



Licensing Guide for CA ARCserve & CA XOsoft Products

CA ARCserve and CA XOsoft Product Pricing Models

CA ARCserve and CA XOsoft products offer a multi-layered data protection solution that combines high-performance backup, data security, replication and failover for greater protection. With CA ARCserve and CA XOsoft products, businesses can minimize risk, increase operational efficiency and improve access to business-critical data, wherever it resides.

CA offers seven pricing models, featuring simplicity, granularity and flexibility in the purchase, installation, licensing and price methodology of these data protection systems.



CA ARCserve Backup a la Carte Pricing enables customers to select individual options and add functionality as their budgets permit.



CA ARCserve Backup Simplified Pricing Suites: Five suites – File Server Suite, Email Suite, Database Suite, Application Suite and File Server for Virtual Machine Suite – contain all the options necessary to protect a server in any configuration. With per-server pricing, the customer knows exactly what it will cost to protect each server, and storage functionality can be added at no additional cost.



CA Managed Capacity Pricing provides access to the entire CA ARCserve and CA XOsoft product solution and enables a customer to deploy all components anywhere within their environment as many times as they are needed. Pricing is based on the total amount of data being protected regardless of how many servers are in the customer's environment.



CA ARCserve Backup for Microsoft Windows Small Business Server (SBS) offers world-class data protection for small and medium-sized businesses using Microsoft Small Business Server. Easy to configure and use, Windows SBS needs minimal intervention and offers unsurpassed reliability.



CA ARCserve for Windows Essential Business Server is specifically designed to meet the unique data protection requirements of the multi-server computing environment. This solution combines data protection with robust disaster recovery capabilities that simplify ongoing data protection efforts through integration with the Windows EBS Administration Console.



CA Instant Recovery On Demand is a comprehensive, turnkey business continuity and disaster recovery service for small and medium-sized businesses with an immediate need for continuous availability due to system failure, outage or disaster and who do not want to invest in additional IT resources or expand current technology budgets.



CA XOsoft™ Replication / CA XOsoft™ High Availability providing proven, trusted software for combined business continuity (BC) and disaster recovery (DR), the CA XOsoft product family helps ensure that your critical business systems, applications and data are always available, even in the face of planned and unplanned outages and natural disasters.

CA ARCserve and CA XOsoft Product Pricing Models



| Product | Main Selling Point | Target Market |
|--|---|--|
| CA ARCserve Backup a la Carte Pricing | Allows specific protection to be added on an as-needed basis and when resources are available | <ul style="list-style-type: none"> Customers with basic backup requirements and standard to highly complex IT environments Designed for 4 or fewer server environments but can grow to fit any number |
| CA ARCserve Backup Simplified Pricing Suites | Offers the greatest value by providing all necessary options and agents for a specific server role with built-in scalable functionality | <ul style="list-style-type: none"> Customers with 4 to 49 servers or new customers who want a complete backup and restore solution Existing customers who need to add new servers or upgrade from a la carte |
| CA Managed Capacity Pricing | <ul style="list-style-type: none"> Provides complete backup and business continuity for a changing IT environment Flexible to purchase as capacity needs increase when data needs grow | <ul style="list-style-type: none"> Customers with 50 or more servers and over 5TB of data Large customers with complex IT environments and highly demanding requirements |
| CA ARCserve Backup for Microsoft Windows Small Business Server (SBS) | Easily integrates into the Microsoft Windows SBS environment; available with Windows SBS Standard or Premium | Small and medium-sized businesses using Microsoft Windows Small Business Server |
| CA ARCserve for Windows Essential Business Server (EBS) | Easily integrates into the Microsoft Windows EBS environment | Small and mid-sized businesses operating within the Microsoft Windows EBS environment |
| CA Instant Recovery On Demand | Provides continuous availability service to keep businesses running uninterrupted during a system failure, outage or disaster with no capital investment | Small and medium-sized businesses with an immediate need for continuous availability who do not want to invest in additional IT resources or expand current technology budgets |
| CA XOsoft™ Replication / CA XOsoft™ High Availability | Provide business continuity and critical application protection. Capabilities include disaster recovery through replication; continuous data protection; manual or automated failover, and automated disaster recovery testing. | <ul style="list-style-type: none"> Mid-market and emerging enterprise (250 – 1000 employees) SMB (100 – 250 employees) |

CA ARCserve Backup a la Carte Pricing



CA ARCserve Backup a la carte pricing is designed for customers with basic backup requirements and standard to highly complex IT environments with four or fewer server environments but can grow to fit any number.

