Gain Access | **Successful Meeting** | **Build Shared Vision** | **Close & Deliver The Promise**

Credibility

Symantec is the largest IT security company in the world

Customer Interest?
- ✓ Information Management
- ✓ Information Security
- ✓ IM, Mobile, Cloud, DR/BC, Svcs

Thought Leadership:
59% of enterprise organizations are targeted by APTs (ESG, 2013)

Conditions

- SMBs thru Enterprise customers
- Recent breaches/security issues
- Diverse groups, operating systems, and endpoints
- PCs, Macs, mobile , PoS devices
- Need to enforce endpoint protection policies & compliance
- Escalating Help Desk calls

Captivate

Respond: Don't offer solutions yet
Reveal: Do homework on customer
React: Don't bash current vendors
Reply: Ask more questions
Remember: Use a "cliff hanger" statement to move to next stage

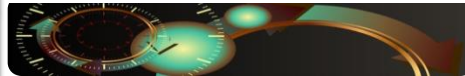Customer Success Stories

Criteria

Unrivaled Security
- IntelligentSecurity, advanced extended protection

Blazing Performance
- Lower overhead scan, optimized for VMs, smarter updates.

Smarter Management
- Scalable & flexible control, granular polices & reporting

Concerns

- Degraded performance due to inefficient security scans
- Not controlling endpoints with BYOD and removable drives
- Reducing administrative overhead for security
- More Targeted Attacks
- Too many Help Desk calls

Consequences

- Exposing confidential data on mobile devices & drives
- Slow VM performance due to inefficient security scanning
- A single data breach costing millions of dollars

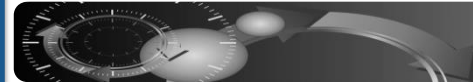www.symantec.com/sep12
SEP, SBE 2013, SPS

Contrasts

Would you rather have…
Traditional Scanning
that scans every file…

Or: Insight-Optimized Scanning
That skips any program verified as secure to ensure much faster scan times by leveraging SEP Shared Insight Cache to eliminate up to 70% of scan overhead

Capabilities

Symantec Endpoint Protection (SEP)
- ✓ Insight™ eliminates up to 70% of scan overhead by scanning only at-risk files
- ✓ SONAR™ monitors application behavior in real-time and stops targeted attacks & zero-day threats
- ✓ Leverages the world's largest Global Intelligence Network (GIN)
- ✓ Provides granular policy control with the flexibility to customize policies
- ✓ Outperforms all products in its class in scan speed and total performance
- ✓ Reduces network load by providing flexible control
- ✓ Multi-dimensional analysis & robust graphical reporting in an easy-to-use dashboard

www.symantec.com/business/endpoint-protection
www.symantec.com/business/endpoint-protection-small-business-edition

Competition

McAfee
- o Difficult install, multi-agents
- o Low protection test ratings

Kaspersky
- o Not adequate for enterprise
- o Basic firewall/app control rules

Trend Micro
- o Weak app control/patch mgmt
- o Weak management console

Microsoft
- o Not mature for TA or APTs
- o No granular control/compliance

Symantec
- ✓ Market leader, AAA rating, GIN

Convince

- ✓ Intelligent security that stops advanced threats
- ✓ 5 layers of protection in a single client
- ✓ Fast performance and reduced scan time
- ✓ A more mature product from a long-standing market leader
- ✓ Single management console for PC, Macs, Linux and VMs
- ✓ Granular policy control features & built for virtual environments

Sales Central Competitive Page
SEP, SBE 2013, SPS

SEP Persona Profiles

Influencer: Ira the IT or IS Manager

Primary Responsibilities
- Process driven, focused on reporting & analytics
- Manages a mix of PCs, Macs, and mobile devices
- Company has diverse groups, operating systems, and endpoints
- Buys solutions from resellers

Primary Concerns
- Spending too much time to deal with false-positives and noise
- Degraded performance due to inefficient security scans
- Having to hire more staff to deal with escalating Help Desk calls

Symantec Benefits
- ✓ Logical: Balance IT complications with Help Desk calls
- ✓ Emotional: Avoid redeploying and reconfiguring environment
- ✓ Instinctual: Diminish the impact of targeted attacks

Evaluator: Dave the IT or IS Director

Primary Responsibilities
- Protect endpoints from malware and maximize systems uptime
- Enforce protection policies and compliance on the endpoint
- Monitor & track risk exposure across platforms, devices, locales
- Respond to threats and incidents

Primary Concerns
- Having to replace systems sooner than budgeted or planned for
- Slow VM performance due to inefficient security scanning
- Not running INSIGHT, SONAR or AV on PoS devices

Symantec Benefits
- ✓ Logical: have intelligent security that stops advanced threats
- ✓ Emotional: Have a single console for PCs/Macs/Linux/VMs
- ✓ Instinctual: Protect against targeted attacks & Advanced Persistent Threats

Decision Maker: Curtis the CISO

Primary Responsibilities
- Focused on IT / IS team and infrastructure
- Concerned with enabling users and supporting BYOD
- Company has virtual, physical, Exchange, PCs, Macs, Mobile
- Has complex systems, buys from reps

Primary Concerns
- Inability to manage mobile devices, apps & costs
- Productivity loss and higher costs for IT to support non-standard apps
- Inability to enable mobile business initiatives while maintaining security

Symantec Benefits
- ✓ Logical: Rely on solutions from a mature market leader
- ✓ Emotional: Have a solution for virtual and physical environment
- ✓ Instinctual: Focus on core business w/o compromising security