



QuickStart

Symantec™ Endpoint Protection 11.0

OVERVIEW

Symantec™ Endpoint Protection 11.0 proactively protects your customers' laptops, desktops, and servers by combining antivirus, antispware, desktop firewall, intrusion prevention, and device control. This comprehensive, easy-to-sell solution combines Symantec AntiVirus™ with advanced threat prevention in a single agent and is available in business packs and Express and Rewards license programs, allowing you to be a single point of ordering for your customers. It is an easy upgrade from Symantec AntiVirus Corporate Edition, Symantec™ Client Security, and Symantec Sygate™ Enterprise Protection. Extend your margin and protect your customers by upgrading them from Basic Maintenance to Essential Support, adding on Symantec™ Network Access Control 11.0 and offering assistance from Symantec Education Services.

Symantec Endpoint Protection Product Family

	SYMANTEC ENDPOINT PROTECTION	SYMANTEC MULTI-TIER PROTECTION SMALL BUSINESS EDITION	SYMANTEC MULTI-TIER PROTECTION
Antivirus	X	X	X
Antispyware	X	X	X
Desktop Firewall	X	X	X
Intrusion Prevention	X	X	X
Device and Application Control	X	X	X
Symantec Mail Security for Microsoft Exchange		X	X
Symantec Mail Security for Domino			X
Symantec AntiVirus for Macintosh		X*	X
Symantec AntiVirus for Linux	X	X	X
Symantec AntiVirus for Windows Mobile			X*
Symantec Brightmail based Premium AntiSpam		X*	X*
SMS 8300 Software Subscription (AntiVirus/AntiSpam)			X*

Gray area = centrally managed via a single agent (Symantec Endpoint Protection Client) and single console (Symantec Endpoint Protection Manager)
 * New additions

CUSTOMER VALUE PROPOSITION

For organizations that need a single, integrated solution to protect against sophisticated attacks that evade traditional security measures, Symantec Endpoint Protection proactively secures laptops, desktops and servers against known and unknown threats by combining Symantec AntiVirus™ technology with advanced threat prevention. Unlike our competitors, Symantec Endpoint Protection offers proven world-class protection in a single agent to reduce overhead, time and costs so that customers can efficiently manage security and gain confidence that corporate assets and business are protected.

- Compared to the competition, Symantec Endpoint Protection sets the bar as to what antivirus should be. Symantec Endpoint Protection is the only product that offers the benefit of essential security technologies (antivirus, antispyware, desktop firewall, intrusion prevention (IPS) and device control) via a single integrated agent (without increased resource overhead) and administered from a single management console. Others only offer a bundle of products that are not integrated in a single agent.
- Based on our internal competitive research as of September 2007, no single vendor has a single integrated technology/agent that includes and seamlessly integrates (a) and (b):
 - (a) Endpoint Protection technologies: Antivirus, antispyware, desktop firewall, device control and intrusion prevention (a.k.a., IPS) [Important Note: our Intrusion Prevention is unlike any other IPS because it includes a non-signature based behavioral technologies that uses a unique scoring algorithm.]
 - (b) Endpoint Compliance technologies: (Host-based Network Access Control (NAC))

Additional Business Needs to Consider





QuickStart

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- **Seamlessly integrated network access control** combines *Symantec Network Access Control* with Symantec™ Endpoint Protection, both of which utilize the same agents and management console to provide your organization with a seamless, necessary toolset.
- **Advanced protection for enterprise servers** specifically designed to protect servers such as file server, mail server, web servers etc. *Symantec Critical System Protection* combined with Symantec™ Endpoint Protection couples standard and advanced protection for heterogeneous server environments: UNIX, Linux and Solaris in addition to the Windows Server.
- **Protection for Smartphone and PDA's** by combining *Symantec Mobile Security Suite version 5.0 for Windows Mobile* with Symantec™ Endpoint Protection, which offers protection for Windows and non-Windows Mobile devices like Symbian and Palm OS.
- **Protection for data being accessed via unmanaged devices** using *Symantec On-Demand Protection*. Protects systems accessing web-enabled applications, such as web mail (MS Outlook Web Access) and the data moved onto unmanaged endpoints during the user sessions.

TARGET MARKET

Primary – Large Enterprise/ Enterprise and Medium Business (100-10,000+ employees)

Secondary – Small Business (10-999 employees)

IT Challenges: Reduce rising costs and manage complexity associated with acquiring and managing multiple endpoint security technologies. Maintain control over endpoint security protection as threats become more sophisticated and targeted at endpoint devices. Supplement signature-based solutions (like antivirus) with proactive non-signature-based security protection mechanisms. Protect against increasing levels of email-borne threats and spam, in addition to protecting non-windows devices.

