





Partner Virtual Training Conference: **Managed Service Provider – Day 1**



Agenda

- The Growth in Managed Services and the Opportunities for Partners
- Symantec MSP Program
- Partner Case Study



The Growth in Managed Services and the Opportunities for Partners

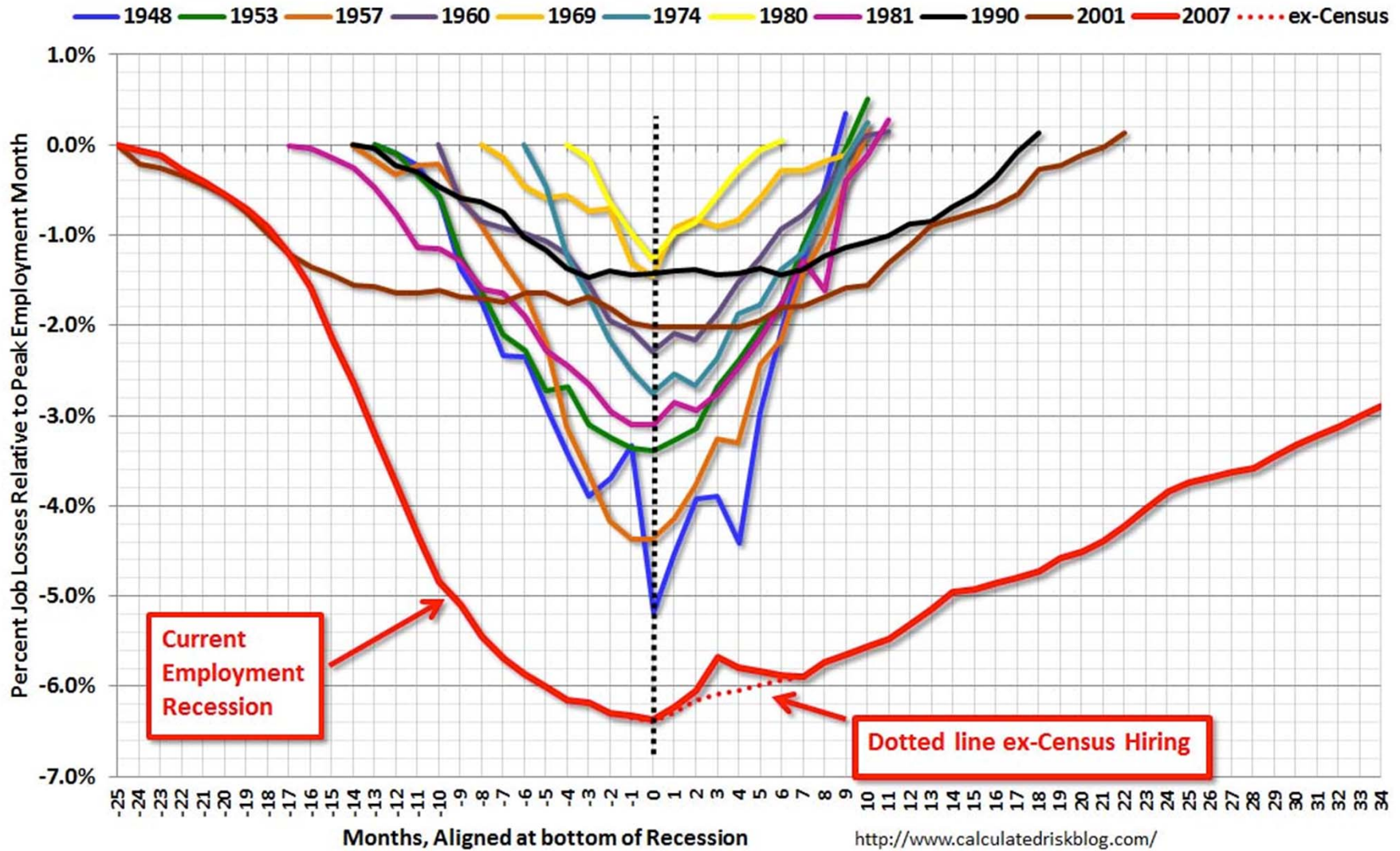
Brian Burch

VP, Americas Marketing
SMB & .cloud Worldwide Marketing

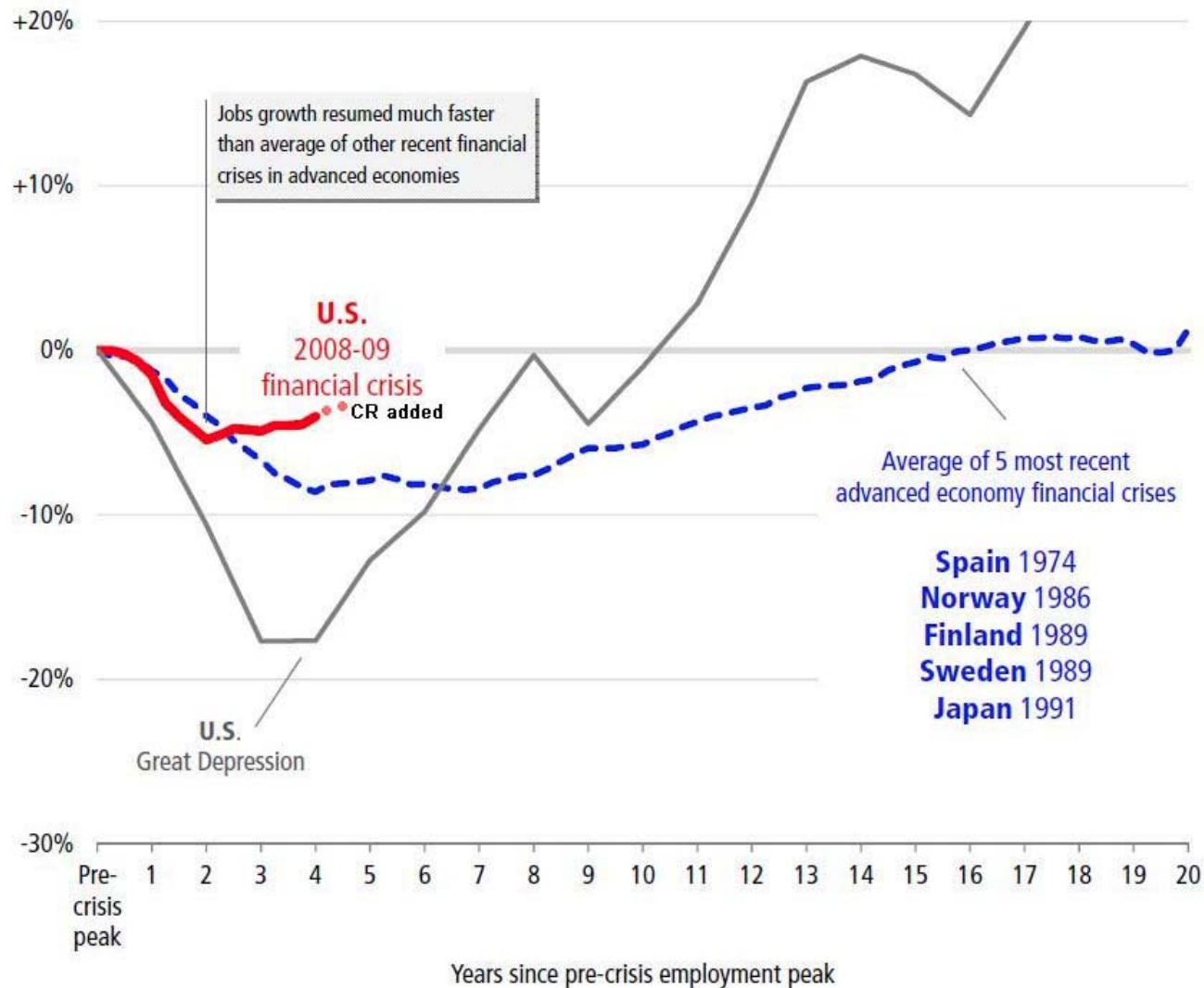


The Great Recession Was The Worst Since WWII

