

Competitive Advantages of CA XOsoft™ Replication r12.5 and CA XOsoft™ High Availability r12.5

CA XOsoft™ Replication r12.5 and CA XOsoft™ High Availability r12.5 are up against a number of similar products and solutions in the market today. However, when you closely compare these products to competitive offerings, it becomes clear that CA XOsoft Replication and CA XOsoft High Availability offer a wider breadth of robust, manageable capabilities that deliver better business value.

Key CA XOsoft Competitive Differentiators

For additional competitive support information, please see your CA representative.

CA XOSOFT	COMPETITIVE OFFERINGS
<p>Feature: Automated Disaster Recovery (DR) Testing</p> <p>Both CA XOsoft Replication and CA XOsoft High Availability include CA XOsoft™ Assured Recovery®, which enables administrators to perform live, fully automated tests of their failover disaster recovery (DR) servers without disrupting their production environment, impacting live assets or stopping replication activities. This is a significant differentiator, given the fact that many servers can't be easily taken offline for testing purposes. Moreover, automatic, routine DR testing delivers the ultimate peace of mind that all standby applications and data are available.</p>	<p>Some competitive solutions may offer processes similar to those of CA XOsoft Assured Recovery, but they may be challenging to implement and may not offer full automation or the ability to run unattended on a predetermined schedule. Solutions that leverage Microsoft Virtual SourceSafe (VSS) snapshots to revert replica server data volumes to their pre-test state require that none of the application data or system files reside on the system volume or within the spool folder. In contrast, CA XOsoft Assured Recovery uses a proprietary internal technology that not only preserves the original copy of the data during testing, it also allows real-time replication to continue on the replica server, eliminating the need to revert to a previous state following a test.</p>

Benefits: Automation helps reduce risk, build peace of mind and lower total cost of ownership (TCO).

Feature: Centralized Management

CA XOssoft Replication and CA XOssoft High Availability include an integrated, web-based management console that helps users simplify the process of deploying, managing and reporting on the full breadth of their CA XOssoft environment.

Many competitive offerings do not integrate management, leaving administrators to install multiple modules and manage separate graphical user interfaces (GUIs) for different infrastructure components. Additionally, these solutions may disrupt the production environment during deployment, maintenance and upgrades, and could require administrators to physically install software at each location.

Benefits: Centralization drives IT productivity and simplifies management activities, reducing TCO.

Feature: Application Aware Replication

CA XOssoft Replication and CA XOssoft High Availability deliver out-of-the-box support for such environments as Microsoft Exchange Server, Microsoft SQL Server, Microsoft SharePoint Server, Microsoft IIS Web services, Oracle and Blackberry Enterprise Server, reducing or eliminating the need to develop custom scripting for common applications.

Other solutions may require custom scripting in order to adequately perform replication operations in these environments. And while some competitive products may offer technology that helps administrators create and manage scripts, these solutions are often quite complex and can only be used for basic one-to-one scenarios. Conversely, the CA XOssoft Manager easily handles a multitude of complex scenarios.

Benefits: Speeds implementation times, helps raise IT productivity levels and lowers TCO.

Feature: Backup Integration

CA XOssoft Replication and CA XOssoft High Availability are tightly integrated with CA ARCserve® Backup, allowing organizations to leverage a robust, comprehensive, single-vendor business continuity (BC) and DR solution. In addition, CA XOssoft products can be used with other backup solutions, including Symantec Backup Exec.

Certain vendors may allow users to backup replicated data, but their products do so without any integration with, or support for, major backup solutions.

Benefit: Helps reduce risk, improve IT productivity, enhance recoverability and lower TCO.

Feature: Continuous Data Protection (CDP)

CA XOssoft Replication and CA XOssoft High Availability offer continuous data protection (CDP) with Data Rewind technology that enables administrators to quickly and easily recover data after accidental or malicious change or damage. CDP protects data during the time between regularly scheduled backups and/or snapshots, and helps administrators meet recovery time and recovery point objectives (RTOs/RPOs)

Many competitive offerings require the purchase of a separate product for this function.

Benefits: Helps reduce risk and improves IT productivity.

Feature: Ease of Administration

CA XOssoft Replication and CA XOssoft High Availability offer advanced administration capabilities, including remote installation, automatic failback, scenario-based management, license management, assessment mode, no-boot upgrades and more.

Some competitors' solutions do not offer this level of simplicity. In fact, many include mandatory rebooting, require that servers be managed individually and lack automated failback, making overall IT administration more complex and time consuming.

Benefits: Helps increase IT productivity and lower TCO.

Feature: Cross-platform Support

CA XOssoft Replication r12.5 supports UNIX and Linux applications and centralizes management in Windows and UNIX/Linux environments. In addition, the CA XOssoft Management Console is a Windows based tool that may be used across all platforms.

Many other solutions don't support both UNIX and Linux environments, and if they do, they do not provide a centralized console from which to manage the environment.

Benefits: Helps increase IT productivity, improve flexibility, increase agility and lower TCO.

Feature: Self Protection

CA XOssoft Replication and CA XOssoft High Availability deliver availability and reliability for the CA XOssoft Control Service, a key system management tool, eliminating a significant failure point.