Business / Legal Challenges: Meet end-user demand to increase productivity by accessing the network remotely (VPN, web-based telecommuting, unmanaged devices) while providing protection due to increased exposure risks.

Industry Segments: Customers span all industry segments.

SALES OPPORTUNITIES

CUSTOMER PAIN POINTS	DECISION MAKER	HOW WE DELIVER
Complex Endpoint Security Environments	<ul style="list-style-type: none"> • Strategic Security: CSO / CISO / Security Architect • Strategic IT: CTO / CIO / VP /Dir IT / Infra / Ops • Functional IT: IT Mgmt / Ops / Storage/Network / Desktop / Server Mgrs 	<ul style="list-style-type: none"> • Combines essential endpoint security technologies • Offers a single management console reducing administrative burden
Protect Data and Endpoints from Growing Threats	<ul style="list-style-type: none"> • Strategic Security: CSO / CISO / Security Architect • Functional IT: IT Mgmt / Ops / Storage/Network / Desktop / Server Mgrs 	<ul style="list-style-type: none"> • Provides advanced threat prevention protecting from both known and unknown threats
Reduce Costs Associated with Managing Multiple Endpoint Security Solutions	<ul style="list-style-type: none"> • Strategic Business: CEO / CFO / COO • Strategic IT: CTO / CIO / VP /Dir IT / Infra / Ops • Functional IT: IT Mgmt / Ops / Storage/Network / Desktop / Server Mgrs 	<ul style="list-style-type: none"> • Reduces procurement, support and maintenance costs utilizing a single agent and single management console
Prove Internal and External Regulation / Compliance with Security Policies	<ul style="list-style-type: none"> • Strategic Business: CEO / CFO / COO • Strategic Security: CSO / CISO / Security Architect • Functional IT: IT Mgmt / Ops / Storage/Network / Desktop / Server Mgrs • Functional Business: Compliance Officer / Audit / LOB 	<ul style="list-style-type: none"> • Enforces company email security policies • Enforces endpoint security policies (e.g., antivirus and firewall is on before being allowed to connect the corporate network)

PARTNER OPPORTUNITIES

CUSTOMER PAIN POINTS	HOW WE DELIVER
Improves Profitability	<ul style="list-style-type: none"> • Partners up-selling Symantec Endpoint Protection 11.0 with the Essential maintenance plan can increase their revenue while providing more support & satisfaction to their customers • Leverages the new competitive cross-grade pricing to sell Symantec Endpoint Protection 11.0 into competitive AV environments





QuickStart

Symantec™ Endpoint Protection 11.0

CUSTOMER PAIN POINTS	HOW WE DELIVER
	<ul style="list-style-type: none"> • Channel partners have an opportunity to increase their revenue by selling 2-3 year maintenance contracts to new and existing customers coming up for renewal • Partners moving Symantec AntiVirus customers from the Express buying program to Rewards will see a drastic increase in their renewal rate which can represent incremental revenue annually • Cross-sell Symantec Network Access Control to existing Symantec Client Security and Symantec AntiVirus once customers have migrated to Symantec Endpoint Protection 11.0 • Up-sell to Symantec Multi-tier Protection 11.0 or Symantec Endpoint Protection Small Business Edition 11.0 to increase partner revenues and provide industry-leading mail server security for customers
<p>Lack of Unified Security Solutions</p>	<ul style="list-style-type: none"> • Standardize security solutions for Partners customer base • Expand your security services by recommending a platform solution • Extend your expertise and reduce point vendor products carried

SOLUTION MAPPING

Solution Selling

Symantec Endpoint Protection delivers unmatched protection from even the most sophisticated attacks by combining Symantec antivirus technology with advanced threat prevention and simplifying endpoint security administration so that customers can save time and money while protecting assets and business. Unlike our competitors, Symantec Endpoint Protection offers proven world-class protection in a single agent without added resource overhead so that customers can efficiently manage endpoint security and gain confidence that corporate assets and business are protected. Symantec Endpoint Protection can be combined with a variety of Symantec products that provide scalable selling opportunities within the following solutions:

- **IT Policy Compliance:** provides a common set of management tools necessary to help manage IT compliance processes governing the confidentiality, availability, and integrity of regulated information in a proactive, continuous, and efficient manner
- **Enterprise Security:** peer products within the Endpoint Security, Security Management, and Messaging Security product lines will share buying centers with Symantec Endpoint Protection that will have similar pain points and IT risk management goals
- **Global Consulting and Education Services:** for training, assessment, design, and deployment

