

# Monthly Promotions Update

## March 2014



This document includes the latest in Channel and End-User promotions for the North Americas. Incentives specific to RTM can be found below.

**CTRL+Click** the page number to take you directly to the partner or RTM

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## Regional Solution Providers

<b>Questions? Contact your Channel Marketing Manager</b> East Territory: <a href="mailto:Laura_McGregor@symantec.com">Laura_McGregor@symantec.com</a> West Territory: <a href="mailto:Erin_Britt@symantec.com">Erin_Britt@symantec.com</a>		
Promotion	Details	Expiry Date
<b>SymNation</b>	<p>The North Americas Channel sales incentive program for Symantec partners. Sales reps earn SymPoints for their eligible Symantec sales on the hottest Backup and Security products.</p> <p>SymNation flyer and all promo details can be found <a href="#">here</a>.</p> <p>Eligible products include:</p> <ul style="list-style-type: none"> <li>• NetBackup Appliances now up to 500 points/Appliance                             <ul style="list-style-type: none"> <li>○ <a href="#">SymNation NBU flyer</a></li> <li>○ <a href="#">NBU Eligible SKU List</a></li> </ul> </li> <li>• vOne Promo SKUs</li> <li>• BE Capacity Promo SKUs</li> <li>• Endpoint Protection (1 &amp; 3-yr)</li> <li>• Protection Suites Enterprise Edition (1 &amp; 3-yr)</li> <li>• 3-yr Security Renewals</li> </ul> <p>➤ To participate, log in to <a href="#">SymNation</a> today!</p> <p>➤ Facebook: <a href="http://www.Facebook.com/SymNation">www.Facebook.com/SymNation</a></p> <p>➤ Twitter: <a href="http://www.Twitter.com/SymNation">www.Twitter.com/SymNation</a></p>	<b>3/31/14</b>
<b>Margin Builder</b>	<p>Available exclusively to SMB Specialists (either track), Margin Builder provides an additional 15% MSRP margin enhancement when partners register qualifying deals for customers with fewer than 1,000 employees. SMB Specialists can navigate directly to the Margin Builder portal to register their opportunity and receive near instant, on-screen approvals with no login required.</p> <ul style="list-style-type: none"> <li>➤ <a href="#">PartnerNet URL</a></li> <li>➤ <a href="http://www.MarginBuilder.com">www.MarginBuilder.com</a></li> </ul>	Ongoing
<b>Partner-to-Partner Collaboration</b>	<p>Partner-to-partner collaboration qualifies for this promotion when the Partner who prospects a new opportunity for Symantec, but is not authorized to sell the product(s) a customer requires, collaborates with another Symantec Partner who is authorized to service the technology.</p> <ul style="list-style-type: none"> <li>➤ Visit <a href="#">PartnerNet</a> to learn more.</li> </ul>	<b>3/28/14</b>



## End-User Promotions

Security		
Questions? Contact Monica White: <a href="mailto:Monica.White@symantec.com">Monica.White@symantec.com</a>		
Promotion	Details	Expiry Date
<b>Extended! SymEd Promo Bundles</b>	<p>To address the challenges that educational institutions are faced with in their evolving learning environments, Symantec's SymEd enables academia to have confidence in their connected experiences. SymEd allows for a safe and managed e-Learning environment. This solution offers a means to secure and manage PCs, laptops, tablets, and smartphones of both faculty and students whether they are school issued or personal devices.</p> <ul style="list-style-type: none"> <li>➤ Learn more <a href="#">here</a></li> </ul>	<b>3/31/15</b>
<b>More4Less (M4L)</b>	<p>Switch to Symantec Endpoint Protection, Symantec Protection Suite, Mobile Management Suite, or 3 Years of protection and save up to 45%. Get the fastest and most-effective endpoint security for both virtual and physical systems with Symantec Endpoint Protection. Or complete your protection with Symantec Protection Suite and block more than 99% of spam and email/web threats. Switch to Symantec and save up to 45% today.</p> <ul style="list-style-type: none"> <li>➤ For the M4L flyer and Sales cheat sheet click <a href="#">here</a></li> <li>➤ Learn more <a href="http://go.symantec.com/more4less">http://go.symantec.com/more4less</a></li> </ul>	Ongoing
<b>Symantec Endpoint Protection Small Business Edition 2013 – Save up to 33% off MRSP</b>	<p>A virus can destroy your business in minutes. Symantec Endpoint Protection Small Business Edition 2013 protects it just as fast. Available as a cloud-managed service, it installs in minutes, updates automatically, and protects your company against viruses and malware. So you spend less time worrying and more time running your business.</p> <ul style="list-style-type: none"> <li>➤ <a href="#">3-year subscription for up to 33% off MSRP</a> <ul style="list-style-type: none"> <li>○ For the promo flyer, click <a href="#">here</a></li> </ul> </li> <li>➤ <a href="#">Switch and save up to 20% off MSRP</a></li> <li>➤ <a href="#">Upgrade today for up to 30% off MSRP</a></li> </ul>	Ongoing



