

### **Q: Has Symantec changed its strategy in FY09?**

A: The channel has been, and will continue be, an essential part of Symantec's go-to market strategy. Symantec has not changed its channel strategy. Symantec continually evaluates how to drive efficiencies and includes feedback from its partner community as part of the evaluation process. As a result, we have implemented plans to gain efficiencies and provide clarified rules of engagement with our partners, specifically:

- All Express and Rewards buying program transactions will continue through a two-tier model. We have shifted high-touch enterprise transactions, specifically our Enterprise buying program options, into a single-tier reseller model.
- Our distribution partners will continue to focus on areas of highest value-add, including managing our unmanaged partner base and focusing on SMB segments.
- Our largest end user and global partner accounts will continue to have the choice and ability to purchase from their preferred partner or from Symantec.

### **Q: What business efficiencies does Symantec identify by moving to a single-tier reseller model at the high end?**

A: Partners fulfilling business through our Enterprise Buying Program will have the option to source directly from Symantec. This is on a deal-by-deal basis, and only for partners fulfilling Enterprise Site License and Enterprise Flex business. Rewards and Express business will continue through a two-tier model.

This modification will give partners and customers faster access to Symantec resources during complex negotiations and order staging processes. It will also require fewer sales teams to touch these transactions and receive compensation.

### **Q: Have named account customers been given a new option to buy direct from Symantec?**

A: No, Symantec's Named Accounts have always had the choice to work with their preferred partner, or transact with Symantec. Now, we have clarified with our partners which customers have a choice and we've limited the ability to choose to our Named Accounts only. **We've made no changes to compensation, discount or other pricing programs to drive a change here.**

### **Q: Are you moving away from a 2-tier distribution model?**

A: No, we maintain a 2-Tier distribution strategy in order to effectively support the 60,000 partners in our program. Starting this year, like many other vendors - we have allowed our Tier 1 partners to fulfill complex



enterprise contracts with Symantec to streamline the process. In fact, we have opened up access to enterprise products to all our distributors – allowing them to fulfill non-contract business, resulting in net new business for several of our distributors.

**Q: What is Symantec’s strategy for SMB Renewals?**

A: We are continuing to invest in automation that will increase the likelihood that customers will renew their Symantec agreements. We have specifically invested in processes that notify customers of upcoming renewals and drive the customer to renew with the partner of record. When the renewal is due, we provide the customer with information on how to buy from their partner, or renew online. We encourage our partners to work with their customers before the renewals come due. Automating the notification process and providing information on the originating partner will increase business opportunities for our partners.

**Q: How is Symantec making it easier for partners to do business with the company?**

A: Symantec has implemented several new programs and enhancements to help improve its partners’ profitability and overall experience:

- The SMB Specialist Partner Program provides partners with the necessary tools to more effectively target the fast-growing SMB market segment and allows them to tailor solutions and approaches to SMB customers.
- The Aspire Rebate Program provides partner organizations significant economic benefits for increasing their sales of qualifying Symantec products to the SMB market.
- Two new Symantec Services Programs -- Symantec Authorized Consulting Partner Program and the Symantec Authorized Technical Assistance Partner Program -- are designed to help partners grow revenue by providing access to Symantec consulting best practices and support.
- Enhancements to the Opportunity Registration Program include a higher payment cap, extension of the deal duration, and an improved registration portal for faster and easier registrations and better user experience.
- With the recent launch of the Symantec Protection Network, the company has developed a strategy that will ensure a positive, profitable process for partners as they move with Symantec into the world of online software and services.

**Q: How will you continue to help your partners be successful in FY09?**

A: This year we will focus on further improvements in the quality and access of Technical Support, and simplifications to our licensing and pricing programs. Partners can also expect a major focus on improving Symantec’s training programs--providing more complete curriculums for sales, pre-sales and technical audiences within our partner community.

- Symantec continues to be a channel-led company and we recognize the value partners play in reaching our broad set of customers. We are not changing our strategy and taking high-end deals direct.
- Symantec's largest end users and global customers have always had the option to purchase from their preferred partner or from Symantec. We also maintain a 2-tier distribution strategy and like many other vendors, have allowed our Tier 1 partners to fulfill complex enterprise contracts with Symantec to streamline the process.
- From an SMB perspective we continue to invest in automation that will drive efficiency in how we go after our SMB customer segment and ensure that renewals are secured. We will continue to rely on partners while at the same time look for opportunities to ensure that we are being more efficient.