Cross-sell/Up-sell Opportunities

- **Symantec Network Access Control:** Symantec Endpoint Protection and Symantec Network Access Control utilize the same agent and the same management console providing organizations with the tools needed to reduce administrative burden and lower total cost of ownership for endpoint security.
- **Symantec Critical System Protection:** For environments that require advanced server protection and require protection beyond windows-based servers. Symantec Critical System Protection offers optimized, high-speed server performance and preconfigured, comprehensive HIPS templates for UNIX, Linux and Solaris OS's in addition to the Windows Server.
- **Symantec Mobile Security:** Version 5.0 extends protection and endpoint compliance capabilities out to smart phones and PDA's. Provided antivirus protection and more for Windows Mobile and Symbian operating systems.
- **Symantec On-Demand Protection Solution:** Extends endpoint protection out to unmanaged devices by protecting systems accessing web-enabled applications, such as web mail (MS Outlook Web Access), and the data moved onto the endpoints during the user sessions.

KEY FEATURES AND BENEFITS

What's New in Symantec Endpoint Protection 11.0?

FEATURE	DESCRIPTION	BENEFIT
<p>Multi-layered Protection</p>	<ul style="list-style-type: none"> • Seamlessly integrates industry leading protection technologies (antivirus, antispayware, desktop firewall, IPS, and device control) in a single agent 	<ul style="list-style-type: none"> • Comprehensive protection against known and unknown threats • Protects against sophisticated threats such as zero-





Symantec™ Endpoint Protection 11.0

FEATURE	DESCRIPTION	BENEFIT
	<ul style="list-style-type: none"> Delivers both traditional-signature-based protection with behavioral based proactive protection providing the ability to enable the pieces 'you' need, as 'you' need them 	<ul style="list-style-type: none"> day threats and rootkits Helps ensure interoperability through the turnkey package vs. disparate point products
Advanced Rootkit Detection and Removal	<ul style="list-style-type: none"> Provides superior rootkit detection and removal by integrating VxMS (Veritas Mapping Service, a Veritas technology.) This provides access below the operating system to allow thorough analysis and repair. 	<ul style="list-style-type: none"> Detects and removes the most difficult rootkits that other vendors miss Saves time, money and lost productivity associated with having to re-image infected machines
Generic Exploit Blocking	<ul style="list-style-type: none"> Generic Exploit Blocking prevents entry of new threats at the network layer using a vulnerability-based Intrusion Prevention Solution¹ 	<ul style="list-style-type: none"> Blocks all new exploits (including variants) of a vulnerability with a single signature Blocks malware BEFORE it can enter a system
Deep Packet Inspection	<ul style="list-style-type: none"> Provides administrators with the ability to create custom intrusion prevention signatures. Administrators can create custom, rule-based signatures to tailor the level of protection to their environment. 	<ul style="list-style-type: none"> Blocks malware before it can enter a system Gives administrators complete control to manage intrusion prevention signatures and tailor the level of protection for their environment
Proactive Threat Scan	<ul style="list-style-type: none"> Behavioral-based protection (a WholeSecurity technology) unlike all other heuristic-based technologies its Proactive Threat Scan scores both good and bad behaviors of unknown applications 	<ul style="list-style-type: none"> Accurately detects malware without the need to set-up rule-based configurations or the worries of false positives Provides more accurate detection of malware
Application Control	<ul style="list-style-type: none"> Allows administrators to control access to specific processes, files and folders by users / applications Provides application analysis, process control, file and registry access control, module and DLL control 	<ul style="list-style-type: none"> Helps prevent malware from spreading or doing harm to the endpoint Locks down endpoints to prevent data leakage Enables administrators to restrict certain activities deemed suspicious or high risk
Device Control	<ul style="list-style-type: none"> Controls which peripherals can be connected to a machine and how they are used plus locks down an endpoint by preventing thumb drives, CD burners, printers and other USB devices from connecting 	<ul style="list-style-type: none"> Helps prevent sensitive and confidential data from being extracted or stolen from endpoints (data leakage) Helps prevent endpoints from being infected by viruses spread from peripheral devices
Single Agent	<ul style="list-style-type: none"> Delivers a single agent download for all Symantec Endpoint Protection technologies and the Symantec Network Access Control product Provides operational efficiencies such as single software and single policy updates 	<ul style="list-style-type: none"> Lowers TCO for endpoint security Reduces administrative burden Offers unified and central reporting, licensing and maintenance Requires no change to the client when adding Symantec Network Access Control enforcement
Single Management Console	<ul style="list-style-type: none"> Delivers a single integrated interface for managing all Symantec Endpoint Protection technologies and the Symantec Network Access Control product while allowing a single communication method and content delivery system across all technologies Provides operational efficiencies such as single software and single policy updates 	<ul style="list-style-type: none"> Lowers TCO for endpoint security Reduces administrative burden Offers unified and central reporting, licensing and maintenance Requires no change to the client when adding Symantec Network Access Control enforcement
Simplified Client Interface	<ul style="list-style-type: none"> Offers customizable interface Gives administrators lock out configuration options from the end-user or can completely hide the interface 	<ul style="list-style-type: none"> Administrative control User friendly Intuitive navigation
Active Directory Support	<ul style="list-style-type: none"> Symantec Endpoint Protection management supports importing Organization Units from Active Directory Group structures of users, computers and servers can be imported and synchronized with the NT Domain, Active Directory and/or LDAP 	<ul style="list-style-type: none"> Reduces administrative effort Increases operational efficiencies
Roles-based Administration	<ul style="list-style-type: none"> Allows different administrators to be given different levels of access to the management system 	<ul style="list-style-type: none"> Offers flexible management Increases operational efficiencies

