

Symantec Cheat Sheet

What is it? Why should I care?

Expand your addressable market by selling backup and recovery to existing security customers. According to a recent Rubicon Study, nearly half of SMBs experience data loss, with 70 percent saying some of those losses are unrecoverable.* Among companies that have lost data permanently, about one-third have lost sales as a result and 20 percent have lost customers. By offering the new Symantec Protection Suite Advanced Business Edition, you can solve this growing problem for your customers and gain a major advantage over your competitors. As the industry's first security suite that includes backup and recovery for servers, this unique offering can help you drive new revenues in so many ways.

- Benefit from service-attach opportunities and develop a larger footprint in your accounts through add-ons, up-sells, and competitive displacements.
- Provide an all-in-one, one-stop offering that addresses customer requirements for backup and disaster recovery, threat protection, data loss prevention, mail security, and spam protection—all in one affordable package from the acknowledged market leader in security and backup and recovery.

What's included in the suites?

Customer Pain Point	Symantec Protection Suite Delivers	Cost-Conscious	
		Small Business Edition	All-in-One Advanced Business Edition**
No IT staff on-site	Basic install in under 20 minutes	✓	✓
Limited budget	The right price for growing businesses	✓	✓
Back up and recover servers	Server backup and disaster recovery		✓
Want fewer vendors and products	Single SKU from the market leader	✓	✓
Back up and recover desktops	Desktop backup and disaster recovery	✓	✓
Don't want users to be slowed down	High-performance AV client	✓	✓
Don't want spam to slow down email	Highly accurate spam and phishing protection	✓	✓
Protect desktops and servers from threats	More than antivirus	✓	✓
Control the flow of sensitive information, device usage, and application execution	Data loss prevention technologies		✓
Mail servers are too slow	Spam protection at the gateway		✓
Advanced management with consolidated access	Single Sign-On Web console		✓

*Rubicon, Data Backup for Small and Medium Businesses: Priorities, Current Practices, and Risks, November 24, 2008
 **Some features only available in SEP

How can I order it?

Symantec Protection Suite Advanced Business Edition standard licenses and maintenance may be purchased via the Express, Enterprise xSP (a subscription-based license for managed services models), Academic, and Government buying programs. For each license of Symantec Protection Suite purchased, the user is entitled to one license of endpoint security, mail server security, mail gateway security, and desktop backup/recovery. For their endpoint security license, customers may choose to use one agent of Symantec™ Endpoint Protection, Symantec™ Endpoint Protection Small Business Edition, Symantec

AntiVirus™ for Linux®, Symantec™ Endpoint Protection for Mac®, or Symantec AntiVirus™ for Mac. License entitlement to Symantec Backup Exec™ System Recovery Server Edition is one per every 50 licenses of Symantec Protection Suite Advanced Business Edition purchased on a single order.

Symantec Protection Suite Advanced Business Edition Licenses Purchased	Symantec Backup Exec System Recovery Server Edition License Entitlement
1–49 (and 5-, 10-, 25-user business packs)	0
50–99	1
100–149	2
150+	3+

The suite uses the Symantec-standard “per-user” perpetual license model unless otherwise indicated. Competitive Upgrade SKUs with special pricing are available in situations in which a directly competitive third-party solution from competitors such as Kaspersky®, Trend Micro™, Sophos, or McAfee® is being displaced. These SKUs may only be used in a qualifying displacement scenario. For details, refer to the “Symantec Protection Suite Licensing and Support Services Guide.”

Ask your customers

1. What are you doing to manage and protect your desktops, laptops, and servers?

Symantec Protection Suite Advanced Business Edition provides endpoint protection with a high-performance, single-client agent and console to reduce costs, complexity, and administrative overhead. Two options are available to help customers go beyond antivirus:

- Symantec Endpoint Protection Small Business Edition provides enterprise-level protection that optimizes performance and system resources. Simplified management and preconfigured settings make it ready to go so companies can get up and running in less than 20 minutes and focus on their businesses.
- Symantec Endpoint Protection provides proactive technologies that automatically analyze application behaviors and network communications to actively block threats, while device and application controls manage and secure data.

