

## Symantec™ Small Business Specialization

For partners with proven expertise in providing solutions to small businesses

The Small Business Specialization is designed for partners with proven expertise in providing solutions to small businesses. It recognizes 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 Small Business solutions to receive even more benefits from Symantec.

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*As a Small Business Specialization member, you gain access to a range of benefits designed to extend your expertise and support your focus on small business customers. Benefits of participation include:*

- Access to Symantec's **Small Business Margin Builder tool**,<sup>1</sup> a deal registration tool located on PartnerNet. An approved registration qualifies a Small Business Specialized member to an additional discount on qualifying deals. For more information, refer to the Symantec Small Business Specialization Program Guide Supplement.
- **Internal Licenses** in addition to your Symantec Partner Program (SPP) benefits for use on your internal production networks, in your training center, or for customer demonstrations. These licenses are provided with basic technical support so that you can address any questions or issues you may have while you are setting up the software in your business.
- Access to two free priority **Technical Support incidents** (24x7) at no charge. The number of incidents is valid on any Symantec product (excluding Norton™ products) and is typically used to resolve presales issues.<sup>2</sup>
- Listing on the **Symantec Partner Locator** as a **Small Business Specialized partner** regardless of level in the SPP to help customers search for and identify partners that can best advise and meet the needs of their business.
- Access to a **Marketing help desk** that provides outbound/inbound proactive marketing support.
- A Small Business Specialization member **certificate and Small Business Specialization logo**, which may be used on business cards and letterheads.
- **Communications** tailored for Small Business Specialization members, including news flashes, webcasts, product information, and policy information sent as available.

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

- Membership in the Symantec Partner Program as a Platinum, Gold, Silver Corporate, Silver, or Registered channel partner.
- Minimum of two (2) accreditations in the most recent Symantec Sales/Technical Specialist (SSE, SSE+, or STS) accreditation assessments—one (1) for the Symantec Endpoint Protection product family plus one (1) for the Symantec Backup Exec™ product family.<sup>3</sup> One individual can hold multiple accreditations. For more information, refer to the Symantec Small Business Specialization Program Guide Supplement.
- Minimum revenue requirement of US\$10,000<sup>4</sup> over the course of the previous four fiscal quarters. For more detailed information, refer to the Symantec Small Business Specialization Program Guide Supplement.

<sup>1</sup> Symantec will provide a sufficient discount to its authorized distribution partner(s) to enable them to offer a Small Business Specialization member an additional recommended 10 percent discount. Any actual pricing will ultimately be as agreed upon between the distributor and Small Business Specialization member. For more information, refer to the Symantec Small Business Specialization Program Guide Supplement.

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

<sup>3</sup> Symantec Sales Expert (SSE), Symantec Sales Expert Plus (SSE+), or Symantec Technical Specialist (STS) accreditations are counted by partner entity and not by organization.

<sup>4</sup> Revenue target attainment is measured in U.S. dollars per Symantec fiscal policy for the previous 12-month period. The Small Business Specialization revenue requirement is based on partner revenue of a value greater than US\$10,000 net to Symantec as calculated using Symantec exchange rates, where applicable.

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## Partner Training

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

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

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## Learn More

Learn more and apply for membership in the Small Business Specialization

Visit PartnerNet to learn more about the Small Business Specialization and apply for membership.

<https://partnernet.symantec.com/Partnercontent/Program/Specialisations.jsp>.

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## 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 consumers and organizations secure and manage their information-driven world. Our software and services protect against more risks at more points, more completely and efficiently, enabling confidence wherever information is used or stored.

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