¹ Note: Originally introduced in Symantec Client Security



QuickStart

Symantec™ Endpoint Protection 11.0

FEATURE	DESCRIPTION	BENEFIT
Patch Management and Distribution	<ul style="list-style-type: none"> Determines patches necessary for every Symantec Endpoint Protection client and automatically generates appropriate patch downloads 	<ul style="list-style-type: none"> Reduces administrative effort Includes tools for rolling patches out to Symantec Endpoint Protection clients Provides operational efficiencies
Integration with Altiris Endpoint Management Solutions	<ul style="list-style-type: none"> Easily distribute client software packages, migrate older Symantec AntiVirus or other antivirus deployments and view deployment status and rollout activity 	<ul style="list-style-type: none"> Makes migration to next generation easy Reduces and simplifies deployment effort Provides enhanced visibility and control over migration and deployment activities and tasks
(Optional) Symantec Network Access Control	<ul style="list-style-type: none"> Symantec Endpoint Protection is Symantec Network Access Control ready and can be easily activated when the separate enforcement method is purchased without having to deploy additional agents or management consoles 	<ul style="list-style-type: none"> Single platform to manage endpoint protection and endpoint compliance

Continuing Features and Benefits

FEATURE	DESCRIPTION	BENEFIT
Advanced AntiVirus / AntiSpyware Protection	Industry leading antivirus and antispyware that includes enhanced real-time antivirus detection and blocking plus automated antivirus removal	<ul style="list-style-type: none"> Helps prevent security outbreaks Protects your critical assets Stops malware such as viruses, spyware, adware and rootkits
Rules Based Traffic Filtering	Best-of-breed rule-based firewall engine that inspects both encrypted and cleartext network traffic	<ul style="list-style-type: none"> Helps prevent security outbreaks Protects your critical assets Stops malware and crimeware

CLIENT / OS SUPPORT

The following operating systems are supported with Symantec Endpoint Protection 11.0.

SOLUTION COMPONENT	OPERATING SYSTEMS
Symantec Endpoint Protection Client	Microsoft Windows Vista™ 32-bit & 64-bit Microsoft Windows® 2003 32-bit & 64-bit Microsoft Windows XP 32-bit & 64-bit Microsoft Windows 2000 (SP3 and later) 32-bit
Symantec AntiVirus for Linux Client	Red Hat® Enterprise Linux, SuSE Linux Enterprise (server/desktop) Novell® Open Enterprise Server VMWare ESX
Symantec Endpoint Protection Manager	Microsoft Windows 2003 32-bit & 64-bit Microsoft Windows XP 32-bit Microsoft Windows 2000 (SP3 and later) 32-bit
Symantec Endpoint Protection Manager Console	Microsoft Windows Vista 32-bit & 64-bit Microsoft Windows 2003 32-bit & 64-bit Microsoft Windows XP 32-bit & 64-bit Microsoft Windows 2000 (SP3 and later) 32-bit

LICENSING AND SUPPORT SERVICES

Symantec Endpoint Protection 11.0 is licensed using a single license and support program. For more information on how this product is licensed, plus available Support and Maintenance options, consult the Licensing and Support Services Guide on PartnerNet.

