

# **Symantec Licensing Programs: Rewards**

**The easy way to earn greater incentives as you  
increase your investment in Symantec**

**Rewards Program Guide**

**July 2012**

## About this Rewards Program Guide

If you are a company that has a Symantec agreement referencing this Program Guide, (a “Rewards Agreement”), the terms of this Program Guide are part of your Rewards Agreement. As used in this Program Guide, “you” means the licensee company or entity named in the Rewards Agreement, and “we” or “Symantec” means the Symantec entity named in the Rewards Agreement. Symantec reserves the right to administer and change the Rewards Program and this Program Guide in its discretion and without notice. For the most updated information, please review the most current version of this Program Guide on [Symantec.com](http://Symantec.com), under Licensing Programs.

This Rewards Program Guide is protected by applicable copyright and trademark laws, and is provided strictly for the use of Symantec customers and prospective customers for purposes of the Symantec Rewards Program. This Program Guide is not to be used, copied or replicated for any other purpose without Symantec’s prior written consent.

## 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, California, Symantec has operations in more than 40 countries.

For specific country offices and contact numbers please visit our Web site at [www.symantec.com](http://www.symantec.com). For product information in the U.S., call toll-free 1 (800) 745 6054.

Symantec Corporation

World Headquarters

350 Ellis Street

Mountain View, CA 94043 USA

1 (650) 527 3007

1 (650) 527 2900

[www.symantec.com](http://www.symantec.com)

Copyright © 2012 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 U.S. and other countries. Other names may be trademarks of their respective owners.

**Table of Contents**

Symantec Licensing Programs: Rewards ..... 1

About this Rewards Program Guide ..... 2

About Symantec..... 2

Symantec Rewards Program—overview ..... 4

Symantec Agreement Number (SAN) ..... 6

How the program works..... 7

Initial orders, bands, and points ..... 8

Ordering; Reseller Partners ..... 12

Master Customer, Master SAN ..... 13

Affiliate purchasing ..... 14

Affiliate purchasing - Examples of affiliate ordering..... 16

Territory ..... 18

Annual Review Date ..... 20

Points accumulation, band-level adjustments ..... 20

Points accumulation, band-level adjustments ..... 21

Enterprise Support Services ..... 23

Enrolling in Rewards ..... 25

APPENDIX Deployment Territory Matrix ..... 27

APPENDIX ..... 29

MySymantec.com—managing online Rewards information..... 29

APPENDIX ..... 30

Rewards Certificate Example ..... 30

Rewards Certificate Example ..... 31

## Symantec Rewards Program—overview

The Symantec Rewards Program offers mid-size and large organisations streamlined procurement of Symantec software products, as well as Enterprise Support Services options. The Rewards Program offers many benefits such as:

- Volume-purchase band incentives
- No minimum order size for follow-on orders
- Flexibility of decentralised purchasing, with the leverage of multisite and global buying power

With its volume-purchase incentives and predictable pricing methodology, Symantec Rewards is designed to support multisite/global customers who wish to aggregate organisational purchasing power, and prefer the added flexibility of decentralised purchasing. In addition, Symantec Rewards offers online tools to help each customer track and manage its Rewards band and points status.

Rewards benefits include access to all Symantec security and availability software products and related Enterprise Support Service options. It is easy to maintain access to important product upgrades and technical assistance for Symantec software — simply purchase Symantec Essential Support or Basic Maintenance (each, defined below in “Enterprise Support Services”) through Rewards, just as easily as ordering software.

The Rewards Program does not include consulting, training, appliances, Business Critical Services (BCS), Managed Security Services (MSS), or Symantec Protection Network (SPN) and for a period of time may not include products newly added to Symantec’s portfolio via merger or acquisition. These other Symantec offerings continue to be available through separate purchase. Please consult a Symantec reseller partner, Symantec Sales account manager, or visit [Symantec.com](http://Symantec.com) for more information.

Entry to the Rewards Program is easy. Enrollment requires an initial purchase of at least 2,000 points (to establish a master purchasing relationship) or 500 points (to add an affiliate purchasing relationship linked to an existing master account). The initial order thresholds are targeted for mid-size to large enterprises. For example, at the 2,000-point level, the approximate minimum initial purchase is 500 + desktop licences or 10+ server licenses.

Customers will enjoy the Rewards Program’s predictable pricing methodology. A customer’s initial order sets the customer’s initial price band level within the program. After the initial purchase, there is no minimum-required size for subsequent orders. During each annual program period, subsequent orders are eligible for volume incentives and enjoy the same band or higher, regardless of the size of each such subsequent order or number of licences purchased. Customers earn additional points by buying eligible Symantec solutions, so that discount eligibility increases as they invest in Symantec infrastructure. A customer’s points and discount eligibility increase during each annual program period as affiliates order under the customer’s master account, or as affiliates establish and link their own affiliate accounts to the master account. Please refer to the “*Initial orders, bands, and points*” and “*Affiliate purchasing*” sections of this Guide for more information regarding points and affiliate participation.

National organisations will appreciate the fact that purchases made by any affiliate within the primary customer's program territory earn points that count towards the organisation's price band. A regional, multinational, or global organisation may also aggregate purchases across program territories for regional or global accumulation. (Please refer to the Rewards Agreement and the "*Affiliate ordering under linked Affiliate SAN*" section of this Program Guide for more information regarding linking SANs for broader territorial coverage.)

To enroll in the Symantec Rewards Program, go to [MySymantec.com](http://MySymantec.com) and use the automated system to review program terms and submit an application for membership. The system will issue a Symantec Agreement Number (SAN) with which to begin placing Rewards orders. Annual membership renewals are automatic, so no further action is required. This easy process also offers customers the option to consolidate support/maintenance renewals under Rewards, regardless of the date of initial product purchase.

## Symantec Agreement Number (SAN)

The Symantec Agreement Number (SAN) is a key tool which enables customers to enjoy the benefits of the Symantec Licensing Programs, including the Symantec Rewards Program. Each customer/organization is assigned a SAN identifying its participation in a specific Symantec Licensing Program. When placing orders under the Rewards Program, the customer references its Rewards SAN to qualify its orders for appropriate treatment (band-level eligibility) and to enable its orders to accumulate points to sustain and enhance discount band eligibility.

The SAN offers many benefits such as the ability for a customer to link license purchases to a central owner across multiple orders and to consolidate renewals. The SAN also enables organizations to establish master/affiliate purchasing relationships under the same SAN, or under linked SANs, for points accumulation.

