



Symantec™ Mail Security for SMTP 5.0 Reseller Cheat Sheet

Overview

Symantec Mail Security for SMTP 5.0 enables partners to meet customer needs and grow revenue with the only email gateway security product that integrates Symantec Brightmail™ AntiSpam with Symantec AntiVirus™ to help secure email infrastructures. Partners benefit from opportunities to up-sell antispam and antivirus subscriptions to their existing Symantec™ Mail Security customer base and provide customers with deployment and consulting services.

Partner benefits

- Enables partners to grow a profitable email security business and meet customer needs
 - Offers recurring revenue stream through renewal-based subscriptions
 - Affords partners the opportunity to up-sell antispam and antivirus subscriptions to their Symantec Mail Security customer base and cross-sell other Symantec Mail Security gateway and groupware products via the Symantec Mail Security Enterprise Edition multi-tier email security bundle
 - Provides potential service offerings, including business or site assessment, configuration and installation services, additional administration and monitoring services, and IT training and support
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Target market

- Horizontal solution for large and medium businesses appropriate for all verticals, particularly large enterprises with 1,000 or more users
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Target buyer

- Functional IT roles responsible for managing the email infrastructure (will vary by size and type of business)
 - IT/security directors and managers are decision-makers
 - Mail administrators are influencers
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Customer pain points

- **Spam:** Rising volumes of spam reduce the usefulness of email by forcing users and IT staff to expend additional time to store, identify, and delete spam.
- **Viruses:** Viruses and related threats continue to pose a major risk to enterprise security and data integrity. Malicious infection from both external and internal sources continues to be a growing problem.
- **Cost of managing the email infrastructure:** Spam introduces an exponential growth in IT hard costs by exceeding the capacity of email gateway systems, mail transfer agents (MTAs), email storage servers, groupware servers, and bandwidth.
- **Compliance:** Compliance pressures are driving awareness that an organization's inbound and outbound content must be free of inappropriate content.

Key features

- NEW! Zero day virus prevention reduces vulnerability to virus outbreaks before formal definitions are available
 - NEW! Spyware/adware dispositions minimize infections due to malicious code
 - NEW! Improved content filtering and compliance tools such as keyword and regular expression inside attachments and true file typing help customers meet compliance requirements
 - NEW! Graphical message tracking enables administrators to easily track the status of any email message processed by the system
 - Leverages best-of-breed antispam, antivirus, and content filtering technologies to help customers reduce spam volume, eliminate threats, and simplify email security infrastructure
 - Features Symantec Brightmail AntiSpam technology, which stops more than 97% of spam,¹ while producing less than one false positive for every million emails analyzed²
 - Delivers automatic spam and virus rules updates every 5–10 minutes to ensure that customers have the most effective, real-time protection from new spamming techniques and traffic patterns
 - Powered by the Symantec AntiVirus engine—winner of more than 20 consecutive Virus Bulletin 100% Awards—to minimize network disruptions caused from virus outbreaks
 - Backed by Symantec Security Response, the world's leading antivirus and Internet security research and support organization
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Who qualifies for a Symantec Mail Security for SMTP 5.0 upgrade?

Existing Symantec Mail Security for SMTP 4.x and Symantec Brightmail AntiSpam customers automatically receive a free upgrade to Symantec Mail Security for SMTP 5.0. Most Symantec Mail Security for SMTP 4.x and Symantec Brightmail AntiSpam customers do not have BOTH antispam and antivirus licenses, therefore most are prospects for either an antispam or an antivirus license up-sell. (See page 2 for "Existing Symantec Mail Security Customer Up-Sell Scenarios.")

Sales process overview: Target customer

- Current Symantec Mail Security for SMTP 4.x customers
- Current Symantec Brightmail AntiSpam customers
- Current Symantec Mail Security customers desiring additional features
- Competitive displacements, particularly Trend Micro customers who want the most effective and advanced email security from a single leading vendor
- Customers new to Symantec Mail Security

1. InfoWorld Product Review, 2004
2. Yankee Group Report, 2004



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Sales process overview:

Customer characteristics

- Dissatisfied with the current vendor, often due to poor detection rates, response, or support, or new requirements not met by current solution
- Experiencing a growing spam or virus problem
- Limited IT support/needs a complete, manageable solution
- Evaluating current email security protection/needs to change the current solution
- Looking for a best-of-breed consolidated antispam and antivirus solution

Sales process overview: Qualifying questions

The sales process can be summarized in two steps:

- 1. Qualify:** Get a sense for the prospect's user base and the scope of their email security issues. Questions include:
 - How many email users do you want to protect?
 - How much spam are you receiving?
 - Do you have problems with false positives?
- 2. Evaluate:** Encourage prospects to download a 30-day free trial at www.symantec.com/trysms. Ensure that the prospect reads the product evaluation guide to properly set up a live test and evaluate the product.
 - How are you protecting your email infrastructure from viruses and malware?

