



Symantec Endpoint Protection 11.0

This document is intended to aid Symantec channel partners in selling and quoting **Symantec Endpoint Protection 11.0** and is to serve primarily as a reference guide on the licensing and maintenance programs and options available. The pricing contained within this document is referenced directly from the U.S. Symantec price list and should be deemed modified to the extent of any updates. All pricing and SKUs should be obtained from the current, appropriate regional price list. Symantec reserves the right to change this document at any time, without notice.

ALL PRICES ARE IN U.S. DOLLARS AND HAVE NOT BEEN ADJUSTED WITH INTERNATIONAL UPLIFTS.

ALL INFORMATION IN THIS DOCUMENT IS CONFIDENTIAL, AND NOT FOR EXTERNAL USE OR DISTRIBUTION.

LICENSING SYMANTEC ENDPOINT PROTECTION 11.0.....2

DETERMINING LICENSE QUANTITY.....2

COMPETITIVE UPGRADES.....3

ENTITLEMENT.....3

FULFILLMENT.....4

QUOTING SYMANTEC ENDPOINT PROTECTION 11.0.....4

Scenario 1 – New Purchase for 900 Users with 1 year of Maintenance 4

Scenario 2 – New Purchase for 900 Users with 3 years of Maintenance..... 4

Scenario 3 – Renewal for 300 Users, Additional Purchase of 50 users 4

Scenario 4 – McAfee Competitive Displacement..... 5

Scenario 5 – New Purchase with Virtualized Environments and Terminal Services..... 5

SUPPORT AND MAINTENANCE SERVICE OFFERINGS5

Enterprise Support at a Glance..... 5

SELLING SERVICES.....6

EVALUATIONS.....7

RESOURCES AND LINKS7



Symantec Endpoint Protection 11.0

LICENSING SYMANTEC ENDPOINT PROTECTION 11.0

Symantec™ Endpoint Protection combines Symantec AntiVirus™ with advanced threat prevention to deliver an unmatched defense against malware such as viruses, worms, spyware, Trojan horses, zero-day threats, bots and rootkits. This unified product delivers the most advanced technology available to protect against today's sophisticated threats and threats not seen before. It increases protection for laptops, desktops, and servers by including proactive technologies that automatically analyze application behaviors and network communications to detect and actively block threats. It is a single, comprehensive product that allows you to enable the capabilities you need as you need them. Whether the attack comes from a malicious insider or is externally motivated, endpoints are protected.

This multilayered approach significantly lowers risk and increases confidence that business assets are protected. Symantec Endpoint Protection reduces the administrative overhead and costs associated with managing multiple endpoint security products by integrating essential security technologies in a single agent that is administered via a single management console. This simplifies endpoint security administration and provides operational efficiencies such as one-click software updates and policy updates, unified and central reporting, and a single licensing and maintenance program.

Symantec Endpoint Protection is simple to implement and deploy. It integrates with Symantec's Altiris endpoint management solutions making it easier to distribute software packages, migrate older Symantec AntiVirus or other antivirus deployments and view deployment status and rollout activity. Symantec provides a range of consulting, education, and support services that guide organizations through the migration, deployment, and management of Symantec Endpoint Protection and help them realize the full value of their investment. For organizations that want to outsource security monitoring and management, Symantec also offers Managed Security Services to deliver real-time security protection.

Combined with a purchase of Symantec Network Access Control 11.0, Symantec Endpoint Protection 11.0 offers the delivery of both endpoint protection and network access control in a single agent and management framework. The use of a single agent and management console provides organizations with the tools needed to reduce administrative burden and lower the total cost of ownership for endpoint security.

Please note that no distinction is made between workstations, server, laptops, etc., when licensing this product; the Symantec Endpoint Protection 11.0 core purchase SKUs will be used for all types of endpoints.

Symantec Endpoint Protection standard licenses and maintenance may be purchased via the Express, Academic, Government, Rewards, Enterprise xSP, and Enterprise Flex buying programs. Symantec Endpoint Protection multi-user Business Packs are offered through the Consumer buying program.

For additional information about Symantec buying programs:

Channel Partners — Please consult PartnerNet or contact your Symantec account representative

DETERMINING LICENSE QUANTITY

Symantec Endpoint Protection 11.0 uses the Symantec-standard "per-user" perpetual license model (except as sold through Enterprise xSP, which is a subscription license). The formal Symantec definition of the "per-user" meter allows several interpretations of the metering method, including user or device. As it applies to Symantec Endpoint Protection 11.0, one license must be purchased for each standard (i.e., non-virtualized) endpoint device running the software, regardless of endpoint type (e.g., server, laptop, workstation, etc.). For virtualized environments, (e.g., VMware or Terminal Services), each separately installed and concurrently running instance of the software must be licensed. For additional details regarding licensing in virtualized environments please see the product End User License Agreement (EULA).



