It supports all migration possibilities: physical to physical, physical to virtual, virtual to virtual, virtual to physical, etc.
→ It enables fast workload migrations with the confidence of fully tested target workloads

Who is using this product successfully?

→ AXA Tech
→ Norwich Union
→ Essent

Why should I sell this product?

→ Leverage your customers’ existing virtualization technology with a solution that works with what they have today
→ Capitalize on continuing services potential beyond one-time migration, including resource adjustment and disaster recovery solutions
→ Shift the revenue balance out of soft costs (cooling, hardware purchases, power consumption) in favor of your professional services

More information:

www.novell.com/products/migrate/
www.novell.com/partners/secure/enablement/
PlateSpin Protect

What is it?
→ Simple, flexible and cost-effective solution for protecting physical and virtual workloads in the data center
→ Workload protection solution that replicates and rapidly recovers server workloads by streaming them over the network to an available virtual machine host

What customer problems does it solve?
→ Excessive spending on complex disaster-recovery clustering solutions for high-end mission-critical servers
→ Typically, only 20 percent of data center servers are well-protected; 80 percent are underinsured against catastrophe
→ Unprotected servers may not be mission critical, but cost money during downtime and slow, manual recovery processes

Why should customers buy this product?
→ Virtual infrastructures provide flexible, affordable backups for production workloads, restoring workloads to any virtual or physical recovery environment, including dissimilar hardware
→ Incremental imaging provides multiple recovery points in case of data corruption
→ Quickly test recovery plans without disruption to the backup process, bringing simplified, auditable testing to disaster recovery and availability procedures

Which products are the main competitors?
→ DoubleTake
→ Acronis TrueImage
→ VMware Virtual Consolidated Backup
What are the top 3 advantages?

→ Single product enables flexible image backup, hardware-independent restore, and consolidated recovery using virtualization as a recovery platform for both physical and virtual workloads
→ No need to maintain multiple hardware platforms or operating system licenses
→ Unmatched restore flexibility

Who is using this product successfully?

→ Nationwide Building Society
→ Ville Montréal – DTI
→ Dayton Superior

Why should I sell this product?

→ Provide a compelling alternative to expensive clustering solutions for the entire data center
→ Make disaster recovery affordable with multiple hardware-independent virtual recovery environments
→ Boost services revenue by eliminating the need for software redundancies

More information:
www.novell.com/products/protect/
www.novell.com/partners/secure/enablement/
What is it?

→ A disaster recovery hardware appliance that provides out-of-the-box protection for server workloads

What customer problems does it solve?

→ High cost of complex disaster-recovery clustering solutions leaves less budget for the rest of the data center
→ Typically, only 20 percent of data center servers are well-protected; the remaining 80 percent are at risk
→ Unprotected servers may not be mission-critical, but still cost money during downtime and slow, manual recovery processes

Why should customers buy this product?

→ To leverage virtualization technology for affordable disaster recovery and high availability
→ To effectively protect all servers and restore business applications in minutes
→ To easily test recovery plans and ensure the business is prepared
Which products are the main competitors?
- No direct competitors as a disaster recovery appliance
- Competing technologies include:
  - Software file and VM backup (Symantec Backup Exec, Acronis)
  - High availability (DoubleTake, XOsoft)
  - Storage backup (NetApp, EMC)

What are the top 3 advantages?
- Restores protected workloads back to any physical server or virtual machine
- Runs on secondary virtual workload in the event of downtime
- Reliable and feature-rich solution that restores business operations in minutes

Who is using this product successfully?
- HPS Pharmacies
- Philadelphia Eagles
- Small to mid-sized customers
- Branch offices and remote locations

Why should I sell this product?
- Provide a compelling alternative to expensive clustering solutions
- Make disaster recovery simple and affordable with an appliance solution
- Simple plug-and-play design and Web-based user interface is ideal for branches and remote locations with no IT staff on site

More information:
www.novell.com/products/forge
www.novell.com/partners/secure/enablement/
PlateSpin Orchestrate

What is it?
→ Virtual machine management that helps data center managers keep IT resources working together and focused on business priorities
→ Automated systems management that distributes workloads across different virtual devices for optimal performance

What customer problems does it solve?
→ Creation and management of virtual stacks is slow and error prone due to many manual interventions
→ Managing heterogeneous virtual environments without a unified management tool is difficult and costly
→ Data center resource usage is hard to control and track