Please note that the SAN is a new, superseding form of identification unique to the new Symantec Licensing Programs. If a legacy VIP program customer enrolled in Rewards during the migration period (Nov 2006-May 2007), the Rewards program and SAN replaces any prior VIP buying relationship. When a legacy Elite program customer enrolls in Rewards, the customer should use the Rewards program and SAN to receive the preferred Rewards benefits, and should cease use of their prior Elite purchasing arrangement (if still in effect). A Rewards SAN is not automatically issued to participants in prior licensing programs; the Rewards SAN is only provided when a customer enrolls in the Rewards Program.

A customer's Rewards SAN appears on every licence certificate issued for purchases under that SAN. The SAN is a six-digit, alphanumeric value plus a program identifier of "REW."

Example: 3WD45GREW

## How the program works

Symantec Rewards uses a point accumulation process to provide greater discount eligibility as purchases of eligible Symantec software products and support accrue. A certain number of points are assigned to each Symantec Rewards SKU (part number). Points accumulate on an annual basis.<sup>1</sup> The more solutions a customer purchases within the Rewards Program, the greater their band discount eligibility.

Pricing is tied to the band enjoyed by the customer's organisation, which is determined based on how many points the customer has accumulated on an annual basis. As points accumulate during each annual program period, the customer can move into more advantageous pricing bands for subsequent purchases. The customer is rewarded for ongoing purchasing – as its annual program periods expire, older points drop off and the discount band eligibility may be adjusted down. (See the *"Points accumulation, band-level adjustments"* section of this Guide).

The Rewards Program also allows eligible affiliates within the original named customer's program territory to purchase under the original customer's Symantec Agreement Number (SAN) (a "Master SAN"). Any corporate affiliate that meets program requirements may place purchases under the original customer's SAN. Alternatively, affiliates can elect to establish their own Rewards SAN (an "Affiliate SAN"), while still leveraging the master purchasing relationship. Affiliate purchases earn points that accumulate and count toward the organisation's pricing band for the benefit of the original-named customer and all participating affiliates. (Please see the Rewards Agreement and the *"Affiliate purchasing"* section of this Program Guide for more information.)

Customers and eligible affiliates must provide their applicable Rewards SAN with every order. As an added benefit, the SAN enables a Rewards customer the ability to view and track its band and points within the program.

---

<sup>1</sup> The Rewards Program has a rolling one-year term, renewing automatically on a customer's Annual Review Date. Please refer to the Rewards Agreement and the *"Annual Review Date"* section of this Guide for more information.

## Initial orders, bands, and points

In order for a customer to enroll in the Rewards Program at the master account level, its initial order must be worth at least 2,000 points. In order for a customer to establish and enroll under an affiliate account linked to an existing master account, its initial order must be worth at least 500 points. The number of points earned by the first order establishes the customer's initial Rewards band.

For the program period following the initial order, a customer may continue to order under the price band established by their initial order, without regard to order size.

Points earned by subsequent orders during a program period accrue and enhance the customer's price band eligibility. If the customer's affiliates use the original customer's SAN (Master SAN) to order in the same program territory, their purchase points aggregate under that Master SAN. Affiliates' aggregated points under the Master SAN count towards band enhancement for all orders placed using that Master SAN. Orders placed under Affiliate SANs linked to the Master SAN also count towards overall band enhancement for the Master SAN and all linked Affiliate SANs.

### Rewards Band Levels

BAND LEVELS	ACCUMULATED POINTS
A	2,000–11,999
B	12,000–19,999
C	20,000–49,999
D	50,000–99,999
E	100,000+

The date a customer applies for enrollment in the program starts the customer's first program period. (See the "*Enrolling in Rewards*" section of this Guide for more information). The customer's first program period is slightly more than two years; for the remainder of the program, the program-period is an annual 12 month period. (See the "*Annual Review Date*" section of this Guide for more information).

For the initial program period following the initial order, a customer may continue ordering under the price band established by their initial order, without regard to order size.

Points earned by subsequent orders during a program period accrue to enhance the customer's price band eligibility. If the customer's affiliates use the original customer's Master SAN to order in the same program territory, their purchase points aggregate under the Master SAN, as well as with any other linked Affiliate SAN. The aggregated points are counted towards band enhancement for all orders placed using the Master SAN or any linked Affiliate SAN.

Note: Point values in examples below are for illustrative purposes only, and may not reflect actual point values based on the then-current price list.

*Initial customer order—example 1*

In this scenario, a new customer has completed the online enrollment steps to join the Rewards Program. It receives its SAN and engages a reseller partner to place an initial order for a Symantec solution. Each of the line items on the initial order is worth points in the Rewards Program. For example, the first line item of the customer’s order for Symantec AntiVirus™ software is worth 15,000 points (quantity of 500 plus two years of Essential Support). See the table below.

Altogether, the initial order has a point value of 31,284 points, which places the customer in the “C” order band, based on its initial order. (See the Rewards Band Levels table above.)

PRODUCT DESCRIPTION	QUANTITY X POINTS	TOTAL POINTS
SEP Desktop + 2 yr Maint	500 x 30	15,000
ESM Manager Licence	3 x 478	1,434
ESM Manager 2 yr Maint	3 x 110	330
ESM Agents Licence	30 x 238	7,140
ESM Agents 2 yr Maint	30 x 54	1,620
NB Server, Win, Server, Licence Tier 4	6 x 960	5,760
<b>Total points</b>		<b>31,284</b>
<b>Rewards initial order band</b>		<b>C</b>

### Rewards existing customer quote—example 1

In this scenario, an existing Rewards customer earned 60,000 points from previous orders, so it enjoys Band D pricing. The customer now orders the same solution described in the table above and earns an additional 31,284 points. These additional points are added to the initial 60,000 points. With a new total of 91,284 points, the customer remains in Band D because qualifying for the Band E threshold requires 100,000 cumulative points.

If the customer places an additional order of approximately 9,000 more points, they will qualify to move to the next higher band for such additional order and all subsequent orders until their next Annual Review Date. (See the Rewards Band Levels table above.)

PRODUCT DESCRIPTION	QUANTITY X POINTS	TOTAL POINTS
SEP Desktop + 2 yr Essential	500 x 30	15,000
ESM Manager Licence	3 x 478	1,434
ESM Manager 2 yr Essential	3 x 110	330
ESM Agents licence	30 x 238	7,140
ESM Agents licence 2 yr Essential	30 x 54	1,620
NB Server, Win Server, Licence Tier 4	6 x 960	5,760
Total points this order		31,284
+ Total current points		60,000
New accumulated points		91,284
Rewards—order band		D

### Rewards existing customer quote—example 2

In this scenario, an existing Rewards customer has earned 90,000 points from previous orders, so it enjoys Band D pricing. The customer now orders the same solution set forth in the table above for an additional 31,284 points. These additional points are added to the initial 90,000 points.