2. Do you have a backup and disaster recovery solution for desktops and servers?

As the first security suite to include server and desktop recovery, Symantec Protection Suite Advanced Business Edition reduces the costly risk of losing critical information to system failures or disasters and helps prevent major business losses by recovering data in minutes, not hours or days. The easy-to-use, disk-based recovery means customers can recover faster to dramatically minimize downtime.

3. What are you doing to control spam and protect email from the latest threats?

The suite's messaging security component integrates comprehensive inbound and outbound filtering and protection into a single administrative interface with powerful reporting and policy enforcement.

- Prevents confidential information from being sent via outbound email with embedded data loss prevention technology
- Provides advanced threat protection from known and unknown threats
- Removes viruses from email attachments, blocks spam, and filters inappropriate content at the server level

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Why upgrade?

Designed for businesses seeking more than the basics, this comprehensive, one-of-a-kind suite provides market-leading endpoint security, messaging security, and backup and disaster recovery for servers and desktops. Antivirus-only solutions are yesterday's offering—protect your customers by offering world-class security and availability from Symantec today.

Partner opportunities

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

- **Expand your addressable market**—Leverage the Symantec brand to sell backup and recovery to existing security customers and attract new business with a differentiated offering that combines security and data protection.
- **Renewals/upgrades**—Upgrade Symantec AntiVirus™ Corporate Edition, Symantec Endpoint Protection Small Business Edition, or Symantec Endpoint Protection customers at renewal time to provide them with layered protection, messaging security, and backup and recovery for servers and desktops.
- **New deals**—An award-winning security and data protection suite with competitive pricing helps you displace competitive antivirus-only or point-product solutions.
- **Cross-sell/up-sell opportunities**—Expand customers' portfolios to Symantec Brightmail™ Gateway Appliance, Symantec™ Endpoint Encryption, Symantec™ Network Access Control, Symantec™ Hosted Security, and additional Symantec Backup Exec™ System Recovery for Server licenses.
- **Service sales**—Increase sales by offering assessment, migration, and implementation services for endpoint security and messaging security product lines. Ongoing support contracts and a full suite of educational options are available to increase customer satisfaction with their purchases.
- **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.

Awards

Symantec Protection Suite

- Best Integrated Security Solution, Readers Trust Award 2010, *SC Magazine*

Symantec Endpoint Protection Suite Small Business Edition

- Best Security Suite for SMBs, *PC World Mexico*
- 2009 Best Security Solution (software) of the Year, *SMB World*, Hong Kong
- Editor's Choice, *Smart Partner*, China

Symantec Backup Exec System Recovery

- Channel Insider's 10 Best Products of the Year, Storage Management, December 2008
- SNS Achievement in Technology Award: Business Continuity Product of the Year, December 2008
- *Redmond* magazine readers vote Backup Exec System Recovery #1, October 2008

Symantec Brightmail

- Forrester Wave™, Leader in Email Filtering, April 2009

Competitive differentiation

Symantec Protection Suite Advanced Business Edition is the industry's only suite to offer endpoint security, email server security, email gateway security, and backup/recovery for servers and desktops.

Complete protection. All organizations need to have backup and disaster recovery as part of their security strategies. Symantec Protection Suite Advanced Business Edition is the first to provide automatic backup and fast, easy recovery of files, folders, email, SharePoint®, and more on servers, desktops, and laptops. Only Symantec provides a single-source solution, eliminating the support and integration challenges that can arise with third-party solutions. Competitors like Kaspersky, McAfee, Sophos, and Trend Micro cannot provide backup and recovery without partnering with an external third party.

Security is much more than antivirus. It's not just the number of updated antivirus signatures generated—comprehensive security is required. The potential damage caused by an outbreak outweighs the up-front savings of going with a solution that isn't complete. Symantec Protection Suite offers complete security with multiple levels of protection that include backup and disaster recovery, messaging security, endpoint security, and data loss prevention.

Additional resources

For complete product details and trialware, go to www.symantec.com/business/protection-suite-advanced-business-edition SKUs, licenses, and ordering details are available at <https://partnernet.symantec.com>

Competitive data may 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.

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