Why should customers buy this product?
→ Less cost: optimizing resource allocation improves data center performance and reduces costs
→ Less complexity: a single product can manage heterogeneous virtual machines and virtual machine storage repositories
→ Less risk: PlateSpin Orchestrate automates data center related operations via policies, which guarantees consistency and repeatability

Which products are the main competitors?
→ VMWare Virtual Infrastructure
→ Microsoft System Center VMM
→ Citrix XenCenter
What are the top 3 Novell advantages?
- Customizable, policy-based automation
- Unified heterogeneous virtual machine management
- Data center resource usage optimization

Who is using this product successfully?
- New Zealand Supercomputing Centre
- NEXTO

Why should I sell this product?
- Solves real-world data center related problems
- Can be customized to interface with existing customer, third-party and legacy systems
- Unified management allows customers to introduce Open Source virtualization at their own pace

More information:
www.novell.com/products/orchestrate/
www.novell.com/partners/secure/enablement/
# SUSE Linux Enterprise Server

## What is it?
- Highly flexible, interoperable and manageable operating system for enterprise computing
- Reliable, secure, scalable Linux platform to cost-effectively deliver a range of high-performance compute services, both physical and virtual

## What customer problems does it solve?
- Deliver more computing services while cutting operating budgets
- Add compute capacity for increasing business demands without increasing the cost of space and electricity
- Manage complex, heterogeneous IT systems holistically

## Why should customers buy this product?
- Lower TCO with an enterprise-quality Linux operating system that is energy-efficient and industry standard
- Improve resource utilization with virtualization capabilities included in SUSE Linux Enterprise Server
- Reduce complexity: standardize on fewer operating systems, manage heterogeneous IT environments through a single interface

## Which products are the main competitors?
- Red Hat Enterprise Linux
- Sun Solaris
- Microsoft Windows Server
What are the top 3 Novell advantages?
- The fastest-growing enterprise Linux platform available in the market today
- Only enterprise Linux distribution endorsed by both SAP and Microsoft
- A flexible, open platform that supports a wide range of workload types and runs on all major processor architectures, maximizing long-term options and choice

Who is using this product successfully?
- Casio
- Office Depot
- Siemens IT Solutions and Services

Why should I sell this product?
- Capitalize on your customers’ interest in open source capabilities to sell additional hardware, software and services
- Add Linux and its many capabilities—including virtualization—to your customers’ current investments without replacing existing infrastructures
- Replace aging or expensive proprietary hardware with commodity servers

More information:
www.novell.com/products/server
www.novell.com/partners/secure/enablement
Virtualization & Workload Management Services

Why sell services?
- Customers adopt and manage their solution with higher degree of confidence
- Solutions are designed and deployed faster and smarter
- Properly trained staff more fully utilizes the features and benefits of the solution
- Access to support results in reduced downtime and increased productivity
- Overall increase in customer satisfaction and loyalty results in future sales opportunities

Support: Overview
- More than 25 years providing enterprise level support
- Large, expert staff located in support centers across the globe
- Commitment to quality has earned numerous honors, awards and certifications
- Offerings include subscriptions, maintenance, and enterprise level services

Support: Offerings
- Standard and Priority subscriptions and Maintenance: unlimited support, 12x5 or 24x7, First Look training
- MLA Maintenance: Includes a level of Premium Service based on total Maintenance spend
- Service Account Manager: advocates/coordinates support efforts on your behalf
- Premium Service Engineers: Expert, single point of contact for support needs
- Additional Services: Onsite Support, Health Checks, Advantage Service requests and more
Technical Training: Overview
- On-demand Training: Self-paced eLearning available anytime and anywhere with a broadband Internet connection
- Partner-led Training: Over 500 training partners world-wide offer Novell certification training and more
- Advanced Technical Training (ATT): Hands-on, advanced training delivered in the classroom or online

Training: Offerings
- PlateSpin® Workload Management Administration (Course 8008)
- On-demand: PlateSpin PowerConvert
- On-demand: PlateSpin PowerRecon

IT Consulting: Overview
- Provided by Novell and our qualified Consulting partners
- Providing deep technical knowledge and broad industry experience
- Designing and implementing cost-effective, reliable, secure solutions

IT Consulting: Offerings
- Virtualization (XEN)
- Workload Identification
- Workload Management
- Server Consolidation/Migration (PowerConvert)
- Workload Protection
- Workload Migration Services “Service-Driven Data Center” (Orchestrator)
- Service-Driven Data Center (Orchestrator)

More information:
Technical Support: support.novell.com/options
Technical Training: www.novell.com/training
IT Consulting: www.novell.com/consulting