

Deliver More and Benefit with the Symantec SMB Specialization

Focus on expertise

The SMB Specialization was created to recognize your expertise in providing solutions to small and midsize businesses and to help you drive revenue and grow your business. The Specialization is divided into two tracks, emphasizing Symantec solution expertise within the SMB business segment. The two unique tracks, Security and Backup, allow you to focus on a single solution track, or to extend your expertise into both—whatever complements your business best.

Benefits

Deliver platform choice

The Specialization provides choice by bringing together Symantec SMB solutions across multiple platforms: on-premise, .cloud, and appliance.

Profit more with a front-end discount

Platinum, Gold, Silver, and Registered SMB Specialists are eligible for a front-end discount at distribution.¹ The discount is fast and profitable and requires only your valid membership. Discount is available on all products that align to your achieved solution track(s).

Register SMB opportunities

Platinum Corporate Resellers that have achieved the SMB Specialization can leverage the Symantec Opportunity Registration Program and may register qualified SMB opportunities with lower deal-size requirements. Metal-Level Partners (Platinum, Gold, and Silver) have the choice to take advantage of either Opportunity Registration or the front-end discount at distribution.

Receive tailored support

SMB Specialists have access to the Symantec Technical Support Center, an SMB-focused team of frontline and advanced technical support professionals to help you resolve your small and midsize business customers' pre- and post-sales questions. Plus access to two free Technical Support incidents annually to resolve pre-sales issues for any Symantec Enterprise product.²

Connect with Symantec customers

SMB Specialists are listed on the Symantec Partner Locator with their partner profiles, company logos, and contact information, putting them in touch with Symantec prospects looking for SMB solutions. Both solution expertise tracks, Security and Backup, are available for recognition.

Take advantage of a dedicated sales team

SMB Specialists have their own toll-free number to receive priority access to the Symantec Partner Hotline. Registered and Silver SMB Specialists also have access to a designated territory Commercial Channel Account Manager.

Join the Technical Assistance Partner Program

SMB Specialists are invited to apply to participate in the Symantec Authorized Technical Assistance Partner Program (TAPP). TAPP is focused on helping partners increase their sales growth on five key volume products: Symantec Backup Exec™, Symantec™ Endpoint Security, Symantec Messaging Gateway, Symantec Mail Security for Exchange®, and Symantec Mail Security for Domino®. TAPP enables partners to deliver a high level of technical assistance to customers by providing partners with direct access to advanced troubleshooting support and training.

Utilize free internal site licenses

All SMB Specialists have access to Internal Site Licenses for select SMB products. These licenses are in addition to those available to corporate resellers and Metal-Level Partners through the Symantec Partner Program.³ Internal Site Licenses may be used on internal production networks, in partner training facilities, briefing centers, and for customer demonstration purposes. Internal Site Licenses are valid for 12 months from the date of issue and include Basic Technical Support.

Find tools and resources

You will receive access to the SMB Specialization Member Pages on Symantec PartnerNet, which include information, tools, and training that will help you succeed in positioning and selling Symantec SMB products. Additionally, you will receive communications tailored for SMB Specialists, including news flashes, webcast invitations, product updates, and program and policy information.

Earn with incentives and promotions

All SMB Specialists can participate in SMB-focused rewards and incentives with Sympoints, Symantec's partner rewards and recognition program. Sympoints gives you the opportunity to increase both revenue and program rewards, right at your fingertips. SMB Specialists are eligible to earn bonus reward points for every qualifying Sympoints promotion sale.

Show off your expertise

Upon your completion of program requirements, you will be awarded with an SMB Specialization Membership Certificate for display in your office. We'll also provide you with a logo for use in your marketing materials.

Requirements:

1. Partners must be enrolled in the Symantec Partner Program to qualify.
2. This Specialization is divided into two tracks: Security and Backup. Partners can pursue a single- or dual-track membership.

Security track

Your company must employ at least one individual who has successfully achieved:

(1) Symantec Sales Expert (SSE), choose from the following:

- Symantec™ Endpoint Protection
- Symantec Endpoint Protection Small Business Edition
- Symantec Protection Suites (Enterprise/Small Business Edition)
- Symantec Messaging Gateway Small Business Edition

(1) Symantec Sales Expert Plus (SSE+), choose from the following:

- Symantec Endpoint Protection
- Symantec Endpoint Protection Small Business Edition

Backup track

Your company must employ at least one individual who has successfully achieved:

(1) Symantec Sales Expert (SSE), choose from the following:

- Backup Exec
- Symantec System Recovery

(1) Symantec Sales Expert Plus (SSE+), choose from the following:

- Backup Exec
- Symantec System Recovery

One person must hold both accreditations in a single track. If achieving both tracks, the accreditations for the individual tracks may be held by two different people.

Free online sales training and accreditation exams are available on PartnerNet at <https://partnernet.symantec.com>.

For more information, visit
[symantec.com/partners/smbspecialization](https://partnernet.symantec.com/partners/smbspecialization)

¹ The up-front discount program is available until June 30, 2012.

² Technical Support benefits are not cumulative, and those incidents provided to partners based on their SPP level will take precedence.

³ The Internal Site License benefit is only available to Registered Partners through the SMB Specialization.

