

Cheat Sheet: Endpoint Security

What is it?

Symantec Endpoint Protection 11.0 proactively protects laptops, desktops, and servers by combining antivirus, antispysware, desktop firewall, intrusion prevention, and device control—all in a 24 MB footprint. This comprehensive, easy-to-sell solution combines Symantec AntiVirus™ with advanced threat prevention in a single agent that is administered via a single management console, increasing protection and helping lower total cost of ownership. Symantec Endpoint Protection is also network access control ready.

The system requirements for the Symantec Endpoint Protection Manager (SEPM) are as follows:

- **Server memory**—must have a minimum of 1 GB of RAM installed
- **Storage and hard drive**—minimum of 5 GB of hard drive available

Symantec Endpoint Protection*	
12706550	Symantec Endpoint Protection 11.0 12 months Express Band A
12706551	Symantec Endpoint Protection 11.0 12 months Express Band B
12706552	Symantec Endpoint Protection 11.0 12 months Express Band C
12706553	Symantec Endpoint Protection 11.0 12 months Express Band D
12706554	Symantec Endpoint Protection 11.0 12 months Express Band E
12706555	Symantec Endpoint Protection 11.0 12 months Express Band F

* All SKUs listed include Symantec Essential Support (24x7x365 telephone). Please contact your distributor for complete SKUs and pricing.

What's new?

- Advanced rootkit detection and removal detects and removes the most difficult rootkits that other products miss, saving you time, money, and lost productivity associated with having to re-image infected systems.
- Generic exploit blocking and deep packet inspection block malware before it can enter a system.
- Single agent and management console lowers TCO and reduces IT administrative burdens.
- Device control prevents data loss from insider theft and allows control over USB drives, external DVDs, and MP3 players.

Why upgrade?

- Complete endpoint protection against both known and unknown threats.
- Management of endpoint security solutions through a single agent and single management console.
- Antivirus, antispysware, firewall, intrusion prevention, device control, and network access control, all in a low 24 MB footprint.

Competition

vs. Trend Micro

- Trend Micro's OfficeScan Client Server does not have device control functionality, which can prevent data leakage.
- Trend Micro does not have a behavioral-based technology comparable to TruScan™ to proactively protect endpoints from known and unknown threats.
- Trend Micro's endpoint security solution only integrates with Cisco's Network Admission Control, and no other solutions.

vs. McAfee

- Six McAfee products/modules/agents would have to be installed on the client to achieve the security levels of Symantec Endpoint Protection and Symantec™ Network Access Control.
- McAfee's network access control solution requires rolling out an additional agent to all clients.
- To achieve device control functionality with McAfee, an additional product named Data Leakage Prevention would need to be purchased.

Cross-selling and up-selling opportunities

Cross-sell

Symantec Network Access Control Starter Edition 11.0—Combine endpoint security from Symantec Endpoint Protection with Symantec Network Access Control SE for IT endpoint enforcement using the same agent. Symantec Network Access Control SE 11.0 is an ideal solution for those customers wanting to control the managed devices in their environment.

Symantec Network Access Control—Combine endpoint security from Symantec Endpoint Protection with the complete IT endpoint compliance of Symantec Network Access Control 11.0. This full version allows your customers to securely control access to corporate networks, enforce endpoint security policy, and integrate with existing network infrastructures to control both managed and unmanaged devices.

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Up-sell

Symantec Multi-tier Protection—This solution is designed for those customers who want to protect their endpoints from threats, but who also need protection for mail security (Microsoft® Exchange, IBM® Domino®, and SMTP Gateway). It also offers Symantec AntiVirus support for the Linux® and Mac® environments, and now includes Premium AntiSpam, SAV for Mobile, and the new Mail Security 8300 Virtual Appliance!

Competitive promotions (in select regions)

Displace the competition with Symantec Endpoint Protection and get up to 50% discount off MSRP for your customer!

- Symantec Endpoint Protection/Symantec Multi-tier Protection with Symantec Network Access Control Starter Edition Promotional Bundle

Customers using comparable competitive products can purchase Symantec Endpoint Protection 11.0 or Multi-tier Protection combined with Symantec Network Access Control 11.0 in a single SKU transaction at a discount of up to 50 percent off of MSRP. Symantec Endpoint Protection and Symantec Network Access Control Starter Edition deliver world-class endpoint security and policy compliance capabilities, all in a single agent and management console. By combining unmatched protection and control—along with unified licensing, maintenance, and updates—it's one of the industry-leading solutions that reduces the cost and complexity of endpoint security. Use the single competitive cross-grade SKU for either SEP or SMP plus SNAC Starter Edition for savings up to 50% off the new license price—plus sell your customer the entire Symantec Endpoint Security Solution!

Symantec Endpoint Protection with SNAC Starter Edition Promo	
13903439	Symantec Endpoint Protection 11.0 Promo With SNAC Starter Edition Band A
13903441	Symantec Endpoint Protection 11.0 Promo With SNAC Starter Edition Band B
13903443	Symantec Endpoint Protection 11.0 Promo With SNAC Starter Edition Band C
13903445	Symantec Endpoint Protection 11.0 Promo With SNAC Starter Edition Band D
13903447	Symantec Endpoint Protection 11.0 Promo With SNAC Starter Edition Band E
13904677	Symantec Endpoint Protection 11.0 Promo With SNAC Starter Edition Band F

Additional resources

Full product details: www.symantec.com/endpointprotection

SKUs, licenses, promotions, and ordering details: <https://partnernet.symantec.com>

Trialware: go.symantec.com/trysep

SKU Tool Site: go.symantec.com/skugenerator

SMB Partner Resources—Incentives (no login required):

<http://www.symantec.com/partners/incentives/index.jsp>

More information

Contact us today

Call toll-free 1 (800) 745 6054

Visit our Web site

<http://enterprise.symantec.com>

About Symantec

Symantec is a global leader in providing security, storage, and systems management solutions to help businesses and consumers secure and manage 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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