The new total of 121,284 points means that the customer qualifies for Band E level pricing with this order and all subsequent orders until its next Annual Review Period. (See the Rewards Band Levels table above).

DESCRIPTION	POINTS
Total points this order	31,284
+ Total current points	90,000
New total accumulated points	121,284
Rewards — order band	E

## Ordering; Reseller Partners

Orders placed under the Rewards Program are fulfilled by each customer's chosen authorised Symantec reseller. Customers who are enrolled in Rewards must provide their Rewards SAN to their chosen reseller provider in order to receive quotes for desired orders under the program.

Symantec provides pricing for each customer order to the customer's Symantec channel partner(s), based on the customer's then-current band level in the program. Symantec does not, however, set the reseller's price to the customer; the customer's price is as established between the customer and its reseller provider.

If a customer wishes to understand the number of Rewards points for which its order may qualify, the customer may request that its reseller provide such information. (Please note that while Symantec makes all reasonable efforts to provide accurate and up-to-date account/points information to our channel partners, we are not responsible for system processing delays or for mistakes or misstatements made by a customer's channel partner/reseller.)

A customer may choose to place its orders through any authorised Symantec reseller in its program ordering territory. (Please refer to the Rewards Agreement and to the "*Territory—Ordering*" section of this Guide.) Please note that certain partner restrictions may apply where Symantec solutions require that a reseller hold certain certifications or authorisation levels to resell a given solution. Please consult your reseller provider for more information on whether the partner is authorised to sell a desired solution.

*All orders must reference a customer's Rewards SAN number to be processed by Symantec and to enable Symantec to provide appropriate Rewards benefits for such orders. Symantec is not responsible for errors relating to customers' submission of an order with a missing or incorrect SAN.*

## Master Customer, Master SAN

A customer may enroll and participate in the Rewards Program either as a master account customer or as an affiliate customer. (Please refer to the “*Enrolling in Rewards*” section of this Guide for more details.)

If a customer establishes a master customer Rewards relationship, Symantec issues the customer a master Rewards SAN (Master SAN).

The customer may elect to share its Master SAN with its affiliates located in its ordering territory. Any affiliate located in the master customer’s ordering territory may use the Master SAN. (See “*Affiliate purchasing—Affiliate ordering under Master SAN.*”) The Master SAN owner may view band and points accumulation status via MySymantec.com, for orders placed by the master customer and its affiliates.

### Notes:

- A master customer owns all licences ordered using its Master SAN, regardless of whether the master customer or its affiliate(s) places the order.
- All licenses ordered under the SAN are registered to the Master SAN owner’s contract address (see the “*Enrolling in Rewards—Importance of customer address/location information*” section).

The Master SAN owner also owns all support entitlements/contacts and renewals for support ordered under its Rewards Master SAN.

## Affiliate purchasing

One of the flexibilities of the Rewards Program is the ability for a customer organisation to link several different Rewards SANs to enhance point accumulation and buying power. Organisations can link multiple SANs to facilitate the following: tracking their spending, having licence certificates issued in a particular entity's name, managing where renewal notices are sent, and/or enabling an affiliate to purchase outside the territory established by a master account.

An "affiliate" of a Symantec customer, as used in this Program Guide, means an entity controlled by, under common control with, or controlling such customer, where control is denoted by having fifty percent (50%) or more of the voting power (or equivalent) of the applicable entity.

There are two ways for affiliates to participate in the Rewards Program:

- An affiliate can order under a master customer's Symantec Agreement Number (a "Master SAN") or
- An affiliate can establish its own Symantec Agreement Number ("Affiliate SAN"), linked to the Master SAN.

---

### Affiliate ordering under Master SAN

An affiliate can order under a Master SAN if it is located in the same ordering territory as the master customer who owns the Master SAN. There are several important aspects to note in this approach:

- No additional contract or separate enrollment is required. An affiliate who submits an order referencing the Master SAN indicates its agreement to the master customer's original enrollment terms.
- As noted in "Master customer, Master SAN" section above, the master customer is the owner of any and all licences ordered under its Master SAN, and also owns all related support contacts.
- The licence certificates will reflect the master customer as the owner of the licenses and will list the master customer's contract address/location. Additionally, the licence certificates will list the ordering affiliate as the end user.
- Support renewals for all orders placed under a Master SAN roll up to the master customer.
- Affiliates receive the same band-level incentives as the master customer.
- Points from affiliate orders placed under a Master SAN accrue with the master customer's points.

---

### Affiliate ordering under linked Affiliate SAN

The other, and preferred, option for affiliate ordering in Rewards is for each Affiliate to establish and order under its own separate Affiliate SAN linked to a Master SAN. This approach has several advantages:

- To establish an Affiliate SAN, the affiliate must separately enroll in the Rewards Program and request that its Affiliate SAN be linked to a specific existing Master SAN. This simple process is easily accomplished via Symantec's online enrollment system (please refer to the "*Enrolling in Rewards*" section of this Guide).
- Each affiliate's territory for ordering and licence use/deployment can be the same or different than the master customer's territory.
- By establishing and linking multiple Affiliate SANs to the original Master SAN, a customer organisation can accomplish multinational, regional, and global coverage.
- Each affiliate owns the licences ordered under its Affiliate SAN and is able to track entitlements separately.
- Each affiliate has its own support contacts for the maintenance/support purchased under its Affiliate SAN, and is responsible for renewals.
- Affiliates receive the same band-level incentives as the master customer.
- Points earned by an affiliate based on orders placed under its Affiliate SAN accrue with points from all orders placed under the associated Master SAN along with points from orders under all other Affiliate SANs tied to that Master SAN.

---

### No "Affiliate of Affiliate" SANs

Note that the flexibility offered by the Affiliate/Master SAN structure only applies to one level of corporate relationship, that is, the "master/child" relationship. Affiliate SANs can only be established under an existing Master SAN. An Affiliate SAN cannot be established under another Affiliate SAN, i.e. Rewards does not support a "child/grandchild" relationship.

---

### Change in Affiliate status

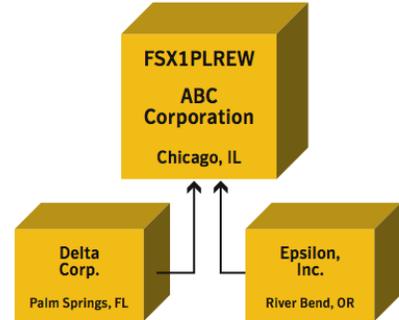
Symantec reserves the right to require reasonable validation of affiliate status where necessary to support affiliate activity under the Rewards Program. Affiliate purchasing privileges cease when an affiliate's status ceases. In such cases, Symantec reserves the right to require a former affiliate to establish its own Master SAN in order to continue in the Rewards Program.

