2H 2012 Partner Webinar

August 23, 2012
Agenda

• Welcome
• YTD Business Overview
• Product Updates
  ▶ Recent Releases
  ▶ Product RoadMap
  ▶ Strategic Initiatives
• Successful Selling
  ▶ Growth Business Areas
  ▶ Sales Tools
• Other Business Items
  ▶ Updated Price List – 10/1
  ▶ New Website – 10/31
• Questions and Closing
1H 2012 Summary

• Need more focus on Renewals
  ▶ Especially in EMEA and Japan

• New license sales quite strong
  ▶ Especially in EMEA – Central and Americas
  ▶ IDC estimates global HA/DR Software marketing is growing 6-8% CAGR
  ▶ SIOS Global Sales in 1H 2012 grew 23%!

• We GREW 3 x the rate of the market!

THANK YOU!!
Product Summary
Agenda

• SteelEye Protection Suite for Linux 8.1
• Road Map Summary
• Competitive Update
  ▶ Linux
    • Symantec (Veritas)
    • Red Hat
  ▶ Windows
    • Vision (DoubleTake)
    • Microsoft
SPS for Linux 8.1
Single-Image Installation

• One package to install LifeKeeper, DataKeeper and all Application Recovery Kits (ARKs)
• Interactive menu-driven installation and unattended installation
• Consistent versions across LifeKeeper and ARKs
  ▶ e.g. LifeKeeper and all ARKs are version 8.1
  ▶ From SteelEye Protection Suite for Linux 8.1 forward, upgrade of ARK(s) requires upgrade LifeKeeper
    • 8.1 ARKs not supported with previous LifeKeeper versions
• More functions can be moved to LifeKeeper “Core” resulting in less complex ARK structure and feature implementation parity across ARKs
8.1 Product Packaging Update

• SPS 8.1 delivers single image containing:
  ▶ Installation Support
  ▶ SPS (LifeKeeper + DataKeeper)
  ▶ ARKs Included (all as version 8.1)
    • Menu-based ARK selection

<table>
<thead>
<tr>
<th>Kit Name</th>
<th>Kit Package</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apache</td>
<td>lkAPA</td>
</tr>
<tr>
<td>Device Mapper Multi-Path</td>
<td>lkDMMP</td>
</tr>
<tr>
<td>DataKeeper</td>
<td>lkDR</td>
</tr>
<tr>
<td>Logical Volume Manager</td>
<td>lkLVM</td>
</tr>
<tr>
<td>Software RAID</td>
<td>lkMD</td>
</tr>
<tr>
<td>WebSphere MQ</td>
<td>lkMQS</td>
</tr>
<tr>
<td>Network Attached Storage</td>
<td>lkNAS</td>
</tr>
<tr>
<td>Network File System</td>
<td>lkNFS</td>
</tr>
<tr>
<td>Quorum</td>
<td>lkQWK</td>
</tr>
<tr>
<td>Oracle</td>
<td>lkORA</td>
</tr>
<tr>
<td>PostgreSQL</td>
<td>lkPGSQL</td>
</tr>
<tr>
<td>Samba</td>
<td>lkSMB</td>
</tr>
<tr>
<td>SAP</td>
<td>lkSAP</td>
</tr>
<tr>
<td>MySQL</td>
<td>lkSQL</td>
</tr>
</tbody>
</table>
### ARKs Not Included on 8.1 Image

