

## Symantec Small and Medium Business (SMB) Specialization

Asia Pacific and Japan



*For partners with proven expertise in providing solutions to small and medium businesses*

The SMB Specialization is designed for partners with proven expertise in providing solutions to small and medium businesses. It recognises partner expertise in this market segment and provides help to grow business and drive revenues. Stay competitive in a growing market and increase your knowledge of Symantec's industry-leading SMB solutions to receive even more benefits from Symantec.

As an SMB Specialization member, partners gain access to a range of benefits designed to extend your expertise and support your focus on small and medium business customers. Benefits of participation include:

- **Internal Licenses** for a range of SMB products for use on internal production networks, in training centres, or for customer demonstrations.<sup>1</sup> These licenses are offered to members in addition to any internal licenses provided as a Symantec Partner Program benefit.
- Access two free **Technical Support incidents** each year to resolve incidents for any Symantec Enterprise product.<sup>2</sup>
- Access to a specially designated **Mid-Market Partner Account Manager** for your territory where available in each region.<sup>3</sup>
- Listing on the **Symantec Partner Locator** marked as an **SMB Specialization member** to help customers search for and identify partners who can best advise and meet the needs of their business.
- Priority access to a **Symantec Partner hotline** for resolution of general enquiries where available in each region.<sup>3</sup>
- An SMB Specialization **certificate and logo** to demonstrate your SMB expertise to potential customers.
- **Communications** tailored for SMB Specialization members, including news flashes, webcasts, product information, and policy information sent as available.
- **Opportunity Registration** provides additional rebates to eligible partners who actively identify, develop and close incremental sales opportunities on qualifying products. Eligibility to register qualifying SMB opportunities is provided exclusively to Channel Registered and Silver level partners in the Symantec Partner Program who have attained the SMB Specialisation requirements.<sup>4,5</sup> Eligible products include: Backup Exec™, Backup Exec System Recovery, Symantec Endpoint Small Business Edition and Symantec Protection Suite Small Business Edition. This benefit commences October 2009.

To become a member of the SMB Specialization, partners need to meet the ongoing membership requirements, including:

- Membership of the Symantec Partner Program as a channel or distribution partner
- Employing at least one individual who has successfully achieved the most recent Symantec Sales Accreditation for the below two assessments identified as mandatory, and two additional assessments of their choice from the list that suits their business focus:
  - Symantec Endpoint Protection Small Business Edition (SSE)—**mandatory**
  - Symantec Backup Exec System Recovery (SSE)—**mandatory**
  - Symantec Backup Exec (SSE or SSE+)
  - Symantec Backup Exec System Recovery (SSE+)
  - Symantec Endpoint Protection Small Business Edition (SSE+)
  - Symantec Protection Suite Enterprise Edition/Small Business Edition (SSE or SSE+)

<sup>1</sup> Internal Licenses offered to members of the SMB Specialization are in addition to those received based on SPP Partner Level. Under the SMB Specialization a quantity of 50 users or 1 server is generally offered of the identified products.

<sup>2</sup> Technical Support Benefits are not cumulative, and those incidents provided to partners based on their SPP Level will take precedence.

<sup>3</sup> Not available in the Asia South, Greater China, or Korean regions.

<sup>4</sup> May be subject to additional participation requirements and acceptance of specific terms and conditions.

<sup>5</sup> This benefit is not eligible for Korea. For more information, please contact your respective Partner Account Manager.

## Partner Training

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### **Partner sales training and accreditation is available to all to Symantec Partner Program members.**

Learn more and complete the accreditation requirements for the SMB Specialization at Symantec University on PartnerNet.  
<https://partnernet.symantec.com/Partnercontent/Training/Home.jsp>

## Learn More

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### **Learn more and apply for membership of the SMB Specialization**

Visit PartnerNet to learn more about the SMB Specialization and apply for membership.  
<https://partnernet.symantec.com/Partnercontent/Program/Specializations.jsp>.

### **Not a Symantec Partner Program member?**

Take the first step towards building your relationship with Symantec. Just visit [www.symantec.com/partners](http://www.symantec.com/partners) and complete the online application form to join the Symantec Partner Program.

### **About Symantec**

Symantec is a global leader in providing security, storage and systems management solutions to help businesses and consumers secure and manage their information. Headquartered in Cupertino, Calif., Symantec has operations in more than 40 countries. More information is available at [www.symantec.com](http://www.symantec.com).



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