Symantec Endpoint Protection 11.0

Optional Microsoft SQL Server Licensing:

The Symantec Endpoint Protection Manager (SEPM) component uses a SQL database to store and retrieve data. An embedded database is included with the product at no additional charge. However, customers do have the option to instead use Microsoft SQL Server as their database engine. In this case, the customer must have or purchase the appropriate number of Microsoft SQL Server licenses (sold separately by Microsoft).

Microsoft SQL Server can essentially be licensed in two ways; per-processor or per-device/per-user. Microsoft delineates between per-device and per-user, but they are very similar for this purpose. Please see Microsoft's page discussing SQL Server licensing at <http://www.microsoft.com/sql/howtobuy/licensing.mspx>

With respect to Symantec Endpoint Protection 11.0, the per-processor model would require that a per-processor SQL license be purchased for each physical and/or virtual processor running SQL server that hosts a SEPM database.

With respect to Symantec Endpoint Protection 11.0, the per-device/per-user model would require that a CAL be purchased for each SEPM, Console, Enforcer, and Client in the SEP deployment.

The per-processor model is therefore far more cost-effective in anything except the smallest SEP deployment.

COMPETITIVE UPGRADES

Competitive Upgrades 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. Free offerings and those integrated into operating systems generally do not qualify for Competitive Upgrade.

Examples of competitive products that qualify for use of the Competitive Upgrade SKUs include, but are not limited to:

- **McAfee** antivirus and endpoint protection products/suites including antivirus, e.g., VirusScan™ Enterprise, Total Protection™ for Enterprise, etc.
- **Trend Micro** antivirus and endpoint protection products/suites including antivirus, e.g., OfficeScan™, NeatSuite™, etc.
- **Microsoft** for-fee antivirus and endpoint protection products, e.g. ForeFront Client Security
 - **Free/built-in products such as the Windows XP and Windows Vista firewalls do not qualify**
- **Other Competitors** — Directly competitive antivirus and endpoint protection products/suites including antivirus from other competitors qualify and should be considered, e.g., Sophos, Kaspersky, etc.

If you have any questions whether a particular customer or scenario qualifies for use of the Competitive Upgrade SKUs, or wish to seek approval for an exception, please contact Product Management (your Symantec partner representative).

ENTITLEMENT

Customers with any of the following products who have a current, active maintenance contract for the product should receive a free upgrade to Symantec Endpoint Protection 11.0 in accordance with the maintenance contract's upgrade assurance terms.

- Symantec AntiVirus Corporate Edition
- Symantec Client Security
- Symantec AntiVirus Business Packs (without Groupware)
- Symantec Client Security Business Packs (without Groupware)
- Symantec Sygate Enterprise Protection
- Sygate Secure Enterprise
- Whole Security Confidence Online for Corporate PCs



Symantec Endpoint Protection 11.0

Any customer who has a qualifying product with current maintenance and has not received notification of eligibility for upgrade to Symantec Endpoint Protection 11.0 should contact their account representative or Customer Service. Any customers whose maintenance contract has expired are able to reinstate their license and support using the "Version Upgrade" SKUs.

FULFILLMENT

If purchased via the license-based buying programs (e.g., Express, Rewards), customers will receive a certificate with serial numbers to allow access to the product binaries via FileConnect and to activate their maintenance. The certificate will include instructions to complete these activities.

If a Media Pack was ordered, the customer will also receive physical product media in the Enterprise Portfolio format.

If purchased as Business Packs via the Consumer buying program, the customer will receive a retail-ready boxed version of the product. The box will include a certificate with serial numbers and instructions to register and activate their maintenance.

QUOTING SYMANTEC ENDPOINT PROTECTION 11.0

Please see the SKU Configuration Tool available to Symantec sales and partners at:

http://www.symantec.com/partners/smb_resources/products/products.jsp. For information about Version Upgrade or customers migrating under active maintenance, please see the separate Migration QuickStart.

Scenario 1 – New Purchase for 900 Users with 1 year of Maintenance

This is a straightforward scenario of a new customer purchasing Symantec Endpoint Protection 11.0 with Essential maintenance for almost 900 users (each user has their own laptop) and about a dozen servers, for a total of 900. This purchase is being done via the Express buying program.

| SKU DESCRIPTION | USERS | MSRP |
|--|-------|-------------|
| SYMC ENDPOINT PROTECTION 11.0 BNDL STD LIC EXPRESS BAND F ESSENTIAL 12MO | 900 | \$33.39 USD |

Scenario 2 – New Purchase for 900 Users with 3 years of Maintenance

This scenario is similar to the above, with a new customer purchasing Symantec Endpoint Protection 11.0 with Essential maintenance for almost 900 users (each user has their own laptop) and about a dozen servers, for a total of 900. They wish to buy a total of 3 years of Maintenance at the initial purchase. In this scenario, the Initial Support (maintenance only) SKU is used with a separate line-item for each year. This purchase is being done via the Express buying program.