- The following kits are not included on the 8.1 image

<table>
<thead>
<tr>
<th>Kit Name</th>
<th>Kit Package</th>
<th>Current Version</th>
</tr>
</thead>
<tbody>
<tr>
<td>ClearCase</td>
<td>lkCLEARCASE</td>
<td>6.2.0-1</td>
</tr>
<tr>
<td>Informix</td>
<td>lkINF</td>
<td>6.1.0-1</td>
</tr>
<tr>
<td>SAP DB</td>
<td>lkSAPDB</td>
<td>7.2.0-3</td>
</tr>
<tr>
<td>Sendmail (Commercial)</td>
<td>lkMAILCENTER</td>
<td>5.2.0-1</td>
</tr>
<tr>
<td>Sendmail</td>
<td>lkSEN</td>
<td>6.2.0-1</td>
</tr>
<tr>
<td>Staging Kit</td>
<td>lkSTK</td>
<td>5.0.0-2</td>
</tr>
<tr>
<td>Sybase</td>
<td>lkSYBASE</td>
<td>7.4.0-7</td>
</tr>
<tr>
<td>Old VMware Kit</td>
<td>lkVMWARE</td>
<td>6.1.0-4</td>
</tr>
<tr>
<td>DB2</td>
<td>lkDB2</td>
<td>5.2.1-1</td>
</tr>
<tr>
<td>Multi-Path Kit Bundle</td>
<td>Multiple</td>
<td></td>
</tr>
<tr>
<td>HDLM</td>
<td>lkHDLM</td>
<td>7.2.0-1</td>
</tr>
<tr>
<td>IBM SDD Multipath</td>
<td>lkSDD</td>
<td>6.4.0-2</td>
</tr>
<tr>
<td>NEC iStorage StoragePathSavior</td>
<td>lkSPS</td>
<td>6.4.1-1</td>
</tr>
<tr>
<td>EMC PowerPath</td>
<td>lkPPATH</td>
<td>6.4.0-2</td>
</tr>
<tr>
<td>Postfix</td>
<td>lkPOSTFIX</td>
<td>6.2.0-2</td>
</tr>
<tr>
<td>HP CLX</td>
<td>lkXPCLX</td>
<td>7.2.0-16</td>
</tr>
</tbody>
</table>
What This Means…

• The list of ARKs included on the 8.1 image represents the ARKs that we decided to carry forward globally, based on an analysis of sales and support data

• The ARKs included on the 8.1 image are only supported with SPS-L 8.1

• SPS-L 8.1 is only supported with the ARKs included on the 8.1 image

• The list of the global ARKs can be expanded with proper business justification
What This **Does Not** Mean…

- End of support for any of the ARKs on slide 4. These ARKs continue to be supported by pre-8.1 versions of SPS as specified in the Release Notes.
WebSphere MQ Recovery Kit

• Protection Level for Command Server can be set independently
  ▶ **Minimal** – Start/stop Command Server when Queue Manager resource is started/stopped. No monitoring or recovery
  ▶ **Full** – Start, Stop, Monitor and Recovery

• Tunable to specify the command arguments to **amqiclen**
• Tunable to delay running of **amqiclen**
Logging Subsystem Enhancements – DMMP ARK

• Central log location with syslog, syslog-ng and rsyslog
• Unique message IDs for each event
  ▶ Message catalog provides simplified search for messages and actions
• Consistent, documented log entry format for simplified parsing by systems management tools
Platform and Application Support

• Support for the SLES 11 SP2
  ▶ Btrfs not currently supported
  ▶ Samba ARK not supported on SLES 11 SP2

• PostgreSQL/EnterpriseDB
  ▶ PostgreSQL 9.1, EnterpriseDB Postgres Plus Solutions Pack 9.1, EnterpriseDB Postgres Plus Advanced Server 9.1
  ▶ Excludes RHEL/CentOS 5.8, 6.2 in 8.1 release (to be fixed by October release)
Platform Support Updates

• RHEL 6.3 support **not** included in 8.1
  - SLA for “minor”: 9/21/12
  - Plan is to test post-8.1
    - No issues found → update docs to state support for 6.3
    - Issue(s) found → assess risk → document or defer 6.3 support to October
Other Notables

- pdksh/ksh conflict resolution
  - Important for Oracle deployments
  - Requires customers/partners to change customer scripts
    - Noted in Release Notes
Roadmap

High Priority Products
- SPS for Linux
- DKCE
- SAP ARK + Extensions, other Strategic ARKs
- New Offerings (Cloud, Data Management etc.)