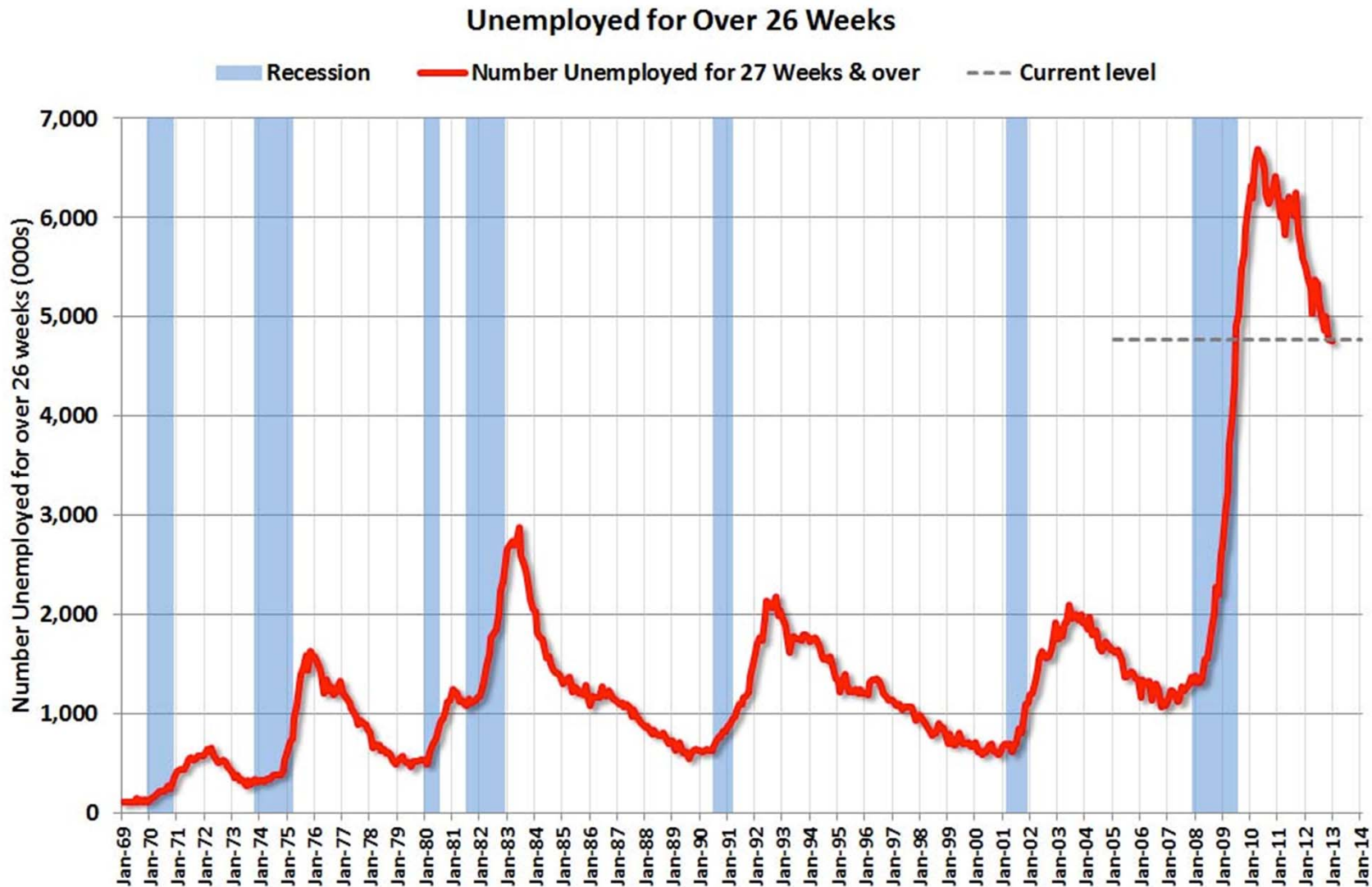
Percent Job Losses in Post WWII Recessions, aligned at maximum job losses



Luckily, It Was Mild When Compared With Other “Econoquakes”, But It Hit at a Critical Time...