## End-User Promotions

### Web and Gateway

Questions? Contact Monica White: [Monica.White@symantec.com](mailto:Monica.White@symantec.com)

Promotion	Details	Expiry Date
<p><b>Symantec Web Gateway Appliance Promotion</b></p>	<p>Do you have prospects with a potential Web Gateway purchase or existing Web Gateway customers who are looking to upgrade their appliances? You can take advantage of this promotion with up to 30% off the price of the hardware appliance.</p> <p>Eligible Products:</p> <ul style="list-style-type: none"> <li>➤ SYMC WEB GATEWAY 8450 APPLIANCE – 20% discount from Buy price; SKU: 20034843</li> <li>➤ SYMC WEB GATEWAY 8490 APPLIANCE – 30% discount from Buy price; SKU: 20034839</li> </ul> <p>Questions? Contact <a href="#">Mark Guntrip</a></p>	<p><b>3/31/14</b></p>
<p><b>Symantec Messaging Gateway with Symantec Gateway Email Encryption, Powered by PGP — Save up to 52% off MSRP</b></p>	<p>Want to save your customers lots of money on their all email security needs? Are you tired of losing to Cisco IronPort or Proofpoint? Symantec Messaging Gateway with Symantec Gateway Email Encryption, Powered by PGP offers them total email security with Email AV/AS, data loss prevention, and Email Encryption bundled all together on to one SKU at a very discounted price. This product is easy to rip and replace against competition. Start pitching this bundle today to close more business for yourself and save more money for your customers.</p> <ul style="list-style-type: none"> <li>➤ For the promo flyer, click <a href="#">here</a></li> <li>➤ <a href="http://www.symantec.com/messaging-gateway">http://www.symantec.com/messaging-gateway</a></li> <li>➤ <a href="http://www.symantec.com/gateway-email-encryption">http://www.symantec.com/gateway-email-encryption</a></li> </ul>	<p>12/3/14</p>



## End-User Promotions

Backup		
Questions? Contact Monica White: <a href="mailto:Monica.White@symantec.com">Monica.White@symantec.com</a>		
Promotion	Details	Expiry Date
<p><b>V-ONE Virtualization Products and Capacity Edition</b></p>	<p>Not only does Backup Exec provide superior backup and recovery for virtual environments, it also provides market-leading technology for physical servers too. Experience the power of a single unified solution with this exclusive time limited offer.</p> <p>Save up to 65% off MRSP on Backup Exec 2012 V-Ray Edition, Capacity Edition and the Backup Exec Agent for VMware and Hyper-V.</p> <p>Customers also receive 65% discount on initial license AND 20% discount if they purchase 3-year maintenance upfront.</p> <ul style="list-style-type: none"> <li>➤ For the vOne flyers, cheat sheets and more click <a href="#">here</a></li> <li>➤ <a href="http://www.backupexec.com/vone">www.backupexec.com/vone</a></li> </ul>	<p>5/31/14</p>
<p><b>Buy 3 years of maintenance and save up to 20%</b></p>	<p>Take advantage of this special offer and get up to 20% off MSRP when you buy three years of maintenance in advance. Not only can you save up to 20%, you'll also benefit from free product upgrades for the life of your support contract and 24x7 uninterrupted access to Symantec technical support.</p> <p><a href="http://www.backupexec.com/save">www.backupexec.com/save</a></p>	<p>Ongoing</p>