Lower Priority Products
- SPS for Windows
- DataKeeper Standard
- vAppKeeper
- non-strategic ARKs
DKCE Release Plan

7.4.2 (8/7)
- Maintenance Updates

Hornet (10/24)
- Performance Improvements
- Maintenance Updates

Intruder (Q1 ‘13)
- Performance Improvements
- Windows Server 2012 Support
- CSV v2 Integration
- Application – Consistent Snapshots
- Maintenance Updates

Tech Preview - Windows Server 2012 Support

Aug '12 | Sep '12 | Oct '12 | Nov '12 | Dec '12 | Jan '13 | Feb '13
Linux SPS Release Plan

- **8.1 (8/22)**
  - Simplified installation
  - Logging Enhancements
  - SLES 11 SP 2 Support
  - PostgreSQL 9.1 Support
  - Maintenance Updates

- **IKE II (10/31)**
  - Logging Enhancements
  - RHEL 6.3 Support
  - Maintenance Updates

- **Nimitz (Q1 ‘13)**
  - SAP SLA Measurement/Reporting
  - Platform Support
  - Maintenance Updates

Currently building MRD for SAP Extensions
- Need customer input
- Need partner ideas and validation

- SLA Reporting?
- Performance Management?
- Resource Optimization?

August ‘12 | September ‘12 | October ‘12 | November ‘12 | December ‘12 | January ‘13 | February ‘13
Other Product Updates

• SPS-Windows
  ▶ Windows 2012 Support currently under analysis
  ▶ Business Plans being validated

• vAppKeeper
  ▶ Limited sales to date
  ▶ RoadMap and Requirements identified – business justification needed to prioritize development

• Strategic Options being explored that provide additional options for both Windows and VMWare environments. Update expected by 9/30.
Competitive Update
# Competitive Analysis Update

<table>
<thead>
<tr>
<th>Competitor</th>
<th>Available on Partner Portal</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Microsoft</strong></td>
<td></td>
</tr>
<tr>
<td>AlwaysOn Availability Groups</td>
<td>August 28</td>
</tr>
<tr>
<td>Windows Server 2012</td>
<td>September 17</td>
</tr>
<tr>
<td><strong>Vision Double-Take for Windows</strong></td>
<td>August 28</td>
</tr>
<tr>
<td><strong>Symantec Storage Foundation High Availability</strong></td>
<td>August 31</td>
</tr>
<tr>
<td><strong>Red Hat High Availability</strong></td>
<td>August 28</td>
</tr>
</tbody>
</table>

Updated competitive analysis documents will be posted to the [SIOS Partner Portal](#) on the above dates.
Successful Selling
STC Growth Plan

• Evolution (Grow 8%)
  ▶ Grow at or above market pace in traditional markets
    • Linux High Availability (Linux SPS)
    • Windows Data Replication (DKCE)

• Revolution (Grow 20%+)
  ▶ Leverage Alliances and Emerging Technologies to extend life and growth of existing solutions
    • Leading ISVs (SAP, Invensys)
    • Flash Storage and All Array Markets (FusionIO)
    • Appliances (HP DBCA, Log, Bold etc.)

• New Solutions/Markets (Grow 100%+)
  ▶ Cloud based services and enablement (Amazon Windows Clustering + DKCE)
  ▶ Data Management
Revolution - Growth Opportunities

• SSD and Array Storage –
  ▶ Established alliance with FusionIO
  ▶ Developing additional opportunities with OCZ and other new SSD providers

• Leading ISVs –
  ▶ Large SAP Install base and returning focus and relevance
  ▶ Certified with Invensys (DKCE) developing GTM materials

• Appliance Integration –
  ▶ Success with existing OEMs like Ground Works, LogRhytm and Bold
  ▶ Certified with HP DBCA and opportunity for other HP appliances
STC Business Evolution

![Bar chart showing the evolution and revolution of business from 2012 to 2015.

