

Symantec Cheat Sheet

What is it?

Symantec Protection Suite Small Business Edition is an easy to use, all-in-one suite that protects critical business assets by securing them against today's complex malware and spam threats and by rapidly recovering data or computer systems. It includes proven technologies that provide multiple layers of protection to help ensure computer systems and information are secure and readily available at all times. It also meets your small business customers' needs for endpoint protection, messaging security, and backup and recovery, giving you a competitive advantage and fresh revenue opportunities. Competitive displacement, upgrade/cross-grade discounts, and compelling value make this your lead product for small business customers.

What's included in the integrated suite?

Protection technology	Symantec Endpoint Protection Small Business Edition	Symantec Protection Suite Small Business Edition
Endpoint security		
Antivirus/antispayware	•	•
Desktop firewall	•	•
Intrusion prevention	•	•
Generic exploit blocking	•	•
Antivirus for Mac®		•
Messaging security*		
Antivirus/antispam/antiphishing		•
Content filtering/compliance		•
Backup and recovery		
Backup of live desktops and laptops		•
Restoration to any hardware		•
Threat-driven backups		•

*Symantec Protection Suite Small Business Edition messaging security features are available for Microsoft® Exchange Server.

How can I order it?

Symantec Protection Suite Small Business Edition standard licenses and maintenance may be purchased via the Express, Academic, Government, Rewards, Enterprise xSP, and Enterprise Flex buying programs. It uses the Symantec-standard "per-user" perpetual license model except when sold through Enterprise xSP, which is a subscription license. Competitive Upgrade SKUs with special pricing are available for use in situations in which a directly competitive third-party solution is being displaced by a Symantec solution. These SKUs may only be used in a qualifying displacement scenario. For more details on licensing, please refer to the Symantec Protection Suite Licensing and Support Services Guide.

Ask your customer**1. What are you currently doing to manage and protect your desktops, laptops, and servers from today's growing threats?**

Symantec Protection Suite Small Business Edition includes Symantec™ Endpoint Protection Small Business Edition, which is a new product designed specifically for small businesses. It provides protection beyond antivirus and leverages various essential Symantec Endpoint Protection technologies, such as TruScan™ Proactive Threat Scan, in a single agent and console to protect against today's sophisticated attacks.

It is also easy to use and optimizes performance and system resources so small businesses can get up and running quickly. It comes with Symantec-recommended security defaults, so no additional configurations are needed. The management user interface is streamlined and includes easy-to-follow wizards that help simplify deployment and reduce the need for any specialized training. In fact, Symantec Protection Suite Small Business Edition takes less than 20 minutes to install and deploy.

2. Can you recover the information on your desktop or laptop systems in the event of a crash?

In the event of a crash, Symantec Protection Suite Small Business Edition enables you to restore files and folders in seconds or entire desktops or laptops in minutes, not hours or days. With an easy-to-use, disk-based recovery solution, you can recover computers more efficiently, reliably, and faster than ever before to dramatically minimize downtime. You can also protect business assets against new threats through automated, event-driven backups.

3. What are you currently doing to control spam and protect email from today's growing threats?

The suite's messaging security component integrates comprehensive inbound and outbound protection of email into a single administrative interface with powerful integrated reporting. It provides advanced threat protection from both known and unknown threats. It also removes viruses from email attachments, blocks spam, and filters inappropriate content at the Microsoft Exchange Server level.

4. How are you preventing confidential information from leaving your company?

The suite's messaging security component provides integrated content filtering for policy enforcement, blocking inappropriate content and restricting confidential information from being sent via outbound email traffic.

Why upgrade?

The value in upgrading to Symantec Protection Suite is significant: Customers can save up to 65 percent over the cost of buying point products. The new comprehensive suite includes powerful, market-leading endpoint security, messaging security, and system recovery technologies that go far beyond antivirus-only solutions, which protect only part of the infrastructure—all at the same or a lower price than a similar version of Symantec™ Multi-tier Protection.