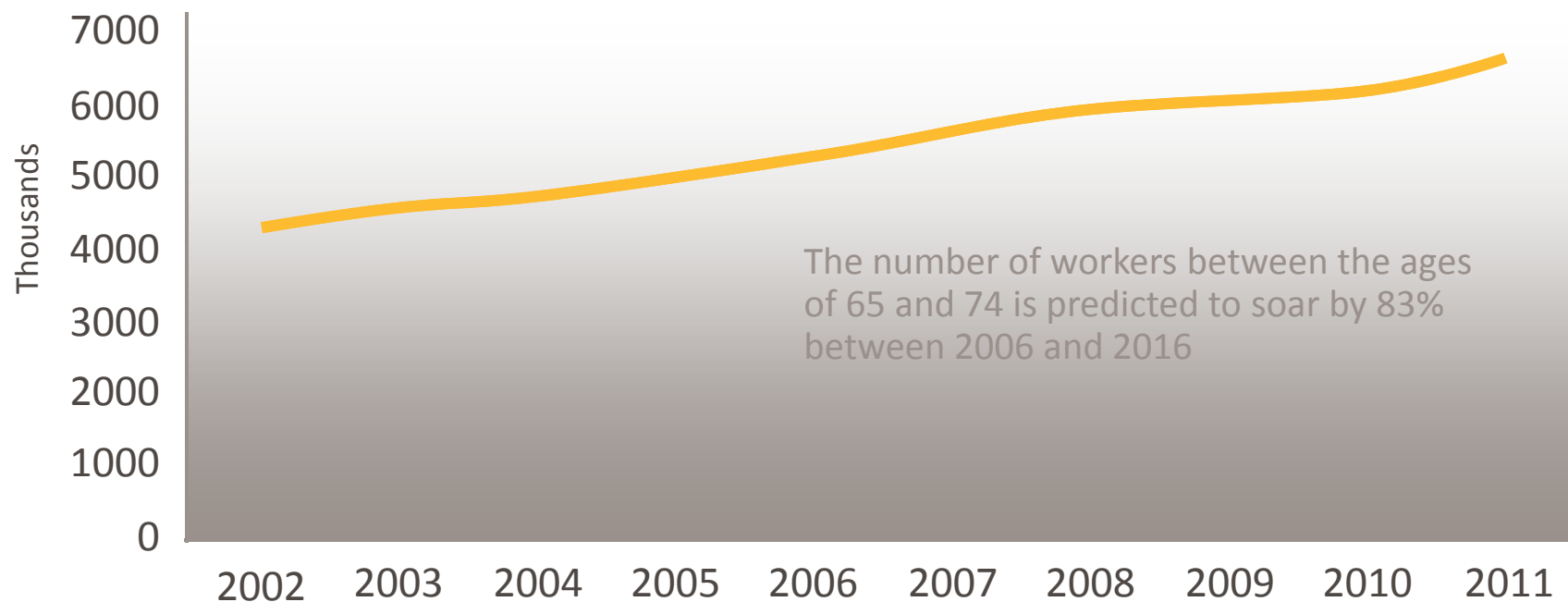
and a DRAMATIC Force Has Been Unleashed Because of This...



Accidental Entrepreneurship = Final Economic Chapter of **THE BABY BOOMERS**

Labor Force Participation in the U.S.

Among those aged 65 years and older



Millennials With Elite Education Unable To Find Jobs

20-30% of Top 15 B-School Graduates in '10 & '11

NO JOB

2012 U.S. News Ranking of the Best B-Schools

by [John A. Byrne](#)

HOW U.S. NEWS' 2012 TOP 25 SCHOOLS STACK UP AGAINST EACH OTHER

School	Index	Peers	Recruiters	Selectivity	GPA	GMAT	Salary	Employed
1. Harvard	100	4.8	4.6	11.1%	3.66	724	\$139,735	83.2%
1. Stanford	100	4.8	4.6	7.0%	3.70	730	\$140,972	75.6%
3. Wharton	96	4.8	4.5	18.8%	3.56	718	\$137,311	82.1%
4. MIT	93	4.7	4.4	13.3%	3.51	710	\$132,618	80.8%
4. Kellogg	93	4.6	4.5	21.1%	3.54	712	\$130,092	83.8%
4. Booth	93	4.7	4.4	21.9%	3.52	719	\$133,424	82.1%
7. Berkeley	90	4.5	4.1	12.2%	3.64	715	\$129,776	71.7%
8. Columbia	89	4.4	4.3	15.9%	3.50	716	\$134,233	75.3%
9. Tuck	87	4.2	4.0	17.9%	3.52	718	\$138,220	82.8%
10. Yale	84	4.2	4.0	19.1%	3.52	719	\$125,735	69.8%
11. NYU	83	4.2	3.9	13.6%	3.42	719	\$128,888	80.7%
12. Duke	82	4.3	4.0	26.5%	3.44	689	\$128,666	78.4%
13. Ross	81	4.3	3.9	32.2%	3.40	703	\$127,817	83.4%
13. Darden	81	4.1	3.9	24.6%	3.40	701	\$127,595	83.2%
15. UCLA	79	4.1	3.9	28.6%	3.50	704	\$119,109	70.5%