## Affiliate purchasing - Examples of affiliate ordering

### Affiliate sharing a single Master SAN

Under this structure, affiliates purchase under/use a single Master SAN, and all participating entities enjoy:

- Ease of purchase under the Master SAN
- Aggregation of purchase points to set the Rewards band used by all affiliated entities ordering under the Master SAN
- Licence certificates issued to the Master SAN owner
- Support contacts owned by the Master SAN owner
- A single maintenance/support renewal notice issued to the Master SAN owner



Below is an example of an organization with decentralised purchasing, located in one program territory (country), and using one SAN.

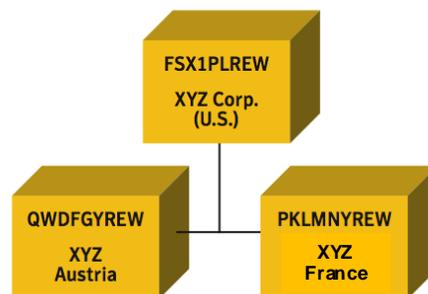
- ABC Corporation is a U.S. company with two affiliates, Delta Corp. and Epsilon, Inc., both located in the same country. ABC Corporation is the master customer and owns a Rewards Master SAN.
- ABC Corporation places its initial order and earns 25,000 points from such initial order. ABC Corporation’s initial order qualifies it for Band C pricing for the initial orders and subsequent orders placed under its Master SAN during the current program period.
- Delta Corp. places an order worth 15,000 points, using ABC Corporation’s SAN number. Such order also qualifies for Band C pricing and brings the organisation’s total to 40,000 points. Then Epsilon, Inc. places an order worth 15,000 points. The 15,000 points from Epsilon, Inc.’s order, when counted with the prior points earned brings the points total to 55,000, which qualifies the organisation for an improved overall band level of Band D.
- Orders from ABC Corporation and its affiliates, Delta Corp. and Epsilon, Inc. receive the same band level pricing. All licenses and support contacts and renewals are owned by ABC Corporation.

SAN TYPE	SAN	COMPANY NAME	LEVEL	POINTS
Master SAN	FSX1PLREW	ABC Corporation	C	25,000
(same)	(same)	Delta Corp.	C	15,000
(same)	(same)	Epsilon, Inc.	D	15,000
Total family points:				55,000

### Affiliate accumulation with multiple SANs

Under this structure, by linking a Master SAN with multiple Affiliate SANs, all participating entities enjoy:

- Aggregation of purchase points to set the Rewards band used by all linked SANs
- Ability to track points across the linked SANs
- Licence certificates issued to each SAN owner
- Individual ownership of support contacts by each SAN owner
- Individual maintenance/support renewal notices issued to each SAN owner



Below is an example of a company with decentralised, global purchasing using multiple linked SANs.

- XYZ Corporation is a U.S. company, with two affiliates (XYZ Austria and XYZ France ). XYZ Corporation has its own Master SAN, and each of its affiliates has its own Affiliate SAN linked to XYZ Corporation’s Master SAN.
- Each entity uses its own SAN when placing orders and earns points based on its individual purchases, which are added together with XYZ Corporation’s and the other affiliate(s)’ points to achieve the organisation’s overall band level. Each entity owns its own licences, support contacts, and renewals for orders placed under its respective SAN.
- XYZ Corporation places an order worth 25,000 points. Therefore, its initial band, and the band for all linked Affiliate SANs, is Band C. (Please refer to the Band Levels table in the “Initial orders, bands, and points” section of this Guide.)
- XYZ Austria places an order worth 18,000 points (which when taken together with XYZ Corporation’s original 25,000 order equals a total of 43,000 accumulated points). XYZ Austria’s order, and the band for the linked Master SAN/Affiliate SANs, is still Band C.
- XYZ France places an order worth 12,000 points (which when counted with the earlier two orders equals a total of 55,000 accumulated). XYZ France’s order qualifies for Band D pricing. All subsequent orders during that Rewards Program period placed under the Master SAN and all linked Affiliate SANs will also qualify for Band D pricing.

SAN TYPE	SAN	COMPANY NAME	LEVEL	POINTS
Master	FSX1PLREW	XYZ Corp. (U.S.)	C	25,000
Affiliate	QWDFGYREW	XYZ Austria	C	18,000
Affiliate	PKLMNYREW	XYZ France	D	12,000
Total family points:				55,000

## Territory

Under a Rewards Program SAN, customers have a program territory for ordering, installation, and use of the Symantec solutions purchased under their SAN. Each customer's territory is established by the contract address to which their SAN is registered. Each customer selects a contract address when they enroll in Rewards. (Please refer to the “*Enrolling in Rewards—Importance of customer address/location information*” section of this Guide.)

Please note that if a customer requests to change its contract address to an address located in a different country, its ordering territory is also modified to reflect that country. Its territory for installation and use may also change accordingly (see below).

---

### Territory—Ordering

The default ordering territory is the country in which the customer's Rewards SAN contract address is located. This is the territory in which the customer and its affiliates can place orders under the customer's SAN.

---

### Territory—Installation and use

For most customers, the country of its ordering territory is also the territory in which they can install and use the Symantec solutions purchased under their SAN.

Example: If the customer's ordering territory is Brazil, it may install and use its Symantec solutions in Brazil only.

In some cases, a customer's territory for installation and use may be broader than its ordering territory.

Example: Rewards customers ordering in Germany may install and use their Symantec solutions anywhere in EMEA (Europe, Middle East, or Africa).

**To determine where a customer can install and use the solutions ordered under their SAN, please refer to the then-current Deployment Territory Matrix, included in the Appendix of this Guide (see below).**

---

**Expanding territory coverage**

A customer may expand the scope of its organisation's Rewards territory coverage by creating and linking Affiliate SANs to its Master SAN. (Please refer to the section "*Affiliate purchasing—Affiliate ordering under linked Affiliate SAN*" of this Guide.)

Creating linked Affiliate SANs allows affiliates in multiple countries or regions to participate in the Rewards Program benefits and accumulate points towards the band incentives enjoyed by all participants. However, licenses purchased under each particular SAN remain tied to that SAN's respective permitted territory for installation and use, per the Deployment Territory Matrix.