Symantec Cheat Sheet

Partner opportunities

Partners benefit from more revenue opportunities, greater profitability, and enhanced customer satisfaction:

- **Renewals/upgrades**—More features with a lower price mean extra value for your current Symantec Multi-tier Protection Small Business Edition customers—plus an endpoint protection product designed to meet their needs. Upgrade Symantec AntiVirus™ Corporate Edition and Symantec Endpoint Protection Small Business Edition customers to the suite at renewal time to provide them with extended protection.
- **New deals**—An award-winning security and data protection suite with competitive pricing can help you displace competitive antivirus-only or point product solutions.
- **Upsell opportunities**—Sell Symantec Backup Exec™ System Recovery Manager and Symantec Backup Exec System Recovery Server Edition as well as Symantec™ Network Access Control once customers have migrated to the suite. Customers can also be upgraded to the Enterprise Edition of the Symantec Protection Suite.
- **Cross-sell opportunities**—Expand customers' portfolios to Symantec Brightmail™ Gateway Small Business User Packs, Symantec™ Endpoint Encryption, and Symantec™ Protection for SharePoint® Servers.
- **Service sales**—Increase sales by offering assessment, migration, and implementation services for the Symantec endpoint security and messaging security product lines. Ongoing support contracts and a full suite of educational options are also available to increase customer satisfaction with their purchase.
- **Customer satisfaction**—Simplify your customers' piecemeal multiple-product/vendor solutions with an easy-to-manage solution from the world's most trusted security and data protection vendor.
- **Business efficiency improvement**—Leverage Symantec's unified security and data protection platform to standardize the solutions offered to your customer base, extend your product expertise, and reduce the number of point products carried in inventory from multiple vendors.

Competition**Competitive highlights:**

- *InfoWorld* Technology of the Year Award: Best Antispam Solution—2008 (fourth consecutive year)
- Small Business Computing Excellence in Technology Award: Number 1 for Network and PC Backup—2008
- *eWeek* Channel Insider Top 10 Products of the Year: Symantec Backup Exec System Recovery one of the Top 10 Products of the Year—2008
- *PC World* Mexico: Best Security Suite for Businesses—2008
- *Network World* Asia Reader's Choice Award: Enterprise IDS, Anti-Spyware/Malware Solution—2008

*Awards are won for Symantec Endpoint Protection 11.0

- *Computerworld* Singapore Reader's Choice Award—2008
- *Computerworld* Malaysia Reader's Choice Award—2008
- "Strong Performer" in the Forrester Wave: Symantec Network Access Control—2008
- Common Criteria EAL2+ Certification: Symantec Endpoint Protection* and Symantec Network Access Control—2008
- *eWeek* Channel Insider Award: Endpoint Security Product of the Year*—2008
- *PC Magazine* Singapore Editor's Choice Award—2008
- *Virus Bulletin* VB100: Over 40 consecutive awards since November 1999

Main competitors:

- Trend Micro™ (Worry-Free Business Security)
- McAfee® (Total Protection)
- Sophos (Endpoint Security and Control)

Competitive differentiation:

Unlike antivirus-only or point product solutions, Symantec Protection Suite Small Business Edition delivers multiple layers of protection including security, backup, and recovery. Streamlined for small business and built with the latest endpoint security technology, this suite provides enterprise-level defense against malware and email-borne threats and protects from system outages or disasters, helping to get your customer's business back up and running in minutes.

From point product(s):

The value in upgrading to Symantec Protection Suite is significant: Customers can save over 40 percent over the cost of buying just two point products from the competition. By moving to Symantec Protection Suite, they are getting the best price and the confidence of complete protection from the market leader. And they are likely paying close to what they're paying today for even two point products.

From competitive bundles:

The value in upgrading to Symantec Protection Suite is significant: Customers are getting the confidence of complete protection from the market leader and are likely paying less than they're paying today.

Additional resources

For complete product details and trialware, go to

www.symantec.com/business/protection-suite-small-business-edition.

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

Competitive data may vary or change without notice. Symantec acknowledges that inferences are Symantec based, and competitor information or other claims listed here within may vary or change from this document release date. Competitive comparisons are based on internal Symantec research studies and analysis.

Copyright © 2009 Symantec Corporation. All rights reserved. Symantec, the Symantec Logo, Backup Exec, Brightmail, Symantec AntiVirus, and TruScan are trademarks or registered trademarks of Symantec Corporation or its affiliates in the U.S. and other countries. Mac is a trademark of Apple Inc., registered in the U.S. and other countries. Microsoft and SharePoint are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries. Other names may be trademarks of their respective owners. 03/09 20024365