- **Y-axis**: Total, New, Revolution, Evolution
- **X-axis**: Years (2012-2015)

- **2012**: Evolution = 8, Revolution = 4, New = 6, Total = 18
- **2013**: Evolution = 10, Revolution = 6, New = 4, Total = 18
- **2014**: Evolution = 12, Revolution = 6, New = 4, Total = 18
- **2015**: Evolution = 14, Revolution = 6, New = 6, Total = 26

}
Grow Sales Leveraging SSD (FusionIO)

**Use Cases**
- Accelerate MS SQL Server Applications (DKCE)
- Powerful Alternative to Oracle RAC (SPS Linux)
- Replace SANs with Faster IO and similar protection profile

**Value Proposition**
- Superior Performance vs. MS Always On and File based replication.
- Increase Hyper-V speed and density
- Higher IOPS vs. SAN with much lower TCO and SIOS extends SAN like protection and availability

**Marketing Plans & Sales Materials**
- Joint Webinars with FIO
- SQLServer outbound call program
- Success Stories and Case Studies
  - Polaris, CapCom . . .
- IT Summits and other joint business shows
- Battle Card
- Recorded Joint Webinar (us.sios.com)

**How and When to Engage**
- Engage NOW!
  - 40+ Transactions already closed
  - Success in NA, Japan and Korea
- Contact SIOS Regional Sales Manager to find local FIO Sales contacts
- Leverage FIO OEMs (IBM, HP, Dell)
# Grow Sales Leveraging Key ISVs (SAP, Invensys)

## Use Cases
- Provide complete protection for SAP environment
- Enable SAP Unix to Linux Migrations with enterprise HA
- Ideal for new SAP installs or existing installs going through upgrade

## Value Proposition
- Easier and faster to install than other SAP HA protection options
- No customized scripting required, lowers ongoing maintenance costs
- SIOS provides the best overall RTO at the lowest overall TCO

## Marketing Plans & Sales Materials
- Joint Webinars with SAP
- Updated SPS for Linux/SAP Data Sheets on us.sios.com and portal
- SAP Replication Whitepaper
- Highlighted in SAP Echohub
- SAP Case Study - Egger
- Battle Card
- SAP HA Certification for Linux SPS scheduled for 10/1/12
  - Full marketing plan to support

## How and When to Engage
- Engage NOW!
  - Large ASP – usually $100K+
  - Already closed 3 in 2012 and 3 more in the pipeline
- Computer Concepts (in Germany) has excellent SAP skills and could be a resource
- Contact Regional Lead for full support from STC for all SAP opportunities
Additonal Sales/Partner Enablement Tools

Updated Evaluation Guides
• Updated to reflect 8.X product releases:
  • DataKeeper for Linux (SDR)
  • MySQL cluster with replicated storage
  • PostgreSQL cluster with shared storage
  • Apache/MySQL cluster with hybrid shared/replicated storage

Updated SPS-Linux Training Slides
• Refreshed for SPS-L 8.x

Launched a new Linux blog
• [www.linuxclustering.net](http://www.linuxclustering.net)
• To suggest an article topic, or contribute one, contact Tony Tomarchio
Sales/Partner Enablement Tools

Evaluation License Keys
• 2 forms available on the partner portal
  • Self-Service 14-day eval key form
  • Custom eval request form (24 hour turnaround)

New Deal Registration Form
• Location: Partner Portal

Consolidated technical links, by product/configuration
• Collection of video, article, datasheet, eval guide links, etc
• DKCE SQL, DKCE Hyper-V, SPS-W, DKSE, SPS-L, vAppKeeper
• Location: Partner Portal
Sales/Partner Enablement Tools

Battle Cards (Posted to Partner Portal next week)

• Completed
  • Fusion-io / High Performance storage configurations
  • Invensys: ArchestrA System Platform on Hyper-V
  • Hyper-V + DKCE for distributed app availability

• In Progress
  • SAP with SPS for Linux
  • SPS Linux vs. Oracle RAC
  • Linux SPS for Appliance HA
  • Database Consolidation Appliance with DR protection from DKCE
  • Protecting Universal Messaging (MS Lync etc.) with SteelEye
  • Leveraging Hyper-V and DKCE to enable HA for POS in retail (or remote distribution centers or branch offices)
  • Assuring VDI services with SteelEye
**Battle Card Example**

**DKCE+FUSION-IO:**
HIGHLY AVAILABLE, HIGH PERFORMANCE SQL

**BUSINESS NEED**
- Reduce cost and management complexity of a SAN
- Eliminate SAN as a potential Single Point of Failure (SPOF)
- Accelerate critical SQL applications without sacrificing High Availability (HA) / Clustering
- Implement a single solution for both HA and Disaster Recovery

**KEY QUESTIONS**
- Do you need to improve SQL performance without sacrificing HA/Clustering?
- Do you need a Disaster Recovery plan for your critical SQL application?
- Do you have any other mission critical applications that require HA/Clustering?
- How are you protecting existing SQL servers today?