---

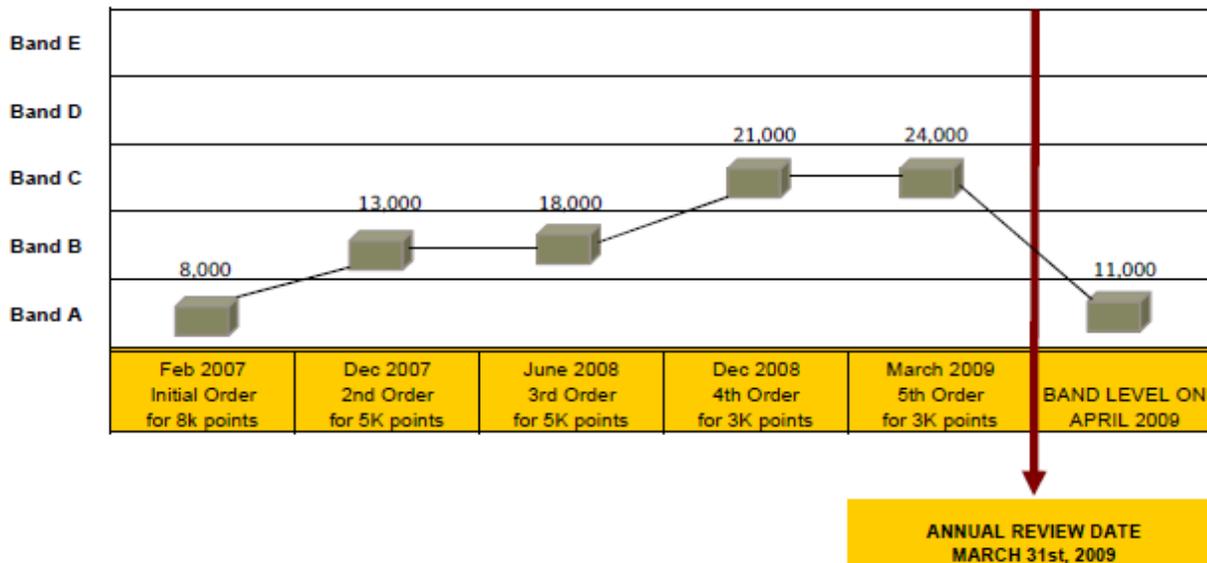
**Deployment Territory Matrix**

See the appendix to this Program Guide and the Rewards Agreement for more information.

## Annual Review Date

For each Rewards program period, a customer's ordering volumes under its SAN are assessed annually on its Annual Review Date. As a SAN owner, the "Annual Review Date" is the last day of the calendar quarter in which the effective date of enrollment falls.<sup>2</sup> Most program periods are annual, extending from Annual Review Date to Annual Review Date. However, for a customer's first program period, the first Annual Review Date is extended by one additional year.

Example: If a customer enrolled in Rewards with an effective date of February 1, 2007 then its first Annual Review Date would be March 31 of 2009, meaning the customer's first program period would be slightly longer than two years. After this first extra-long program period, all later program periods are one year in length.



<sup>2</sup> The effective date of enrollment is the date the customer submits its application to enroll in Rewards.

## Points accumulation, band-level adjustments

### Initial Program Period

For a customer’s initial program period, Rewards points accumulate for slightly more than two years (see graphic below) and its first Annual Review Date does not occur until the end of such extended period. On the Annual Review Date, all previously accumulated points older than 12 months expire.

In this example, Customer ABC enrolled in the Rewards program on Feb 1<sup>st</sup>, 2007, placed its first order on Feb 18<sup>th</sup>, 2007, and accumulated 8,000 points to qualify for Band A level pricing.

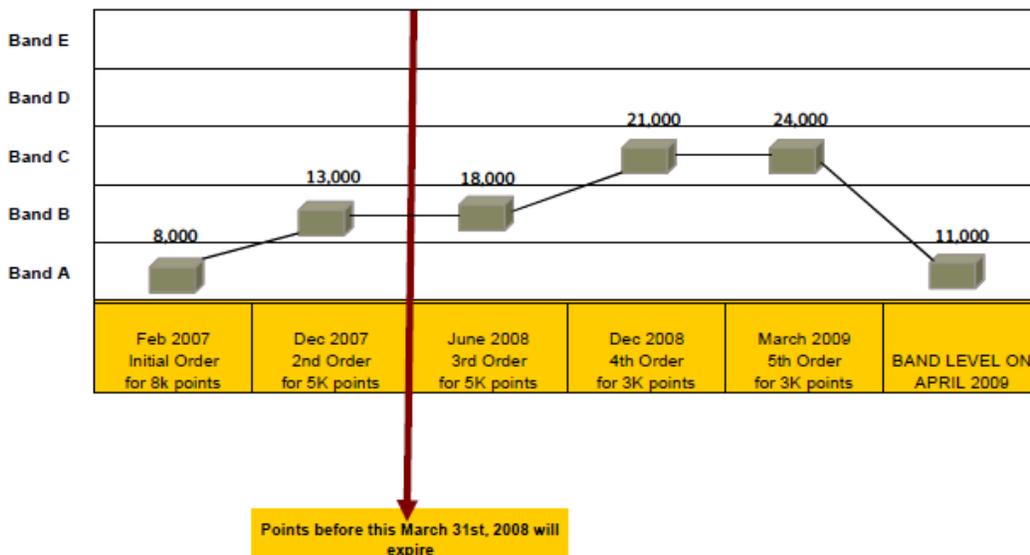
ABC placed its second order in December of 2007 worth 5,000 points. It now has an accumulated point total of 13,000 points and qualifies for Band B level pricing.

ABC placed its third order in June of 2008 worth 5,000 points. It now has an accumulated point total of 18,000 points and it is still at Band B level pricing.

ABC placed a fourth order in December of 2008 worth 3,000 points. It now has an accumulated point total of 21,000 points and qualifies for Band C level pricing.

ABC placed a fifth order on March 23<sup>rd</sup>, 2009 worth 3,000 points. It now has an accumulated total of 24,000 points and it is still at Band C level pricing.

On ABC’s Annual Review Date, March 31<sup>st</sup>, 2009, any points that ABC accumulated prior to the previous 12 months (i.e. prior to March 31<sup>st</sup>, 2008) will expire and ABC will be re-leveled based on the points remaining in its account.



In this example, ABC accumulated 13,000 points prior to March 31<sup>st</sup>, 2008 so those points will expire and ABC will have a total of 11,000 points remaining as its new starting point total as of April 1<sup>st</sup>, 2009.

**Subsequent Program Periods**

After a customer's initial program period, Rewards points accumulate during each 12 month program period. On each Annual Review Date, all previously accumulated points older than 12 months expire.

