

Compass - Opportunity Mapping for Windows Protection

Application Overview

Symantec™ Compass Opportunity Mapping (Compass) is a visual navigation tool that allows partners to better understand sales opportunities for cross selling, upselling and reselling. Compass provides a roadmap or natural linkage between products to allow you to better understand detailed features, benefits and sales tools for linked products. The Compass campaign is aimed at the small and mid-sized business segments (10-999 employees).

Target Audience

Symantec Partners selling to the following customers:

- Primary Segment: Midsize businesses (100-999 employees)
- Secondary Segment: Small Businesses (10-99 employees)

Business Proposition to Partners

Symantec Compass Opportunity Mapping will increase understanding of the products in the Symantec's Windows Protection campaign and your sales opportunities. Compass will also provide you with cross selling and upselling opportunities for the products contained within Compass. This tool provides partners with the information and knowledge to effectively position, promote and sell Symantec security, availability and management products and services.

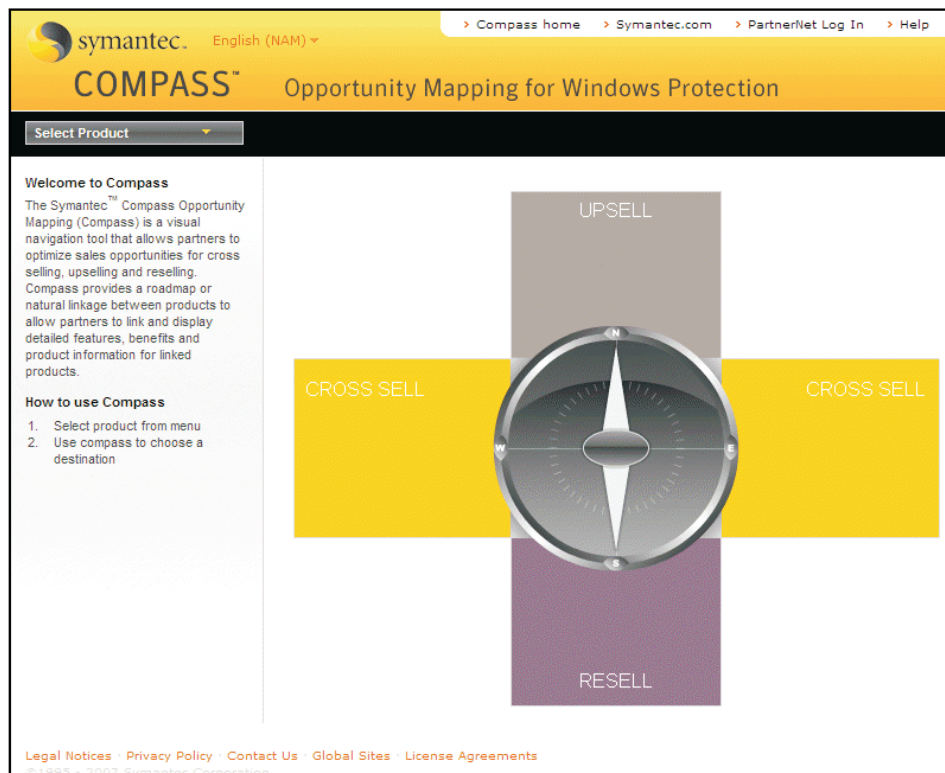
Compass Opportunity Mapping

Partners can use Compass to understand the product linkage providing:

- Cross selling of selected products
- Upsell for other products and services
- Resell of Support and Maintenance

The user selects their language, the desired Symantec product (see back page) and Compass displays the natural linkages for these selling opportunities.

You can now select a different destination to be displayed that will offer additional details and sales tools for that opportunity.



Windows Protection Products

- **Symantec™ Endpoint Protection**
Symantec Endpoint Protection builds on Symantec AntiVirus™ technology with advanced threat prevention using a single agent, delivering an unmatched defense against malware for laptops, desktops, and servers.
- **Symantec™ Multi-tier Protection**
Symantec Multi-tier Protection safeguards enterprise assets and lowers risk by providing unmatched protection against malware for multiplatform network environments and mail servers and gateways.
- **Symantec™ Mail Security**
Symantec Mail Security 8300 Series appliances feature integrated, best-of-breed antispam, antivirus, and compliance technologies to protect against threats from inbound and outbound email & IM.
- **Symantec™ Network Access Control**
Symantec Network Access Control makes it easy to begin a network access control deployment that grants access only to endpoints that comply with your customer's defined security policies.
- **Symantec Backup Exec™**
Symantec Backup Exec 11d for Windows Servers is the gold standard in Windows data recovery providing continuous, cost-effective, high-performance, and certified disk-to-disk-to-tape backup and recovery.
- **Symantec Backup Exec System Recovery™**
Symantec Backup Exec System Recovery 7.0 is the gold standard in complete Windows® system recovery, with the ability to restore systems in minutes, even to dissimilar hardware or virtual environments.
- **Symantec pcAnywhere™**
Symantec pcAnywhere, an industry-leading remote control solution, helps organizations manage remote computers securely across multiple platforms-even through routers and firewalls-to resolve issues quickly.
- **Symantec Ghost™ Solution Suite**
Symantec Ghost Solution Suite provides licensing sales and services opportunities for imaging, deploying, and managing Windows and Linux systems and is easy to sell, implement and support.

Cross Sell, Upsell and Resell Opportunities

The Symantec Compass Opportunity Mapping tool offers partners numerous cross sell, upsell and resell opportunities. For example, partners can cross sell Enterprise Vault or Backup Exec System Recovery when selling Backup Exec. Agents and Options are upsell opportunities for you when selling Backup Exec. Cross sell pcAnywhere with Ghost Solution Suite for customers requiring systems management and software and hardware lifecycle management. Finally, Symantec AntiVirus customers will want to look at the additional features and functionality offered by Symantec Multi-tier Protection.

Availability

Go to www.symanteccompass.com today to start learning about the cross sell, upsell and resell opportunities.

About Symantec

Symantec is a global leader in infrastructure software, enabling businesses and consumers to have confidence in a connected world. The company helps customers protect their infrastructure, information, and interactions by delivering software and services that address risks to security, availability, compliance, and performance. Headquartered in Cupertino, Calif., Symantec has operations in 40 countries. More information is available at www.symantec.com.

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