

Symantec Protection Network Partner Program

A program developed for Partners focused on selling Software-as-a-Service (SaaS)



Overview

The Symantec Protection Network Partner Program in North America (NAM), provides flexibility to sell the offering that's right for you and your customers. The combination of monthly sales and monthly variable costs based on utilization can enhance your business planning and cash flow.

Program Description

The Symantec Protection Network Partner Program enables partners to generate recurring revenue streams from new and existing customers by selling online, subscription-based Software-as-a-Service (SaaS) offerings. Partners benefit from the Symantec Protection Network infrastructure to facilitate sales, provisioning and monthly billing allowing them to focus on building and enhancing customer relationships. Customers benefit from a suite of SaaS offerings that are affordable and easy to use. Symantec ensures enterprise class services through secure and reliable redundant data centers.

The program is divided into two levels. The Select level is open to all Symantec Partners in NAM that are in good

standing with the broader Symantec Partner Program. The Select level offers a monthly commission through the agency buying model, where orders are completed online with a credit card.

The Premier level is reserved for partners that meet specific sales and activity commitments. This level allows partners to enter into a partner direct buying relationship with Symantec. Premier Partners can also elect to use the agency model and receive a monthly commission on sales.

Both levels benefit from various forms of engagement for pre and post sales support, account management, and training.

Registration for the program is provided within PartnerNet. Select Partners will accept terms and conditions designed for this level while the Premier Partners will enter into a contract with Symantec to support both buying models that are offered at this level.

Program Benefits

Select Partner

- First-Year Compensation - Select Partners will receive a 15% monthly commission on customer Symantec Protection Network billings for new services contracts and upgrades (Renewals - 7%)
- Pre-Sales Support - Will be provided by the Symantec Inside Sales and Mid-Market sales teams as appropriate, based on deal size
- Account Management - Select Partners will be

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supported by the Symantec Protection Network Partner Manager

- Marketing Materials - Access to Symantec partner marketing materials for lead generation activities

Premier Partner

- First-Year Compensation - Premier Partners will receive either (i) a X% discount off of SPN price list if transacting via purchase order or (ii) 23% monthly commission on customer Symantec Protection Network billings for new services contracts and upgrades and 7% commission for renewals
- Lead Management - Premier Partners will receive increased lead support through sales force automation including routing of high value trial leads
- A dedicated Customer Care team will provide pre-sales telephone customer care support
- Account Management - Premier Partners will be supported by a Symantec Protection Network Partner Manager including quarterly business reviews
- VIP Accounts - NFR type accounts for Premier Partners sales and support representatives
- Marketing Materials - Access to Symantec partner marketing materials for lead generation activities

Program Requirements

Select Partners

- Symantec Partner Program - Select Partners should be a member in good standing
- Sales Resources - There are no requirements for

dedicated sales resources at this level

- Training - Select Partners will have access to training from within PartnerNet. This training is suggested but not mandatory
- Customer Thresholds - Select Partners do not have a minimum customer requirement
- Registration Process - Select Partners register through PartnerNet by accepting Terms and Conditions

Premier Partner

- Symantec Partner Program - To qualify at the Premier level, partners must be an existing Gold, Platinum or Platinum Corporate Reseller Partner
- Sales Resources - Premier Partners will be required to have at least 2 telephone sales representatives offering Symantec Protection Network services
- Training - Premier Partners will receive initial sales training at their location and quarterly training updates via webinar
- Customer Thresholds - Premier Partners will have a 250 customer minimum to be achieved by the end of their first year of participation
- Registration Process - Premier Partners will work with a Symantec Protection Network Partner Manager to complete a Service Contract

Take the Next Steps

- If you are not currently a Symantec Partner please visit <http://partnernet.symantec.com>
- Symantec Partners in North America can find

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additional information about this program on
PartnerNet at the following link:

<https://partnernet.symantec.com/Partnercontent/Product/SPN.jsp>

- Registration for the program is provided within
PartnerNet:

https://partnernet.symantec.com/Partnercontent/Product/SPN_Howto.jsp

More information

Visit our website

www.spn.com

To speak with a Product Specialist in the U.S.

Call toll-free 1 (866)223 5977

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.

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