In this example, during the customer's Annual Review Date of March 31<sup>st</sup>, 2010, the points it accumulated during April 1<sup>st</sup>, 2009 and March 31<sup>st</sup>, 2010 remain and the points accumulated prior to March 31<sup>st</sup>, 2009 will expire.

## Enterprise Support Services

### Available maintenance/support offerings

The Rewards Licensing Program offers two enterprise-class, integrated maintenance/support service options—Basic Maintenance and Essential Support.

- **Basic Maintenance:** Symantec's lowest-priced option, which includes access to product upgrades and support during business hours
- **Essential Support:** Customers benefit from 24x7 access to Symantec's technical experts, with faster response time targets than Basic Maintenance, and access to product upgrades

### Minimum requirements, bundled support

Customers may purchase first-term or renewal maintenance/support of 12, 24, or 36-month duration. Multi-year maintenance/support is subject to availability, which may vary by product and region.

For certain Symantec products, maintenance/support comes bundled with the license and may not be purchased separately. Please consult a reseller partner for more information about availability and pricing of multi-year maintenance/support and license/support bundles.

### Other services

In addition, customers may wish to purchase Business Critical Services, Managed Security Services, consulting services, and education services as additional enhancements to these core Enterprise Support services. These services continue to be available for separate purchase outside the Rewards Licensing Program. Additional terms and conditions apply. Please consult a Symantec reseller partner, Symantec Sales account manager, or visit [Symantec.com](http://Symantec.com) for more information.

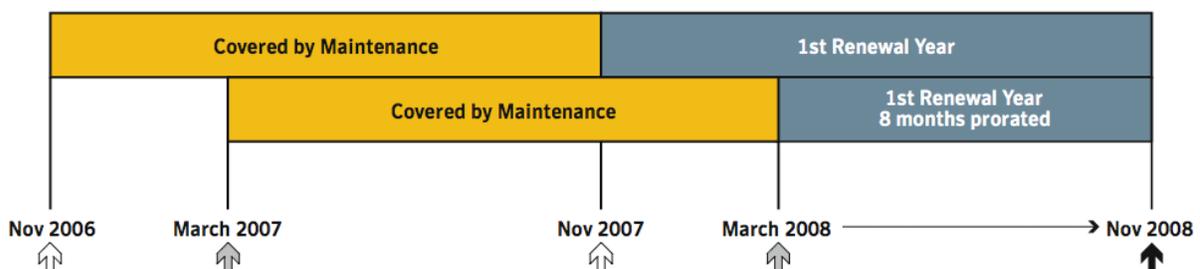
## Maintenance/support co-termination

By default under Rewards, after a customer's initial 12, 24, or 36 months of first-term maintenance/support expires, such customer's renewal period of maintenance/support is co-terminated to a single common date. Renewal years of maintenance/support co-terminate on the anniversary of the customer's Rewards enrollment date for that SAN. (Please see the "Enrolling in Rewards" section of this Guide for information.)

Example: A customer enrolls in Rewards with an effective date of November 1, 2007. November 1 is the anniversary date for purposes of that SAN. The customer purchases 500 licenses as its initial order, with 12 months of initial maintenance/support.

In March 2008, the customer makes a second purchase of 800 licenses, also with 12 months of maintenance. On the first maintenance/support renewal date for either order, maintenance/support is quoted based on the customer's November 1 anniversary date. The renewal due in November 2009 covers a full 12 months of maintenance/support for 500 licenses. The renewal due in March 2009 for the later order of 800 licenses is prorated for eight months, to co-terminate with the November 2009 date.

If a customer does not want to have its maintenance/support subscriptions co-terminated to its Rewards enrollment anniversary date, it may opt out by contacting Symantec. This means that for each order, the associated maintenance/support will have an independent renewal date with no co-termination under such Rewards customer's SAN.



## Enrolling in Rewards

### How to enroll

Visit MySymantec.com. Existing users can enter the Rewards online enrollment system via their MySymantec account, which is a personal account based on email address.

If a customer does not already have a MySymantec account, it can follow the online instructions to establish one.

After establishing a personal MySymantec account, the customer can proceed to establish a Rewards SAN by completing the Rewards online enrollment process. This will require the following information:

- Contact name
- Company name
- Physical address (for contract address/location)
- Email address

A customer may enroll to establish a master customer account and obtain a Master SAN or request its own Affiliate SAN. If the customer wants to establish an Affiliate SAN, the customer will also need to provide the applicable Master SAN to identify the Rewards master purchasing relationship to which the Affiliate SAN will be linked. Please see “*Enrollment options (master account, affiliate account)*.”

After a customer registers as described above, Symantec will provide the customer with a SAN and a copy of the Rewards Program Terms and Conditions. Customers must then place its initial order, meeting Rewards Program minimum requirements, to complete the enrollment process.

The date a customer applies for enrollment in the program is its “effective date” and starts the customer’s first program period.

Please see “*Issuance of SAN*” and “*Placement of initial order*” below.

---

### Importance of customer address/location information

The physical address indicated in the MySymantec account establishes the official contract address for the customer’s Rewards SAN. This is also the address to which all licences and support contacts obtained under that Rewards SAN will be registered.

When establishing a contract address, a customer may use the MySymantec features to modify the MySymantec account address to reflect another location—such as its headquarters, procurement offices, or the like—if it decides that its default/existing MySymantec address is not appropriate.

The location of a customer’s contract address is very important because the customer’s contract address also establishes its Rewards Program territory for ordering and for installation/use of Symantec solutions ordered under its SAN. (For more information, please refer to the sections “*Territory*” and “*Affiliate purchasing*” of this Guide and the Deployment Territory Matrix attached as part of the appendix to this Guide.)

---

## Enrollment options (master account, affiliate account)

When enrolling in the Rewards Program, a customer may elect to enroll in one of two ways:

1. A customer may elect to establish a new Rewards master relationship. This will provide a Master SAN in its name. The Master SAN may also be used by such customer's affiliates located within the ordering territory, and the customer will own all licences, support, and renewals ordered under that Master SAN, as elsewhere described in this Guide; or
2. A customer may elect to leverage an existing Rewards master customer SAN to create a new, linked affiliate purchasing relationship. Symantec will issue an Affiliate SAN in that named Affiliate's own name. The Affiliate SAN may have the same, or different, territory than the Master SAN. The Affiliate SAN may be used by such Affiliate's own affiliates located within the ordering territory but the primary named Affiliate will own all licences, support, and renewals ordered under that Affiliate SAN, as elsewhere described in this Guide.