Customer Benefits:

- Granularity in selecting individual option licenses for backup system
- Ability to add functionality as budget permits

Partner Benefits:

- Meet the needs of customers with basic backup requirements within standard to highly complex IT environments
- Provide complete granularity to select individual option licenses
- Add functionality as the customer's budget permits

Overview:

- Typical pricing model available in the industry
- Designed to allow specific component selection
- Every option requires a license

Pricing Model:

- CA ARCserve Base – provides backup and administration for servers connected to tape devices/changers/VTLs, etc.
 - Central Management Option – offers advanced management of environments with more than one CA ARCserve base
 - Options improve performance and manageability and are sold one instance per member server
 - Agents protect systems and applications and are sold one instance per protected server/application

CA ARCserve Backup a la carte pricing does not include maintenance.

CA ARCserve Backup Simplified Pricing Suites



CA ARCserve Backup Simplified Pricing Suites are designed for customers with four to 49 servers. These include new customers who want a complete backup and restore solution and existing customers who need to add new servers or upgrade from a la carte.

Customer Benefits:

- Greater value: All the technology necessary to properly protect the environment
- Easier license management: A single license manages all backup needs
- Value-based pricing: Easier to plan and budget
- Flexibility of technical implementation:
 - Add new technology without having to buy more software
 - Change applications without changing licensing

Partner Benefits:

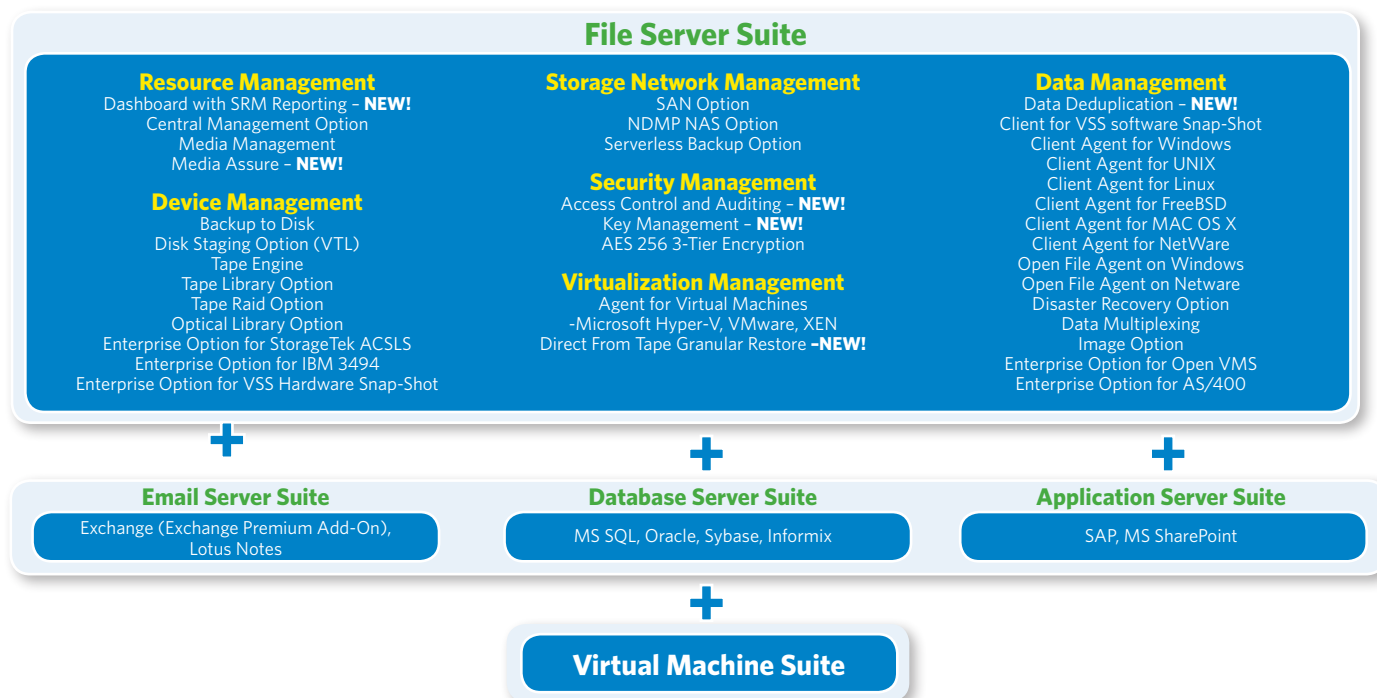
- Complete solutions for both small and large businesses: Offer robust solutions in an easy-to-sell package
- Channel friendly: Simplified selling and quoting with minimal product and configuration knowledge required; greatly reduced number of SKUs
- Shorter sales cycle: Faster quote generation, simpler to understand and faster time to revenue
- Easier implementation: Less license management, improved customer satisfaction and greater value
- Higher average deal size: Easier to make numbers/revenue targets