SELLING SERVICES

Partner QuickStart: Symantec Endpoint Protection 11.0

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For questions regarding this QuickStart, contact SalesTools@symantec.com

p. 5

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QuickStart

Symantec™ Endpoint Protection 11.0

- **Partner Services** gives partners the opportunity to increase customer support by offering their own services around assessment, migration, implementation of Symantec Endpoint Protection 11.0 and Symantec Network Access Control 11.0, as well as the entire Symantec Endpoint Security product line.
- **Support Services:** This is an excellent time to talk to the customer about support services—and the benefits of Essential support services compared with the Basic (business hours, Monday through Friday) support included with their license purchase. By upgrading to Essential support, your customer will have 24x7 technical support access to Symantec’s experts, support call priority and guaranteed 30 minute response time for severity 1 issues. This will be an important resource for customers that want to migrate to Symantec Endpoint Protection upon its release. It will also increase their satisfaction with Symantec’s technical support (quality and efficiency) in general.

QUALIFYING QUESTIONS

1. Are you having challenges managing multiple endpoint security products that all require multiple agent downloads and separate management consoles?
2. Are your costs and complexity associated with managing multiple endpoint security agents increasing?
3. Is the baseline memory usage of your endpoint security products too high?
4. Are you looking at endpoint protection solutions that seamlessly integrate network access control capabilities?
5. Are security threats posing increasing risks to your organization’s brand and reputation?
6. Are your endpoint security solutions becoming more costly and complex to manage?
7. Do you find it difficult to stay ahead of security threats while sustaining endpoint compliance to internal IT policies and regulatory mandates?
8. Has your organization faced financial loss due to security breaches?
9. What are your Microsoft Vista deployment plans?

COMPETITION

COMPETITION	KEY DIFFERENTIATORS
Microsoft	<ul style="list-style-type: none"> • Symantec AntiVirus technology has not failed a single VB100 test since 1999 – Microsoft was tested only twice and failed the last • Symantec provides proven security while MS ForeFront Client Security is a 1.0 product based on technology that has proven to be insecure • Symantec is a dedicated security company and has built a complete security infrastructure over many years – security at Microsoft is just a small piece of the business • The Intrusion Prevention System (IPS) functionality in Symantec Endpoint Protection stops malware at the network level before it infects the endpoint • Generic Exploit Blocking (GEB) provides protection from known and unknown threats that attack vulnerabilities BEFORE Microsoft provides patches • Symantec detects and removes rootkits faster than MS Windows Defender • Symantec protects across platforms & form factors while Microsoft only provides a point solution for PCs
McAfee	<ul style="list-style-type: none"> • To achieve Symantec Endpoint Protection you would have to install 6 McAfee products/modules/agents on the client • Symantec AntiVirus technology has protected its users since 1999 against viruses that are in the wild – McAfee has failed the VB100 test 12 times (in the same time, last time in February 2006) • The Firewall integrated in Symantec Endpoint Protection is Sygate FW based -- leading the Gartner Magic Quadrant since 2001, while McAfee is a considered a niche player • Symantec Endpoint Protection customers can create their own Network IPS rules using a SNORT-like Syntax and can create their own HIPS rules using a build-in-rule editor • Symantec Endpoint Protection includes technology from Veritas to detect rootkits on a lower level – part of the consumer product that is proven to be the most effective on the market
Trend Micro	<ul style="list-style-type: none"> • Symantec protects against unknown threats with technologies that do not requires signatures • Symantec AntiVirus technology has been protecting users since 1999 against viruses that are in the wild – Trend Micro has failed the VB100 test 3 times (in the same time, last time in December 2006) • The Firewall integrated in Symantec Endpoint Protection is Sygate FW based – leading the Gartner Magic Quadrant since 2001 • Symantec Endpoint Protection includes technology from Veritas to detect rootkits on a lower level – part of the consumer product that is proven to be the most effective on the market • Generic Exploit Blocking (GEB) protects against unknown threats and variants by shielding vulnerabilities before a patch is available or deployed • Symantec Endpoint Protection is Symantec Network Access Control ready and can be easily activated when the separate





Symantec™ Endpoint Protection 11.0

COMPETITION	KEY DIFFERENTIATORS
	<p>enforcement method is purchased without having to deploy additional agents or management consoles</p> <ul style="list-style-type: none">• Symantec's Advanced Protection provides more reports, customized notifications, integration with syslog than other 3rd party products

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