

Contents

SYMANTEC UNIVERSITY FOR PARTNERS OVERVIEW	1
TRAINING	2
INTELLIGENCE	4
COLLABORATION	5

Symantec University for Partners Overview

Q1: What is the Symantec University for Partners?

A: It is a centralized area in PartnerNet where partners can find comprehensive partner enablement offerings grouped into three enablement categories; training, intelligence and collaboration. Learn to sell solutions that address your customers' problems by tapping into our broad portfolio of training, tools and online collaboration.

- Training: Find training paths guiding you to accreditations and authorizations that may lead to increased revenue and discounts.
- Intelligence: Solve customer problems using enablement tools to build the right Symantec solutions.
- Collaboration: Join technical product and business conversations with experts and colleagues.

Q2: What are the requirements to participate?

A: There are no requirements other than being a current member of the Symantec Partner Program.

Q3: Is there a cost associated with participating?

A: Symantec offers partners, at no cost, a wide variety of, training, online collaboration and enablement tools, and non-technical assessments for Symantec products and solutions. For technical accreditation and authorization, there is a nominal fee for completing exams at a proctored test facility. For scheduling and fee listings, please visit PartnerNet for the most up-to-date information.

Q4: What are the benefits of participating?

A: The time a partner commits to earning Symantec accreditations helps partners identify up sell and cross sell opportunities, reduces their sales cycle and improves customer satisfaction -- giving partners the competitive edge they need. Additionally, earning accreditation or authorization achieves recognition and contributes to meeting Symantec Partner Program (SPP) requirements and may give access to rebate programs and partner Specializations and Master Specializations via the SPP.

Q5: How do you access the Symantec University for Partners?

A: Simply log on to the Symantec University for Partners section in PartnerNet. There you will find all the information related to the University.

If you don't have access to PartnerNet, and your company is already a Symantec Partner, a designated user at your company can give you access. If you need to know who to contact, e-mail us at the regional e-mail address,

listed on the PartnerNet login page at <https://partnet.symantec.com>, that is most relevant to you and a representative can assist you.

Training

Q6: What is included in “Training”?

A: In the Training section of Symantec University, you can find all the relevant training paths to achieve accreditation or authorization, whether you have a technical, sales, or consulting services focus. The accreditations and authorizations provide you with the knowledge you need to gain a competitive edge, close more business, and enable smoother deployments. With eLearning courses at no cost to you, as well as virtual and classroom training, there is a training method to suit your schedule, budget, and experience.

Q7: What is eLearning?

A: The delivery of learning, training or education programs by electronic means; a self-paced track using a computer or other electronic device to provide the educational material. Modules in the online training courses are broken into 10-20 minute sessions so you can start and pause at anytime, returning to the exact place you left off.

Q8: What is a training path?

A: A recommended learning path; the structured delivery of sales or technical training content that leads to subject mastery and preparation for taking an accreditation exam. Additional training options are also identified for fully rounded training.

Q9: What is an Accreditation or Authorization Track? How many Accreditation Tracks are available?

A: An Accreditation or Authorization Track is a group of courses and assessments which help you develop the skills you need to sell and support Symantec solutions in today’s complicated and fast paced IT environment. There are currently three Accreditation Tracks and one Authorization Track available.

They include:

- Symantec Sales Expert (SSE); Learn how to position and sell the product, and how to address competitive product objections.
- Symantec Sales Expert Plus (SSE+); Learn to perform a customer demo, deliver a technical sales presentation and address competition at a technical level.
- Symantec Technical Sales (STS); Install, Configure and Deploy. Learn how to install and configure the product for basic operation, plan a product deployment and perform a successful “proof of concept” (if required).
- Authorized Symantec Consultant (ASC); Validate field-based knowledge and experience related to the design and implementation of Symantec solutions and products

Q10: How do Accreditation and Authorization Tracks help a partner’s business?

A: Accreditation and Authorization Tracks can contribute to a partner’s business in three key ways:

- Achieving recognition and meeting Symantec Partner Program accreditation and authorization requirements which may result in partners gaining access to additional benefits.
- Partners may be able to access unique benefits such as rebate programs after achieving accreditation or authorization.

- By demonstrating attained knowledge in a particular area, partners may also meet the requirements for participation in partner Specializations and Master Specializations.

Q11: What is Classroom Training?

A: It is a learning event with lab-style, hands on work, which is led by expert instructors who also have experience in the field. Training is conducted in a traditional classroom setting that includes comprehensive learning design, and is available in multiple locations throughout the globe. Note: Class materials will be in English, but delivered in the localized languages/region in which the training will be held.

Q12: How do I register?

A: Partners may log into <https://partnet.symantec.com/university> to find the latest Instructor-led training schedule in the Get Accredited box in the center of the home page, and choose the desired course.

Q13: Is there a cost associated with Classroom Training?

A: Yes, there is a small fee associated with classroom training. Symantec has significantly reduced education pricing for partners, please see the classroom training schedule for course tuition costs.

Q14: What is Virtual Academy Training?

A: A learning opportunity offered through Symantec University, allowing partners to save time and money. It is an event with lab-style, hands on work, which is led by an instructor and conducted via a network; students and instructors work remotely. Virtual Academy classes are a unique combination of interactive, live components and self-paced learning technologies. You achieve the level of deep knowledge transfer that you would receive in a physical classroom environment.

Note: Virtual class materials will be in English, but delivered in localized languages and scheduled for local time zones.

Q15: Is there a cost associated with Virtual Academy Training?