Overview:

- Scalable – Includes options and agents for rapid deployment of new technologies without changing licensing
- Rapid Deployment – Reduces the total number of product options to four
- Greater Value – Each product suite combines all necessary components to protect each server environment
- Easier Licensing Management – Single licensing key makes it simple to track and manage
- Reduced Total Cost of Ownership – Easy to procure, easy to install and easy to track and manage licensing assets

Pricing Model:

CA ARCserve Backup Simplified Pricing Suites consist of several suites that can be configured to meet any backup needs. The base File Server Suite contains the most important components to successfully run CA ARCserve Backup r12. The other suites have additional agents to support specific environment needs.



CA Managed Capacity Pricing



CA Managed Capacity Pricing (MCP) is designed for large customers with complex IT environments and highly demanding requirements, usually enterprises with 50 or more servers and over 5 TB of data. Technology can be implemented on an as-needed basis with pricing and protection type based on the total amount of data (terabytes) being protected.

Customer Benefits:

- Cost-effectively protect data based on its value to the business
- Reduce the amount of time IT resources spend managing software licenses
- Easily scale to meet demanding business requirements
- Provide complete flexibility to provision CA ARCserve and CA XOsoft product technology as needed to meet changing business needs
- Manage financial resources more effectively
- Increase operational efficiency through reduced cost of acquisition and known cost to protect additional servers, applications and data
- Obtain greater overall value from data protection environment
- Provide data protection for remote offices and sales force via WAN without expensive storage devices or additional staff

Partner Benefits:

- Provide a complete solution based on the amount of data being protected
 - Reduce time managing licensing
 - Complete flexibility to apply technology wherever needed
- Easily manage bigger deals
 - Simpler and faster sales process
 - Single package includes all technology needed to protect entire customer environment
- Consistent revenue stream
 - Annuity revenue via three-year term contracts
 - Single annual invoice
- Customer retention

Overview:

- MCP provides flexibility for large customers with complex IT environments who need data protection and recovery tools
- Easy-to-manage, flexible technology package protects all data in any configuration to any device
- Ideal for customers planning a data center redesign or server consolidation
- Reduces cost of acquisition
- Makes license management much easier

Pricing Model:

Managed Capacity Pricing offers customers unlimited access to the complete set of products under the CA ARCserve and CA XOsoft Managed Capacity Suite: CA ARCserve Backup, CA ARCserve Backup Dashboard, CA XOsoft High Availability, and CA XOsoft Replication.

Pricing for the CA ARCserve and CA XOsoft Managed Capacity Suite is based on addressable storage as seen by the applications and operating system.



CA ARCserve Backup for Microsoft Windows Small Business Server (SBS)

CA ARCserve Backup for Microsoft Windows Small Business Server (SBS) offers world-class data protection for small and medium-sized businesses using Microsoft Windows Small Business Server Standard or Premium Edition.