---

## Issuance of SAN and Rewards Program Terms and Conditions

Upon completion of the Rewards enrollment request process, Symantec will provide the customer with an automated email containing its new Rewards SAN (either a Master SAN or an Affiliate SAN, based on their enrollment application) and the Rewards Program Terms and Conditions. If the customer is applying for an Affiliate SAN, it may first be required to reasonably assist Symantec with information confirming their affiliated status.

---

## Placement of initial order and acceptance of program terms

Enrollment in the Rewards Program is not complete until a customer places a conforming initial order satisfying the program minimum requirements. For most customers, the placement of the initial order confirms the customer's acceptance of the Rewards Program Terms and Conditions. For customers responding to Symantec's invitation to migrate from Elite or for customers enrolling as affiliates to obtain an Affiliate SAN, the customers indicate acceptance of Symantec's Rewards Program Terms and Conditions using the online enrollment system.

The initial Rewards order and all subsequent Rewards orders must reference the customer's SAN. (Please refer to the "*Initial orders, bands, and points*" section of this Guide.)

## APPENDIX Deployment Territory Matrix

COUNTRY OF PURCHASE	INSTALLATION AND USE
Albania	Europe, Middle East or Africa
Austria	Europe, Middle East or Africa
Baltic's	Europe, Middle East or Africa
Belgium	Europe, Middle East or Africa
Bosnia	Europe, Middle East or Africa
Bulgaria	Europe, Middle East or Africa
Croatia	Europe, Middle East or Africa
Cyprus	Europe, Middle East or Africa
Czech Republic	Europe, Middle East or Africa
Denmark	Europe, Middle East or Africa
Finland	Europe, Middle East or Africa
France	Europe, Middle East or Africa
Germany	Europe, Middle East or Africa
Gibraltar	Europe, Middle East or Africa
Greece	Europe, Middle East or Africa
Hungary	Europe, Middle East or Africa
Iceland	Europe, Middle East or Africa
Italy	Europe, Middle East or Africa
Kosovo	Europe, Middle East or Africa
Macedonia	Europe, Middle East or Africa
Malta	Europe, Middle East or Africa

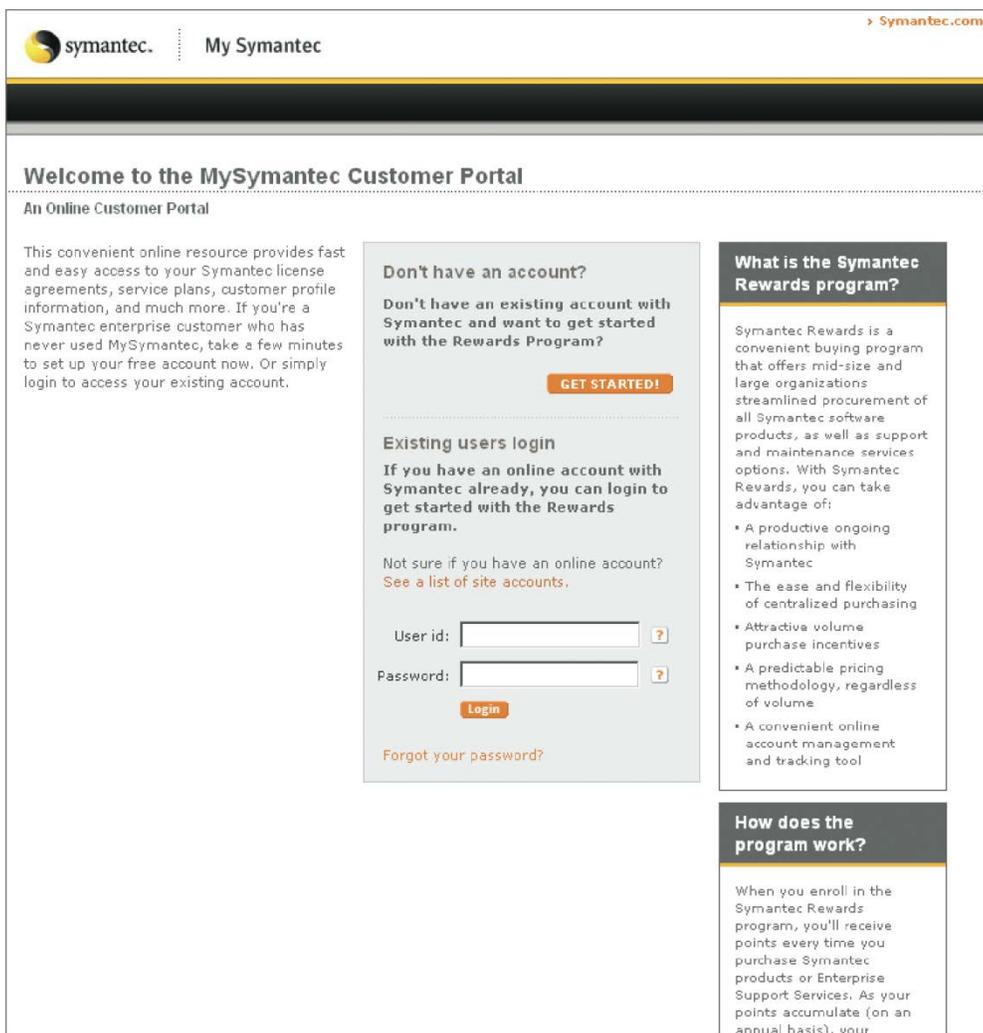
COUNTRY OF PURCHASE	INSTALLATION AND USE
Netherlands	Europe, Middle East or Africa
Norway	Europe, Middle East or Africa
Poland	Europe, Middle East or Africa
Portugal	Europe, Middle East or Africa
Romania	Europe, Middle East or Africa
Serbia	Europe, Middle East or Africa
Slovakia	Europe, Middle East or Africa
Slovenia	Europe, Middle East or Africa
Spain	Europe, Middle East or Africa
Sweden	Europe, Middle East or Africa
Switzerland	Europe, Middle East or Africa
United Kingdom	Europe, Middle East or Africa
Ireland	Europe, Middle East or Africa
All other countries	Limited to country of purchase

## APPENDIX

### MySymantec.com—managing online Rewards information

Rewards SAN owners may review contract information and band-level and points status via MySymantec.com.

This Web-enabled portal is available globally; language version availability varies.



