

Survive and Thrive

A new business management program from Symantec



Frequently Asked Questions

About the program

What is Survive and Thrive?

Survive and Thrive is a business management seminar series designed to help your business not only survive, but succeed and become stronger. Focusing on critical business challenges and providing practical solutions to maximize cash flow, source and invest capital, and drive business growth, the series is designed to help you extend your business and financial skills, increase your business's bottom line, and identify new business opportunities.

What are the key information areas?

The series focuses on critical business financial challenges, and provides practical solutions to:

- Maximize your cash flow
- Source and invest capital to sustain your installed base and penetrate new markets
- Reduce your cash deployment
- Define the early warning signals of financial distress
- Define opportunities to transition from a product seller to service provider
- Assess your strengths and weaknesses for future growth
- Define the economics of client acquisition and client retention

Why is Symantec providing Survive and Thrive?

It's our business to care about your business. Symantec's partners are our most vital sales channel, and today's environment is unlike anything we have seen in recent memory. We want to help you not merely to stay in business, but to emerge stronger from this economic downturn by offering practical knowledge and skills to help you make better business decisions. We're committed to helping you continue to define opportunities to improve cash flow, grow your business, and increase your strategic relevance to your customers.

What if the economy improves? Will Survive and Thrive still be useful?

Absolutely. The information delivered in the Survive and Thrive webcasts and modules can provide a foundation for your business success in any economic climate.

About the series

How many sessions are there?

Beginning on June 24, 2009, Survive and Thrive runs for a total of 24 weeks and consists of 5 webcasts and 12 self-paced learning modules. Each webcast runs for one hour and they are scheduled for delivery periodically throughout the program life. The modules become available for download every two weeks.

In what languages is the program delivered?

All Survive and Thrive webcasts and modules are delivered in English, as is the discussion forum.

Is there a cost to attend?

No, the series is provided at no charge to all Symantec partners. Symantec has invested resources in this program to help you stay in business and grow your skills through this economic downturn.

When is the first webcast?

The first webcast is scheduled for June 24, 2009, at 8:30 a.m. PDT / 11:30 a.m. EDT / 4:30 p.m. GMT / 5:30 p.m. CET and will be available for on-demand viewing after the live session. Prior to participating in the first session, we recommend that you download the Business Intelligence white paper from the Survive and Thrive Web page at <http://www.symantec.com/partners/theme.jsp?themeid=surviveandthrive>.

Where can I ask questions or discuss the seminar?

Symantec Partner Program (SPP) members can join the Survive and Thrive partner forum to ask questions or discuss the sessions with your peers. This discussion environment is designed to provide an opportunity to engage with other partners.



Registering for webcast sessions and accessing modules

How do I register for the webcasts?

You can register to attend the webcasts through the Survive and Thrive Web page at <http://www.symantec.com/partners/theme.jsp?themeid=surviveandthrive>.

How will I know when the next webcast takes place?

A schedule of dates is available on the Survive and Thrive Web page. Updated webcast and registration information will be available approximately four weeks before the webcast date, at the time of the preceding webcast.

Do I need a special login to access Survive and Thrive webcasts?

No. The webcasts are available for registration or viewing on demand directly from the Survive and Thrive Web page.

What if I miss a session or can't attend the live webcast?

Each webcast will be recorded and available for viewing on demand from the Survive and Thrive Web page. Even if you miss a session, the remaining sessions will give you valuable information to help increase your skills and knowledge.

Symantec Partner Program members who have questions or who would like to discuss the sessions can also join the Survive and Thrive partner forum. This moderated peer-to-peer discussion environment is designed to provide an opportunity to engage with other partners to discuss the sessions or ask questions.

How can I access the modules?

The modules are available for Symantec Partner Program members to download from the Survive and Thrive page on PartnerNet at <https://uat-partnernet.symantec.com/Partnercontent/Training/Survive-and-Thrive.jsp>. New modules will be available for download from the Survive and Thrive page on PartnerNet every two weeks, beginning on June 24, 2009.

How do I access the discussion forum?

The forum can be accessed at https://forums2.symantec.com/syment/board?board.id=survive_and_thrive_english. If you are a Symantec Partner Program member, log in using your PartnerNet login details and register by selecting your screen name. Please keep in mind that your screen name will be visible to other forum participants.

Is there a limit to the number of people from my company who can participate?

No. There is no limit and your entire team is encouraged to attend.

Is there an exam at the end?

There are no exams or assessments. Survive and Thrive is designed to provide real-world business skills that you can apply to your business immediately.

Who is ChannelCorp and why are they the experts?

ChannelCorp is a global management consulting firm that specializes in assisting IT&T vendors and distributors transform their channel management and development into a sustainable source of competitive advantage. Our presenter Bruce Stuart has experience in the IT markets of more than 40 countries. He has written 13 books and over 350 articles on the topics of strategic partnerships and alliances, channel development and channel management. Over the past twenty years, he has conducted hundreds of channel education programs for partner, vendor and distributor personnel.

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Symantec Partner Program membership

Does my company need to be a Symantec Partner Program member to participate?

All Symantec partners, whether or not they are members of the SPP, are encouraged to register and participate in the Survive and Thrive webcasts. The supporting modules and discussion forum, however, are available for access only by SPP members.

How can my company become an SPP member?

Joining the SPP as a registered partner is simple. Just go to www.symantec.com/partners, complete the online application, and click through to accept the SPP Agreement. Once your application is accepted and you are registered in the program, you will receive an email message containing your PartnerNet login information.

What if my company is an SPP member but I don't have a login?

The primary user or users who have administration rights can add you as a user. If you aren't sure who those people are, please email the partner program representative for your region through www.symantec.com/partners.

More information

Where can I find more information?

SPP partners can join the Survive and Thrive partner forum at https://forums2.symantec.com/syment/board?board.id=survive_and_thrive_english to ask questions or discuss the sessions with your peers. This moderated discussion environment is designed to provide an opportunity to engage with other partners.

More information is available from the Survive and Thrive Web page at <http://www.symantec.com/partners/theme.jsp?themeid=surviveandthrive>. If you have any specific questions, please contact the partner program representative for your region.

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.



World Headquarters

20330 Stevens Creek Boulevard
Cupertino, CA 95014 USA
+1 (408) 517 8000
1 (800) 721 3934
www.symantec.com

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