**SIOS SOLUTION**
- DataKeeper Cluster Edition – One copy per server
- Provides real-time, high speed replication of SQL data between servers
- Enables Microsoft Clustering to work without Shared Storage
- Microsoft Gold Certified Solution
- Supports both LAN and WAN (Multi-Site) configurations
- Supports both synchronous and asynchronous replication

**BUSINESS BENEFIT**
- 10x faster SQL performance
- 100% Data Availability
  - Storage is no longer a single point of failure
  - Avoid revenue and reputation loss associated with downtime
- Lower Total Cost of Ownership
  - Fraction of the cost of a SAN
  - Reduced power, cooling and space requirements
  - Lower administrative overhead

**COMPETITIVE POSITIONING**
- Better replication performance than competition (Double-Take, MS SQL Always On)
- Lower overhead
- Works with SQL based applications that use distributed transitions (Lync Server, etc)
- Protects the "entire" SQL instance, and not just the database (SQL Agent Jobs, SQL accounts, Application Data, etc)

**CASE STUDIES / SUPPORTING MATERIALS**
- Fusion-io webinar link
- Joint FIO/SIOS datasheet
- Link to Dave Blog, step-by-step SQL cluster?
- Link to Dave Blog, DKCE vs AlwaysOn performance (in progress)
Other Business

• Price List
  ▶ New Price List to be released October 1, 2012
  ▶ Minor changes
    • Corrections to Subscription Pricing
    • Corrections to VM 5 Packs
    • Prices in last published price list were inconsistent and in many cases too low

• New Web Site Coming
  ▶ Expected Launch October 30
  ▶ Focus on Increasing Web Leads and Conversions
  ▶ Launch is combined with SEO and PPC programs
New Home Page with Self Navigation

Server Replication & High Availability Software
Easy to Use. Lower Cost of Ownership. Physical, Virtual & Cloud Environments

Software for Enterprise OR Software for Small Business

Partner With SIOS
Offer our best-in-class replication and high-availability software for your clients

Feature One
Etiam porta sem malesuada magna mollis egestas. Porttitor quis ligula aliquam eget luctus sapien lobortis. Aenean Vestibulum id ligula.

Feature Two
Cras sapien a sapien puvina egestas. Quisque porttitor quis ligula aliquam eget luctus sapien lobortis. Aenean Vestibulum id ligula.

Feature Three
Mauris pharetra, est id vehicula ultrices, lectus nula pulvinar sapien. Vestibulum id ligula porta felis euismod semper fermentum felix.

About SIOS
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi in nibh odio. Maecenas rhoncus suscipit scelerisque. Suspendisse non varius quam...

Recent News
- SIOS Outsells Other Brands 2 to 1
- SIOS Partners with Microsoft in Japan
- Cloud Based Business Solutions for All
- SIOS Outsells Other Brands 2 to 1
New Product Page

One Stop Shop for each Product
- Product Summary
- Competitive Information
- Case Studies
- Reference Materials
- News
- ACTION
  - Evaluation
  - Contact Sales
Questions?
Closing

• Thank you for a great 1H!

• Let’s keep the momentum . . .
  ▶ Increase focus on renewals (especially tracking past due)
  ▶ Jump on the exciting growth plans partnering with SSD vendors, key ISVs and appliance providers
  ▶ Let us know what is working for sales in your region so we can share and replicate best practices
  ▶ Let us know what you need to grow sales so we can properly prioritize what we work on and deliver

Together we can finish 2012 STRONG and carry growth into 2013!