The screenshot shows the MySymantec Customer Portal interface. At the top, there is a navigation bar with the Symantec logo, 'My Symantec', and a link to 'Symantec.com'. Below the navigation bar, a header reads 'Welcome to the MySymantec Customer Portal' and 'An Online Customer Portal'. The main content area is divided into three columns:

- Left Column:** A paragraph of text explaining the portal's convenience for license agreements, service plans, and account management. It encourages users to set up a free account or login.
- Middle Column:**
  - Don't have an account?** A section with a sub-heading 'Don't have an existing account with Symantec and want to get started with the Rewards Program?' and a 'GET STARTED!' button.
  - Existing users login** A section with a sub-heading 'If you have an online account with Symantec already, you can login to get started with the Rewards program.' It includes a 'Not sure if you have an online account? See a list of site accounts.' link, input fields for 'User id:' and 'Password:', a 'Login' button, and a 'Forgot your password?' link.
- Right Column:**
  - What is the Symantec Rewards program?** A section describing the program as a convenient buying program for mid-size and large organizations, offering streamlined procurement, support, and maintenance services. It lists benefits such as a productive ongoing relationship, centralized purchasing flexibility, attractive volume purchase incentives, predictable pricing, and convenient account management.
  - How does the program work?** A section explaining that users receive points for purchases of Symantec products or Enterprise Support Services, which accumulate on an annual basis.

## APPENDIX

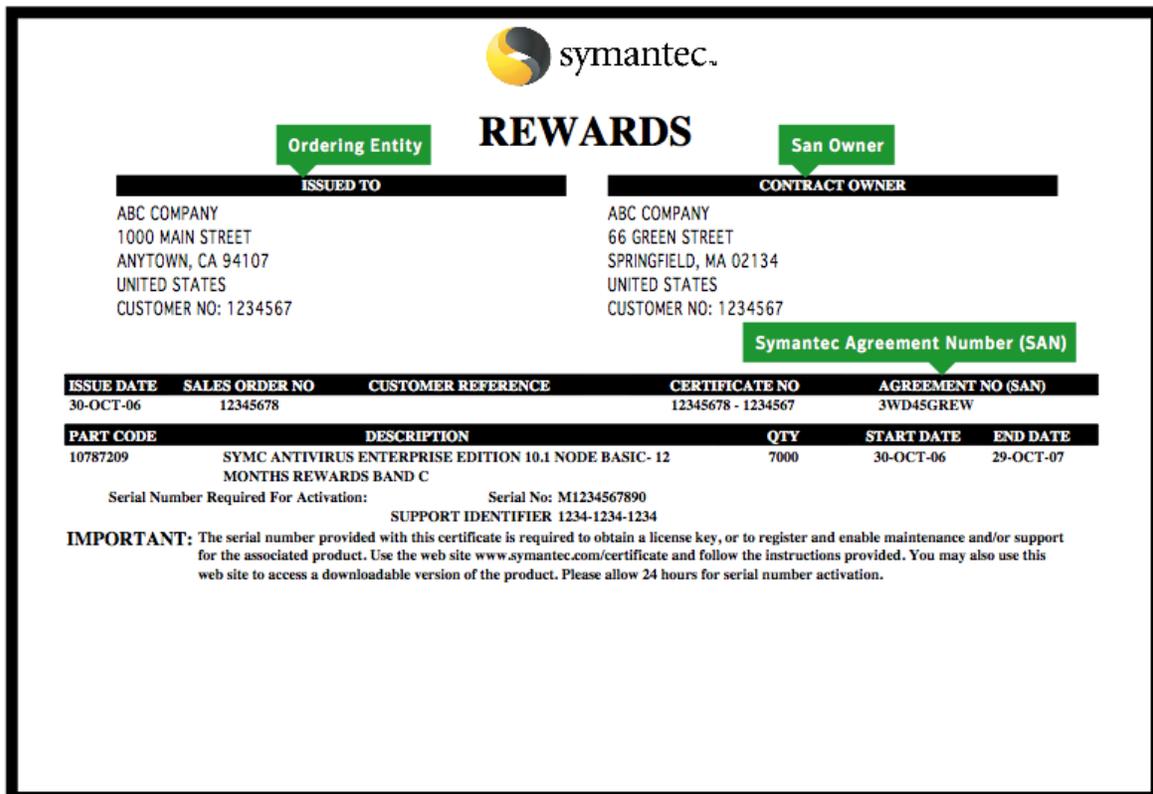
### Rewards Certificate Example

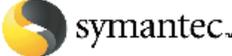
Each Rewards order purchase generates a Rewards certificate from Symantec.

The certificate provides order information and includes the SAN number under which the order was placed and the contract address and SAN owner to which the licences and support are registered.

Where an affiliate orders under a Master SAN, the certificate will also list the ordering entity as the end user.

Front





**REWARDS**

**Ordering Entity**

**ISSUED TO**

ABC COMPANY  
1000 MAIN STREET  
ANYTOWN, CA 94107  
UNITED STATES  
CUSTOMER NO: 1234567

**San Owner**

**CONTRACT OWNER**

ABC COMPANY  
66 GREEN STREET  
SPRINGFIELD, MA 02134  
UNITED STATES  
CUSTOMER NO: 1234567

ISSUE DATE	SALES ORDER NO	CUSTOMER REFERENCE	CERTIFICATE NO	AGREEMENT NO (SAN)
30-OCT-06	12345678		12345678 - 1234567	3WD4SGREW

PART CODE	DESCRIPTION	QTY	START DATE	END DATE
10787209	SYMC ANTIVIRUS ENTERPRISE EDITION 10.1 NODE BASIC- 12 MONTHS REWARDS BAND C	7000	30-OCT-06	29-OCT-07

Serial Number Required For Activation:                      Serial No: M1234567890  
 SUPPORT IDENTIFIER 1234-1234-1234

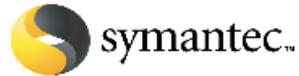
**IMPORTANT:** The serial number provided with this certificate is required to obtain a license key, or to register and enable maintenance and/or support for the associated product. Use the web site [www.symantec.com/certificate](http://www.symantec.com/certificate) and follow the instructions provided. You may also use this web site to access a downloadable version of the product. Please allow 24 hours for serial number activation.

These commodities, technology or software were licensed in accordance with the US Department of Commerce, Export Administration Regulations. Diversion contrary to U.S. law is prohibited. No Physical or computational access by nationals of tier 4 countries (Cuba, Iran, Iraq, Libya, N. Korea, Sudan, Syria) is permitted.

---

## Rewards Certificate Example

[Back](#)



This license certificate ("Certificate") is issued pursuant to the license agreement, having the Symantec agreement number specified on the front of this Certificate ("Agreement"), between Symantec and the licensee referenced on the front of this Certificate ("Customer"). However, if no Symantec agreement number is specified on the front of this Certificate, the Agreement is the end user license agreement ("EULA") provided in connection with the software. This Certificate confirms that Customer has licensed the number of copies or other quantity noted on the front of this Certificate under the terms of the Agreement.