| SKU DESCRIPTION | USERS | MSRP |
|--|-------|-------------|
| SYMC ENDPOINT PROTECTION 11.0 BNDL STD LIC EXPRESS BAND F ESSENTIAL 12MO | 900 | \$33.39 USD |
| SYMC ENDPOINT PROTECTION 11.0 ESSENTIAL- 12 MONTHS EXPRESS BAND F | 900 | \$15.90 USD |
| SYMC ENDPOINT PROTECTION 11.0 ESSENTIAL- 12 MONTHS EXPRESS BAND F | 900 | \$15.90 USD |

NEW SYMANTEC RENEWAL PROGRAM

In June 2008, Symantec introduced a new Renewal SKU program, which changes the way maintenance renewals are processed. For more information please refer to the SCORE page: - <http://score.corp.symantec.com/pages/2326>.

Scenario 3 – Renewal for 300 Users, Additional Purchase of 50 users

An existing customer is renewing their Basic maintenance for 300 users and purchasing an additional 50 users. This purchase is being done via the Express buying program.



Symantec Endpoint Protection 11.0

| SKU DESCRIPTION | USERS | MSRP |
|---|-------|-------------|
| SYMC ENDPOINT PROTECTION 11.0 RENEWAL BASIC- 12 MONTHS EXPRESS BAND E | 300 | \$15.75 USD |
| SYMC ENDPOINT PROTECTION 11.0 BNDL STD LIC EXPRESS BAND E BASIC 12MO | 50 | \$35.00 USD |

If, in the above scenario, the customer were to renew after their maintenance expired, then the following would apply.

| SKU DESCRIPTION | USERS | MSRP |
|---|-------|-------------|
| SYMC ENDPOINT PROTECTION 11.0 BNDL VER UG LIC EXPRESS BAND E BASIC 12MO | 300 | \$28.00 USD |
| SYMC ENDPOINT PROTECTION 11.0 BNDL STD LIC EXPRESS BAND E BASIC 12MO | 50 | \$35.00 USD |

Scenario 4 – McAfee Competitive Displacement

A customer who currently owns 5,000 seats of McAfee VirusScan™ Enterprise wishes to switch to Symantec Endpoint Protection 11.0 with Essential maintenance. This purchase is being done via the Rewards buying program and qualifies as a Competitive Upgrade scenario (please see “Competitive Upgrade” section above for details).

| SKU DESCRIPTION | USERS | MSRP |
|--|-------|-------------|
| SYMC ENDPOINT PROTECTION 11.0 BNDL COMP UG LIC REWARDS BAND E ESSENTIAL 12MO | 5000 | \$10.46 USD |

Scenario 5 – New Purchase with Virtualized Environments and Terminal Services

A new customer wishes to purchase Symantec Endpoint Protection 11.0 with Essential maintenance. They have 500 laptops, 50 desktop workstations, and 10 servers that they wish to protect. One of the servers is a VMWare ESX Server normally running three virtual Microsoft operating system environments in addition to the host operating system; all of which are to be protected. Another server is running Terminal Services and about 20 of the laptop users log into remote desktop sessions on a regular basis.

The virtualization server has four simultaneously running operating environment that are to be protected: the host operating system and the three virtual operating environments. This requires a total of four (4) licenses.

The Terminal Server requires 21 licenses: one for the server itself and one for each user, either on the remote host or the Terminal Server, but not both. If each of the 20 laptops/computers used to access the Terminal Server are licensed (as they are, in this scenario), then only the one license for the Terminal Server itself need be additionally purchased. If the remote clients are not licensed (such as thin clients that cannot run the Client), then the full 21 licenses should be purchased for the Terminal Server. The remote hosts and the Terminal Services users do not both need to be licensed.

This purchase is being transacted via the Express buying program.

| SKU DESCRIPTION | USERS | MSRP |
|--|-------|-------------|
| SYMC ENDPOINT PROTECTION 11.0 BNDL STD LIC EXPRESS BAND F ESSENTIAL 12MO | 564 | \$33.39 USD |

SUPPORT AND MAINTENANCE SERVICE OFFERINGS

Symantec Endpoint Protection 11.0 will be offered with Basic, Essential, and Business Critical Services Support options.