Many competitive solutions fail to extend protection to their own system components.

Benefits: Helps reduce risk and ensure ongoing solution availability.

How to Successfully Compete

1. Because current CA customers will most likely choose another CA solution over a competitive offering, it is best to first position the CA XOsoft products as a complementary solution to customers within the CA ARCserve Backup installed base. And, since CA XOsoft tightly integrates with CA ARCserve Backup, you can present these as a combined, comprehensive BC and DR solution.
2. Target customers with multiple servers and numerous business-critical applications, and present the CA XOsoft centralized management console, which will be a strong differentiator when it comes to simplifying deployment, management and reporting. Explain that some other solutions can be more complex to deploy and manage — and typically require users to both manage servers individually and interrupt both the production and replica environment during software installation and upgrades.
3. Stress that CA XOsoft Assured Recovery enables automated, non-disruptive DR testing that requires limited IT support. Explain that some competitive solutions do not offer any DR testing capabilities, and those that do may require a manual testing process that requires more IT resources and potentially exposes the customer to greater risk.
4. Emphasize the fact that our “zero-reboot” installation, ease of deployment, centralized management and robust reporting drive IT efficiency, improve productivity and reduce TCO.
5. Leverage the CA name, history and brand as one of the largest software companies in the world, delivering best-of-breed solutions to organizations of all sizes — from small- and medium-sized companies up to the largest global enterprises.

Overcoming What Competitors May Say

Some competitive sales teams and partners attempt to promote fear, uncertainty and doubt (FUD) to cause confusion during the buying cycle and undermine the value of the CA XOsoft products. The truth is that CA XOsoft Replication and CA XOsoft High Availability offer best-of-breed technology, competitive pricing and enterprise-class support. The following are just a few of the “FUD facts” you may encounter during your sales efforts.

COMPETITOR CLAIMS	CA RESPONSE
Because CA XOsoft queues changes to disk rather than memory — which significantly limits scalability — the CA XOsoft architecture is inherently complicated. As such, the largest CA XOsoft Exchange Server deployment, for example, is limited to several hundred mailboxes.	<p>While certain other solutions use both RAM and disk for data queuing, CA XOsoft Replication and CA XOsoft High Availability use only disk-based data queuing. We do this in large part because the disk drives used in servers today are faster and more spacious than they were two years ago. What's more, our internal testing shows that combined disk and memory data queuing produces a minimal performance return, while sacrificing valuable application space in RAM. Under ideal network conditions, data will be sent in near-real-time, making the difference negligible. Under less-than-ideal network conditions, both solutions will utilize disk queuing with minimal difference. CA does not consider this to be a significant differentiator.</p> <p>Many large enterprises use CA XOsoft Replication and CA XOsoft High Availability to replicate data for Exchange Server mailboxes. In fact, we have several customer deployments of Exchange Server with well over one thousand mailboxes.</p>

COMPETITOR CLAIMS

CA RESPONSE

Because it queues so much data to disk, the CA XOssoft engine can use up to 70 percent of the server's processor when operating under a standard load.

When properly configured, there is typically less than 10 percent additional CPU overhead during the initial synchronization stage. In replication mode, the increased CPU overhead is even less, typically under 3 percent.

CA XOssoft cannot replicate and synchronize data at the same time. Instead, these products must queue replication operations until synchronization is complete, which requires more I/O for queuing and causes a long lag period before data is truly synchronized. This means that CA XOssoft products put customers at an increased risk of data loss, as information is only truly protected after both the synchronization and replication of changes have finished.

CA XOssoft Replication and CA XOssoft High Availability prioritize synchronization traffic over replication of data, with the goal of getting the data in synch as soon as possible. During synchronization, any changes to the production system are captured by the replication engine and held in a local spool during the process.

When network bandwidth allows, these spooled changes can also be sent to the replica spool and committed once the sync is complete. The net result is accelerated time to protection.

CA XOssoft products cannot clone the configuration of the production Exchange Server to the target without requiring more than a standard Exchange Server on the secondary server.

Both CA XOssoft Replication and CA XOssoft High Availability are capable of cloning data as simply as possible. In fact, we were first to market with this feature and still make it a cornerstone of each update.

CA XOssoft Replication and CA XOssoft High Availability automatically discover the Exchange Server configuration on the production server and transfer it to the replica host. The process only requires that users install a base Exchange Server on the replica server and run the scenario configuration — no pre-configuration of the replica environment is required.

CA XOssoft Replication and CA XOssoft High Availability do not offer protection for the wide range of applications and environments common in most enterprises today.

CA XOssoft Replication and CA XOssoft High Availability deliver out-of-the-box support for such environments as Microsoft Exchange Server, Microsoft SQL Server, Microsoft IIS Web services, Oracle and Blackberry Enterprise Server, reducing or eliminating the need to develop custom scripting for common applications.

Pricing and Next Steps

CA XOssoft Replication is competitively priced and includes many features for which other vendors charge additional fees. CA XOssoft High Availability delivers a broad range of features, high business value and streamlined administration that lowers TCO and drives ROI.

Visit the CA Partner Portal at ca.com/partnerportal for a wide range of sales and marketing tools you can leverage to generate and qualify CA XOssoft leads, and drive profitable sales.

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