

Symantec Sales Cheat Sheet

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.

Symantec Endpoint Protection is a complete endpoint protection solution that can be upgraded easily from Symantec AntiVirus Corporate Edition, Symantec Client Security, and Symantec Sygate™ Enterprise Protection. Those customers wishing to upgrade, must ensure they meet the appropriate system requirements.

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

How can I order it?

One license must be purchased for each endpoint running the client software, and Symantec Endpoint Protection must be running in order to use self-enforcement functionality.

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. Ask your customer:

Ask your customer

1. Are you facing challenges managing multiple endpoint security products that all require multiple agent downloads and separate management consoles?

Unlike competitors, Symantec Endpoint Protection offers proven world-class protection in a single agent without added resource overhead (only a 24 MB footprint). You can efficiently manage multiple endpoint security technologies with the confidence that the business and its corporate assets are protected. Symantec Endpoint Protection also reduces procurement, support, and maintenance costs because it utilizes only a single agent and a single management console.

2. Do you expect your antivirus solution to protect you from virtually every virus, worm, and Trojan horse that will attack you this month?

Symantec’s antivirus technology passed more than 35 consecutive Virus Bulletin VB100 certification tests, detecting all the threats presented. The competition could not come close to this performance. Symantec literally offers “award-winning protection.”

3. Are you looking at endpoint protection solutions that seamlessly integrate network access control capabilities?

Symantec Endpoint Protection provides a single platform to manage endpoint protection and endpoint compliance. The solution is Symantec Network Access Control ready and can be activated easily when the separate enforcement method is purchased, and you don’t have to deploy additional agents or management consoles.

4. Do you find it difficult to stay ahead of security threats while sustaining endpoint compliance with internal IT policies and regulatory mandates?

Symantec Endpoint Protection will provide advanced threat prevention protection from both known and unknown threats. It also helps ensure that your organization is complying with internal and external regulations by enforcing company email security and endpoint security policies (e.g., that the antivirus and firewall are on before the user is allowed to connect to the corporate network).

What’s new?

Advanced rootkit detection and removal detects and removes the most difficult rootkits that other vendors miss, saving you time, money, and lost productivity associated with having to re-image infected systems.

Generic exploit blocking and deep packet inspection blocks malware before it can enter a system.

Single agent and management console lowers TCO for endpoint security and reduces IT administrative burdens, all in a 24 MB footprint.

Device control functionality prevents data loss from insider theft and allows control over USB drives, external DVDs, and MP3 players.

Patch management and distribution determines patches necessary for every Symantec Endpoint Protection client and automatically generates appropriate patch downloads.

Symantec Sales Cheat Sheet**Why upgrade?**

Although it is recommended that customers upgrade to Symantec Endpoint Protection, it is not absolutely critical if they are happy with their existing Symantec AntiVirus solution. However, benefits to upgrading include:

- Complete endpoint protection against both known and unknown threats.
- Management of endpoint security solutions through a single agent and single management console.
- Antivirus, antispymware, firewall, intrusion prevention, device control, and network access control functionalities, all in a low 24 MB footprint.
- Integration with our backup and recovery data protection solution, Symantec Backup Exec™ 12.

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.

vs. Microsoft

- Microsoft is not focused on security, and the Microsoft® Forefront™ solution has not fared well in many third-party tests.
- Microsoft does not offer proactive protection like Symantec TruScan for known and unknown threats.
- Unlike Symantec Endpoint Protection, the Microsoft Forefront Client Security Solution does not offer Generic Exploit Blocking, which is designed to prevent entry of new threats at the network layer, using the vulnerability-based Intrusion Prevention Solution.

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 compliance 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.

Symantec Ghost™ Solution Suite—If the customer is using Symantec Endpoint Protection to provide a centralized, automated, and consistent security solution as they deploy a new operating system, the Symantec Ghost Solution Suite can be used to rapidly and reliably migrate systems to a new operating system such as Microsoft Windows Vista®.

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.

Additional resources

Full product details: www.symantec.com/endpointprotection

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

Trialware: go.symantec.com/trysep

SKU Tool Site: go.symantec.com/skugenerator