Customer Benefits:

- Easy to install, easy to use – Intuitive wizard guides users through a setup process that automatically installs required software
- High-performance, advanced features and functionality including integrated anti-virus protection and industry-standard encryption capabilities
- Scalability – Modular design allows administrators to procure and configure additional components on an as-needed basis

Partner Benefits:

- Prepackaged to easily integrate into a customer's Microsoft Windows SBS environment
- Complete solution for small and medium-sized businesses
- Simplified selling – minimal product and configuration knowledge required

Overview:

CA ARCserve Backup for Microsoft Windows Small Business Server comes in one easy-to-use package that includes:

- Integrated Disk Staging Support (D2D2T) – shrinks backup time, simplifies administration and improves reliability and performance of backup jobs
- Backup Agent for Microsoft SharePoint – provides comprehensive out-of-the-box protection for key components of Microsoft SharePoint
- Backup Agent for Microsoft Exchange – provides full database backup and restore, optimized for the Exchange environment
- Backup Agent for Microsoft SQL Server – provides online backup protection to help ensure continuous protection of the database and guaranteed database integrity
- Backup Agent for Microsoft VSS – works with Microsoft VSS-aware applications running on Windows systems
- Open File Agent – protects files even if they were open and in use at the time of backup

Pricing Model:

- Standard Edition includes Base + MS Exchange Agent + Open File Agent + MS VSS Snapshot Agent + MS SharePoint Agent
- Premium Edition includes Base + MS Exchange Agent + Open File Agent + MS VSS Snapshot Agent + MS SharePoint Agent + MS SQL Agent
- MS Exchange Agent includes free MS Exchange Premium Agent
- Supports MS Exchange 2007 and MS SharePoint 2007

CA ARCserve for Microsoft Windows Essential Business Server (EBS)



CA ARCserve for Windows EBS is specifically designed to meet the unique data protection requirements of small and mid-sized businesses operating within the Microsoft Windows EBS multi-server computing environment.

Customer Benefits:

- Improved user interface controls and navigation in the CA ARCserve Backup Central Management Option
- Agents present detailed operating system and application information during backup and restore processes
- Tasks can be easily performed by users with only a basic understanding of Windows, Exchange Server and SQL Server
- Disaster Recovery Option leverages capabilities in the Windows 2008 operating system, simplifying the implementation of a DR strategy
- Automated recovery steps help quickly rebuild an entire server when needed

Partner Benefits:

- Prepackaged to easily integrate into a customer's Microsoft Windows EBS environment
- Complete solution for small and mid-sized businesses
- Simplified selling – minimal product and configuration knowledge required

Overview:

CA ARCserve for Windows EBS leverages the following CA ARCserve components:

- CA ARCserve Backup File Server: Provides backup file server access to the storage devices protecting local and remote data
- Windows Client Agent: Resides on each individual server in the Windows EBS environment to help protect the Windows operating system
- Open File Agent: Resides on each individual server to provide effective protection for frequently accessed files
- Disaster Recovery Option: Allows for the creation of boot and recovery media on the CA ARCserve Backup server and automates each step of the server recovery process
- Exchange Server Agent: Operates on the Windows EBS Messaging Server and Windows EBS Security Server to allow for recovery of a single email message or the entire Exchange Server environment
- SQL Server Agent: Operates on the Windows EBS Premium Database server and is easily configured to protect and recover an individual database or the entire SQL Server environment

Pricing Model:

Includes all the data protection technology components needed to protect a multi-server EBS computing environment:

- Standard Edition – Backup File Server, Disaster Recovery Option, 2 Windows Client Agents, 2 Exchange Agents, 3 Open File Agents
- Premium Edition – Standard Edition plus 1 Client Agent, 1 SQL Agent, 1 Open File Agent

CA Instant Recovery On Demand



CA Instant Recovery On Demand offers a comprehensive business continuity and disaster recovery (BC/DR) service designed to keep small and medium-sized businesses running uninterrupted during a system failure, outage or disaster with no capital investment.