Existing Symantec Mail Security Customer up-sell scenarios

Symantec Premium AntiSpam upgrade

Customer owns:

- Symantec Mail Security for SMTP 4.1 stand-alone (and receives a free upgrade for Symantec Mail Security for SMTP 5.0)
- Symantec AntiVirus Enterprise Edition Bundle
- Possible second vendor for antispam

What to sell:

- Symantec Premium AntiSpam 1-, 2-, or 3-year subscription
- Symantec Mail Security Enterprise Edition bundle

Approach:

- Convince the customer of the need for best-of-breed antispam and antivirus
- Easily evaluate Symantec Premium AntiSpam with your existing Symantec Mail Security for SMTP 5.0 deployment by visiting www.symantec.com/trysms

Symantec AntiVirus upgrade

Customer owns:

- Symantec Brightmail AntiSpam 6.x with AntiSpam (and receives a free upgrade to Symantec Mail Security for SMTP 5.0)
- Possible competing antivirus solution at the gateway

What to sell:

- Symantec AntiVirus 1-, 2-, or 3-year subscription
- Symantec Mail Security Enterprise Edition bundle

Approach:

- Convey the benefits of having best-of-breed antispam and antivirus in light of Symantec Mail Security for SMTP 5.0 new malicious code features and the advent of LiveUpdate™ administration
- Easily evaluate Symantec AntiVirus with your existing Symantec Mail Security for SMTP 5.0 deployment by visiting www.symantec.com/trysms

Trend Micro displacement/new prospects

Customer owns:

- Trend Micro InterScan Messaging Security Suite

What to sell:

- Symantec Premium AntiSpam and Symantec AntiVirus 1-, 2-, or 3-year subscription
- Symantec Mail Security Enterprise Edition bundle

Approach:

- Use Symantec Premium AntiSpam as the initial wedge
- Highlight Trend Micro weaknesses
- Evaluate Symantec Mail Security for SMTP 5.0 with Symantec Premium AntiSpam and AntiVirus at www.symantec.com/trysms

Licensing

Symantec Mail Security for SMTP 5.0 is a subscription-based product available in the Value and Elite programs. Customers can purchase the following subscriptions:

- Antispam license only 1-, 2-, or 3-year subscription with discount on the 2nd and 3rd years
- Antivirus license only 1-, 2-, or 3-year subscription with discount on the 2nd and 3rd years
- Antispam and Antivirus license 1-, 2-, or 3-year subscription with discount on the 2nd and 3rd years

Promotional Upgrade for Existing Symantec Mail Security for SMTP 4.x Customers

A promotional SKU is available for a limited time that allows Symantec Mail Security for SMTP 4.x customers to renew at their existing maintenance cost.



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System requirements

Windows®

- Microsoft® Windows 2000 Server (SP4), Windows Server™ 2003 (SP1), Windows Server 2003, Japanese (SP1)
- Intel® Pentium® 4 processor or compatible
- 1 GB RAM minimum (2 GB or more recommended)
- 512 MB disk space minimum (2 GB or more recommended)

Solaris™

- Sun™ Solaris 9, Solaris 10
- UltraSPARC processor
- 1 GB RAM minimum (2 GB or more recommended)
- 512 MB disk space minimum (2 GB or more recommended)

Linux

- Red Hat® Linux ES/AS 3.0 (Update 5)
- Sendmail 8.12.11 or Sendmail Switch 3.1 (if choosing third-party integration)
- Intel Pentium 4 processor or compatible
- 1 GB RAM minimum (2 GB or more recommended)
- 512 MB disk space minimum (2 GB or more recommended)

More information

Visit our Web site

<http://enterprisesecurity.symantec.com>

To speak with a Product Specialist in the U.S.

Call toll-free (800) 745-6054

About Symantec

Symantec is the world leader in providing solutions to help individuals and enterprises assure the security, availability, and integrity of their information. Headquartered in Cupertino, Calif., Symantec has operations in more than 40 countries. More information is available at www.symantec.com.

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