A: Virtual Academy training has a similar fee to instructor-led training; without the travel expenses normally associated with partner training. Visit PartnerNet today to view the available courses, exact pricing and register today.

Q16: What are some of the new training features available for partners?

A: Symantec University offers more courses and training options than ever before. There are a variety of new SSE, SSE+, STS, and ASC courses available via PartnerNet. Also available are new clear training paths, the introduction of competitive, solutions, campaigns and business fundamentals sales training and more delivery options.

Q17: The University focuses on Partner Accreditation and Authorization, not Certification. What is the difference?

A: Accreditation and Authorization are different from the Symantec Certification program. Symantec Certification is created specifically for customers who administer and manage Symantec technologies and is an industry benchmark for skills and knowledge of Symantec products and solutions. While partners may choose to complete customer certification, there is no Symantec Partner Program benefit for in doing so. In

order to meet Symantec Partner Program requirements, partners are required to participate in the Symantec Technical Specialist (STS) and/or Symantec Sales Expert (SSE) and/or Symantec Sales Expert Plus (SSE+) accreditation programs and Authorized Symantec Consultant (ASC), which are available exclusively to Symantec partners.

Intelligence

Q18: What is included in “Intelligence”?

A: Within the Intelligence enablement category, partners can find valuable internal Symantec tools and materials – reducing time to deploy solutions, provide customer support and increase your value to your customers with improved service offerings.

The Symantec Enablement Toolkit for Partners is a comprehensive collection of product tools, documentation - and other resources that you can download to your desktop. In addition, the Symantec Enablement Toolkit is an effective tool to prepare you for Symantec's accreditation exams. To view the latest content modules and download the latest version, please visit the Enablement Toolkit page on PartnerNet.

- SymBrain for Partners - An interactive tool that guides you through the process of finding solutions for a wide range business problems.
 - Better position Symantec in the market allowing you to cross-sell and up-sell across products & solutions.
 - Be more prepared for customer conversations and sales calls
 - Better qualify your customers' needs and increase your confidence in discussing IT projects
 - Build customer presentations in minutes
- e-Books on Demand* - E-Books On Demand is a desktop application that enables easy downloading of secure PDF files. This tool gives you the ability to download Symantec product technical training content to study at your convenience. *NAM Only
- Solution Navigator - Navigate opportunities that may exist in your customers' environment and quickly identify potential Symantec solutions (products & services) that may meet their IT project needs. Use this tool as a customer-facing resource as a visual reference point into your customers' IT environment and requirements.
- Sales Readiness Playbook - an interactive tool provides a summarized view of Symantec's top sales plays for this fiscal year. The value of the Playbook is to offer the right information at the right time to help accelerate the sales cycle and drive solution selling. Each play in the Playbook maps to the sales cycle, covering only what is most critical to drive deals from discovery through to closure.

Collaboration

Q19: What collaboration tools are available?

A: Symantec has created several opportunities for partners to interact with one another and with Symantec, enabling you to take advantage of your colleagues' experience and knowledge. The primary tools available are the The Partner Group on Symantec Connect, the product and business communities on Symantec Connect and the Symantec Twitter account

Q20: What is the Partner Group on Symantec Connect?

A: It is an exclusive peer-to-peer discussion environment, now available globally in eight languages, including English, Brazilian Portuguese, French, German, Spanish, Japanese, Korean, Simplified Chinese.

Q21: What are the benefits of participating in the Partner Group?

A: By joining Symantec's Partner Group, which is open to all PartnerNet users globally, you can collaborate and share technical and business information related to Symantec products and solutions with your peers. Within this community, you'll be able to:

- Reach thousands of Symantec partners
- Access Symantec Channel organization
- Trust the information provided:
 - Partners trust other partners - 78% (highest survey result, Nielsen Research, Oct 2008)
 - Partners trust chat/discussion – 63% (second highest survey result, see above)
- Increased autonomy on the sales process
- Quick response to questions
- Reduced time to resolution
- Reduce time to close
- Promote your events and partner events
- Be recognized as industry experts
- Share messages, videos, articles, blogs, ideas and event information
- Collaborate with other partners with complementary solutions and services

Q22: Are all partners eligible for the Partner Group?

A: Symantec's exclusive online group for members of the Symantec Partner Program is open to all PartnerNet users worldwide. Members can choose to associate any content from any Symantec Connect community with the Partner Group, enabling group members to view content publicly or restrict it to private viewing by other Partner Group members only. The Partner Group provides an excellent opportunity to collaborate and share business ideas and technical information.

Q23. What topics are featured?

A. Within this group, you'll find questions and answers related to installation, deployment, configuration, and troubleshooting along with business best practices experienced by other partners in real world implementations. Additionally, as the forums are populated by partner and Symantec engineers, you will find a searchable database of common technical questions, helping you more readily locate answers you need.

Q24: Who should I contact for more information on how to join or if I have questions regarding the Partner Group on Symantec Connect?

A: Please view a frequently asked questions document on PartnerNet, or send questions to partner_tech_forum@symantec.com.

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.

For specific country offices and contact numbers, please visit our Web site.

Symantec World Headquarters
350 Ellis St.
Mountain View, CA 94043 USA
+1 (650) 527 8000
1 (800) 721 3934
www.symantec.com

Copyright © 2010 Symantec Corporation. All rights reserved. Symantec and the Symantec logo are trademarks or registered trademarks of Symantec Corporation or its affiliates in the U.S. and other countries. Other names may be trademarks of their respective owners. PN: 21171621