Enterprise Support at a Glance

| ENTERPRISE SUPPORT AND MAINTENANCE SERVICES | BASIC MAINTENANCE | ESSENTIAL SUPPORT | REMOTE PRODUCT SPECIALIST | BUSINESS CRITICAL SERVICES | | |
|---|------------------------------|-------------------|---------------------------|----------------------------|------------|------------|
| | | | | DATACENTER | NATIONAL | GLOBAL |
| Severity One Response Time Targets | 1 hour | 30 minutes | 15 minutes | 15 minutes | 15 minutes | 15 minutes |
| Telephone Access to Support Engineers | 8 a.m.-6 p.m. Business Hours | 24x7x365 | 24x7x365 | 24x7x365 | 24x7x365 | 24x7x365 |



Symantec Endpoint Protection 11.0

| ENTERPRISE SUPPORT AND MAINTENANCE SERVICES | BASIC MAINTENANCE | ESSENTIAL SUPPORT | REMOTE PRODUCT SPECIALIST | BUSINESS CRITICAL SERVICES | | |
|---|---------------------|---------------------|---------------------------|----------------------------|-----------------|-------------|
| | | | | DATACENTER | NATIONAL | GLOBAL |
| Downloadable Software Upgrades, Updates and Patches | ♦ | ♦ | ♦ | ♦ | ♦ | ♦ |
| Designated Callers | 2 per Product Title | 6 per Product Title | 6 per Product | Unlimited | Unlimited | Unlimited |
| Remote Product Specialist | | | ♦ | | | |
| Business Critical Account Manager (BCAM) | | | | Remote BCAM | Designated BCAM | Global BCAM |
| Business Critical Engineer | | | | ♦ | ♦ | ♦ |
| Onsite Visits (Fly-to-Site) | | | | 2 | 6 | 20 |
| Tailored Account Support Plan | | | | | ♦ | ♦ |
| Quarterly Account Reviews | | | | | ♦ | ♦ |
| Account Case History Reports | | | | | ♦ | ♦ |
| Network Link Assessment | | | | Option | ♦ | ♦ |
| Impact Alerts | | | | | ♦ | ♦ |

SELLING SERVICES

Education Services

Education offerings covering installation, administration, and migration are available in a variety of formats, including instructor-led training, virtual academy, and online courses. For more information, please refer to http://www.symantec.com/enterprise/training/training_by_country/index.jsp

Consulting Services

Symantec consulting services start with endpoint security deployment and migration assistance, providing solution design, deployment and migration planning, installation package creation, and testing.

Integration services are also offered, including full operational review, followed by integration and optimization of the solution based on IT Service Management Best Practices and client compliance requirements.

The next level of consulting service is Residency, where Symantec consultants work side by side with your IT staff to help you realize the full value of your endpoint security technology investments and allow your internal resources to focus on your core business strategies.

Symantec also offers Operational Services, wherein the entire endpoint security function can be outsourced to Symantec to help you reduce operational costs, better manage your IT risks, and meet your security SLAs with confidence.

The following summarizes the key features of the Symantec Consulting Services portfolio:

- Endpoint and network access control technology assessment
- Deployment analysis and remediation assistance
- Deployment/upgrade/migration planning and assistance
- Day-to-day endpoint security operations and support
- Centralized monitoring and alerting twenty-four hours a day, seven days a week
- Data capture, analysis, trending, reporting, and benchmarking
- Comprehensive process for change control and incident handling
- Root cause analysis of high-impact incidents
- Generalized best practice guidance regarding information security





Symantec Endpoint Protection 11.0

For more information, please refer to:

http://www.symantec.com/enterprise/services/category.jsp?pcid=consulting_services or
<http://edm.symantec.com/endpointsecurity/>

EVALUATIONS

Channel Partners may request evaluation, internal-use, and NFR copies of the software via the respective online request forms on PartnerNet. Please see the Symantec Software Benefits page on PartnerNet (requires login), located at:
<https://partnernet.symantec.com/Partnercontent/Program/Benefits.jsp>

RESOURCES AND LINKS

| RESOURCE | LINK |
|-------------------------------------|---|
| Consulting Services (public) | http://www.symantec.com/enterprise/services/category.jsp?pcid=consulting_services |
| Entitlement Guide (PartnerNet) | See 'Ordering & Licensing Guides' |
| Migration Landing Page (public) | http://www.symantec.com/enterprise/support/endpointsecurity/migrate/ |
| SKU Configurator (internal/partner) | http://www.symantec.com/partners/smb_resources/products/products.jsp |
| Version Upgrade FAQ (public) | http://www.symantec.com/enterprise/licensing/upgrades/faq.jsp |
| Version Upgrade Page (public) | http://www.symantec.com/enterprise/licensing/upgrades/index.jsp |
| Version Upgrade Tutorial (public) | http://eval.symantec.com/flashdemos/other/vu_tutorials/index.html |

Copyright © 2008 Symantec Corporation. All rights reserved. Symantec, the Symantec logo and Symantec AntiVirus are trademarks or registered trademarks of Symantec Corporation or its affiliates in the United States and other countries. Other names may be trademarks of their respective owners.