

Symantec Sales Cheat Sheet

What is it?



The Symantec Brightmail Gateway delivers inbound and outbound messaging security for email and instant messaging (IM) with effective and accurate antispam and antivirus protection, advanced content filtering, and data loss prevention technology. The Brightmail Gateway is simple to administer and catches more than 97 percent of spam with less than one in a million false positives. With the Brightmail Gateway, organizations can effectively respond to new messaging threats, minimizing network downtime, preserving employee productivity, and protecting company reputation. The product leverages continuous automatic antispam and antivirus updates from the Symantec Global Intelligence Network, on-box connection throttling using both global and self-learning local IP reputation, and comprehensive reporting.

How can I order it?*

Symantec Brightmail Gateway appliances are licensed on a per-user/per-year subscription model. The same user license is valid for both the Virtual Edition and the standard appliance software. Customers interested in a physical appliance must also purchase a separate hardware license for a Symantec Brightmail/Mail Security 8300 Series appliance.

Symantec Brightmail Gateway*	
14345359	Brightmail Gateway 7.7 per user Express Band A Essential 12 months
14345365	Brightmail Gateway 7.7 per user Express Band B Essential 12 months
14345372	Brightmail Gateway 7.7 per user Express Band C Essential 12 months
14345377	Brightmail Gateway 7.7 per user Express Band D Essential 12 months
14345383	Brightmail Gateway 7.7 per user Express Band E Essential 12 months
14345407	Brightmail Gateway 7.7 per user Express Band F Essential 12 months
10744982	Symantec Mail Security 8320 Appliance Hardware
10744985	Symantec Mail Security 8340 Appliance Hardware
10744988	Symantec Mail Security 8360 Appliance Hardware
10744991	Symantec Mail Security 8380 Appliance Hardware

* All software SKUs listed include Symantec Essential Support (24x7 telephone). Please contact your distributor for complete SKUs and pricing as well as complementary products and services.

• SKU Tool site: go.symantec.com/skugenerator

Ask your customer

1. Is spam overwhelming your Microsoft® Exchange servers today?

The Symantec Brightmail Gateway leverages more than 20 spam prevention techniques and can deliver an antispam effectiveness rate greater than 97 percent with less than one in a million false positives. It also integrates multiple technologies into a single appliance to reduce multiple vendor messaging security solutions and IT operations costs and to provide effective protection in a blended-threat world.

2. Is your IT staff spending too much time responding to complaints, searching for missing email due to false positives, and administering your current mail security solution?

Symantec Brightmail Gateway appliances are easy to install and require almost no monitoring by IT staff. By combining industry-leading antispam effectiveness and accuracy with an easy-to-use administrative console and continuous automatic rules updates from Symantec's Global Intelligence Network, the appliances drive down operating costs while improving employee productivity.

3. Are you compliant with state and federal regulations regarding financial disclosures?

The Symantec Brightmail Gateway allows you to manage information according to defined regulatory policies in order to control outbound email and comply with government and company mandates.

What's new?

Virtual Edition—Includes a virtual appliance deployment option on VMware ESX Server.

Better management—Provides new comprehensive reporting that demonstrates appliance efficacy and impact, as well as detailed scanner diagnostics and an optimized message audit log.

Enhanced IP reputation module—Features DNS-based lookup that increases overall system performance and effectiveness by eliminating many false positives.

More administrative controls—Includes fully configurable granular backup and invalid recipient rejection using dynamic LDAP, allowing customers to avoid accepting a message.

Easier installation—Offers a streamlined bootstrap and installation process to help customers get up and running in minutes with an optimized configuration.

Symantec Sales Cheat Sheet

Why upgrade?

The Symantec Brightmail Gateway is an award-winning antispam, antivirus, and content-filtering solution from the top market share leader in messaging security. It is the winner of InfoWorld's Technology of the Year for antispam four years in a row and over 35 consecutive VB100 awards, since November 1999, for antivirus effectiveness. The appliance now supports VMware virtualization environments to allow flexible and cost-effective scaling of antispam protection to meet ever-increasing spam volumes.

This solution allows you to achieve near-zero administrative costs with comprehensive reporting, easy installation, and automatic updates and to respond quickly and effectively to new spam outbreaks with the combination of global and local reputation analysis.

Competition

vs. McAfee

- McAfee's antispam solution is based on SpamAssassin, a third-party, open source solution that is known for substantial administrative burden as well as higher false positives rates.
- According to a study done by AV-Test.org in March 2007, McAfee's average response time was over 550 percent slower than Symantec's.

vs. IronPort (now part of Cisco®)

- Ironport's SenderBase antispam technology provides no local reputation-based traffic shaping like Symantec's, which is the best way to detect zombie and botnet attacks.
- Ironport purchases antivirus technology from Sophos and McAfee, giving it no control over patches or virus definitions for new outbreaks. Symantec is the only vendor with over 35 consecutive VB100 awards, dating back to 1999.

vs. Barracuda

- Symantec's antispam effectiveness and accuracy are better than Barracuda's, leveraging Symantec's Global Intelligence Network and local reputation-based traffic shaping.
- Symantec includes zero-day antivirus protection to catch newly emerging threats before definitions are developed.

Cross-selling opportunities

The Symantec Brightmail Gateway is a key component of the Messaging Security solution, in addition to supporting the Messaging Management and Data Loss Prevention solutions. There are many opportunities to cross-sell to and from the Brightmail Gateway.

- **Symantec Enterprise Vault™**—Using the Brightmail Gateway to reduce spam volumes is only part of the solution. Organizations also need Enterprise Vault to archive email to eliminate mailbox quotas and PST files, facilitate faster backup and restore times, and centralize information management and retention to lower infrastructure costs and meet policies. Enterprise Vault stores, manages, and enables the discovery of corporate data from email systems, file server environments, IM platforms, and content management and collaboration systems. Enterprise Vault and the Brightmail Gateway are part of the Information Foundation product bundle.
- **Symantec Backup Exec™ 12**—Blocking spam with the Brightmail Gateway is a good start, but you also need to back up and recover your email if the server goes down. Backup Exec can do real-time backups of your email system and enable you to recover individual email messages in seconds with its Granular Recovery Technology.
- **Symantec™ Endpoint Security**—Once you have secured your mailboxes from spam with the Brightmail Gateway Series, Symantec Endpoint Security will provide comprehensive protection from hackers, spies, and thieves for your desktops, laptops, and servers. For comprehensive security from the endpoint to the gateway, consider the Symantec Multi-tier Protection bundle, which includes Endpoint Protection, Mail Security for Groupware (Microsoft Exchange and Domino®), and the Brightmail Gateway.

Additional resources

Full product details and trialware: www.symantec.com/trysms

SKUs, licenses, and ordering details: <https://partnernet.symantec.com>

SKU Tool Site: go.symantec.com/skugenerator