Customer Benefits:

- Comprehensive, turnkey BC/DR service
- Meets immediate need for continuous availability for critical servers and business
- No investment in additional IT resources or expanded technology budgets
- Eliminates the need to purchase, install, manage and support hardware, operating systems, application software and BC/DR software
- Provides automated 24X7 BC/DR for physical and virtual servers with no business disruption
- No upfront costs and no IT staff required, keeping TCO low

Partner Benefits:

- Comprehensive, turnkey BC/DR service
- For distributors, managed service providers, value added resellers, value added distributors, system integrators and other organizations looking to add a BC/DR service offering to their business model with no capital expenses
- No requirement for hardware or software purchase or deployment
- Helps deliver higher margins, recurring services revenue, immediate billing and incremental revenue opportunities
- Transitions customers to long-term clients
- Positions partners as trusted advisors

Overview:

CA Instant Recovery On Demand is a SaaS-based hosted platform that provides continuous availability service through authorized channel partners to keep small and medium-sized businesses running uninterrupted during a system failure, outage or disaster with no capital investment. Features include:

- Real-time server replication with automatic failover and automated non-disruptive testing
- Immediate remote operational capability and complete data protection
- WAN-optimized real-time replication to minimize bandwidth and storage costs
- No distance limitations – access to data anywhere, anytime
- No appliance, software or human resource burden
- Real-time activity reporting to stay informed

Pricing Model:

Only CA Instant Recovery On Demand authorized partners may purchase and sell this solution.

- Server/host and storage-based pricing:
 - Annual service agreement
 - Priced per server/host (virtual machine) – includes 125GB storage/server
 - Incremental 25GB storage expansion option
 - Price discounting based on number of servers and number of years commitment
 - Maintenance and support costs included in price



CA XOsoft™ Replication / High Availability

CA XOsoft Replication provides offsite data protection for critical applications through real-time WAN replication, continuous data protection (CDP) with data rewind, and non-disruptive, automated DR testing. CA XOsoft High Availability provides all the features found in CA XOsoft Replication and adds application high availability through server health monitoring, scheduled and automated failover, and push-button failback.

Customer Benefits:

- Provides both business continuity (BC) and disaster recovery (DR) for critical servers, applications, and data – all in a single solution
- Helps keep your business going – even during server and application outages, unplanned disasters, and planned server and application maintenance – to mitigate risks and keep employee productivity high
- Easy to deploy and manage through central management and reporting, remote install, and no-reboot deployment and upgrades
- Quickly pays for itself and provides high ROI from your first system outage

Partner Benefits:

- Helps you solve key customer challenges for better data protection and application availability than backup and restore alone can provide
- Drives incremental hardware, software, networking and high-margin services as part of the overall solution delivering larger, more profitable deals.
- Drives more opportunity – Expand BC/DR to your customers' remote offices, or even replace backup in remote offices with many-to-one WAN replication for centralized data storage and backup for better management and security

Overview:

CA XOsoft Replication and CA XOsoft High Availability supports:

- Microsoft Windows File Servers, Exchange, SQL Server, SharePoint 2007, and IIS, as well as Oracle and Blackberry Enterprise Server
- Physical and virtual servers (VMware Infrastructure and vSphere, Microsoft Hyper-V, and Citrix XenServer)

CA XOsoft Replication also supports Linux and Unix

- Solaris, AIX, Red Hat and Suse
- Protects file data and Oracle databases

Pricing Model:

Choose either CA XOsoft Replication (Windows, Linux or Unix) or CA XOsoft High Availability for Windows licensing

- CA XOsoft Replication for Windows and CA XOsoft High Availability for Windows both include CA XOsoft™ Assured Recovery® – automated DR testing with VSS snap-shot management

A license is required on both the production server and the replica server



Pricing Methodology/Licensing Rules & Tips

The following information will assist you when selling CA ARCserve and CA XOsoft product pricing models:

Managed Capacity:

- Price is determined by the volume of data as seen by the operating system and applications, eliminating discussion and negotiated legal definitions of used space.
- Terabytes within a given tier are always priced the same even if the total storage is much larger.
- Contracts can be reevaluated or audited on the customer's yearly anniversary, or at any time for compliance.
- Pricing includes maintenance.

CA ARCserve Simplified Pricing:

5 simple suites based on server type, application, database, messaging, file and virtual.

CA ARCserve Backup a la Carte:

Allows granular selection of features, options and agents.

CA XOsoft:

Pricing includes maintenance.

All Pricing Models:

- You cannot mix and match between CA ARCserve a la Carte, Simplified Pricing and Managed Capacity Pricing in a customer environment.
- Each virtual instance must be fully licensed.
- Competitive and version upgrade discounts are available.