2011 U.S. News Ranking of the Best B-Schools

by [John A. Byrne](#)

An "under the roof" analysis of U.S. News' 2011 ranking shows how miniscule—and often inconsequential—differences in a single metric can have a major impact on the rank of a business school. We dug through the different pieces of data U.S. News uses to rank schools and organized it in a simple table for further scrutiny. (The following page for the next 25 top schools in the U.S. News ranking).

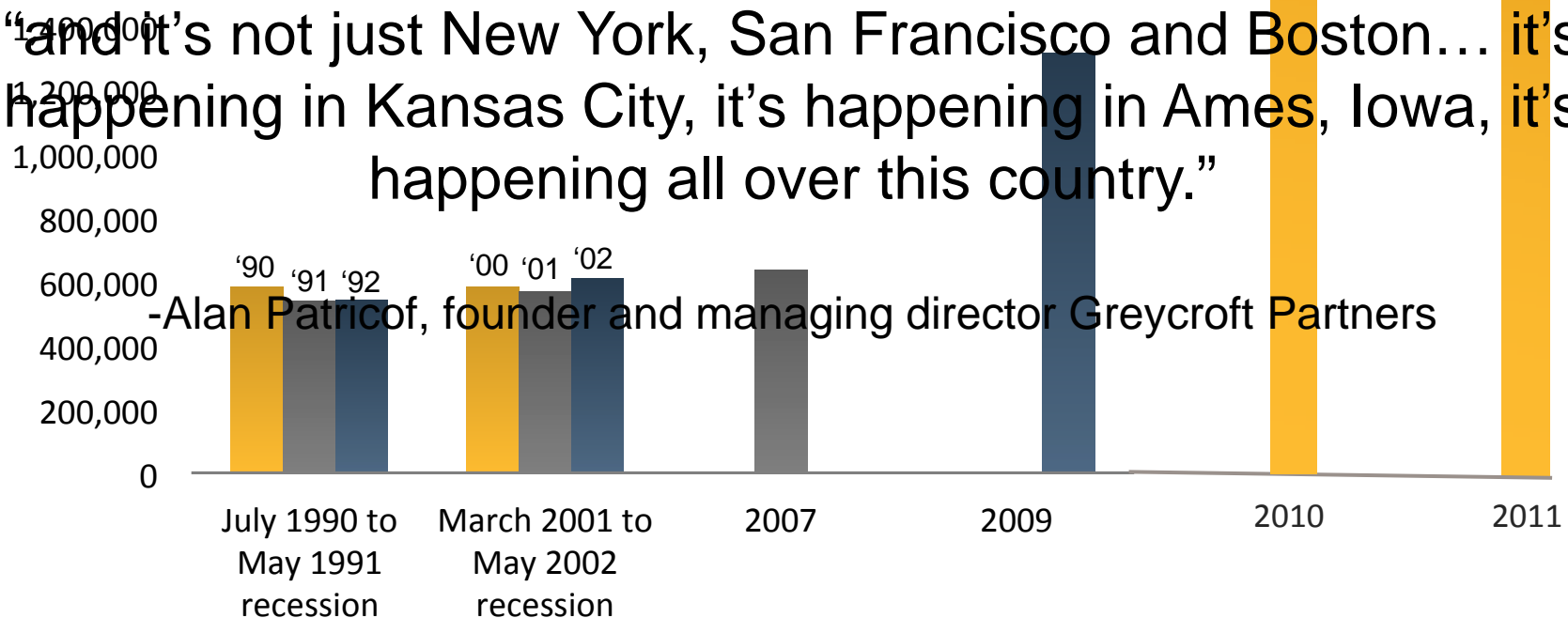
THE 2010 U.S. NEWS MBA RANKING AND THE DATA USED TO CRANK IT OUT.

School	Index	Peers	Recruiters	Selectivity	GPA	GMAT	Salary	Employed
1. Stanford	100	4.8	4.6	6.8%	3.69	728	\$131,949	75.8%
2. Harvard	98	4.8	4.5	11.2%	3.67	724	\$131,759	78.6%
3. MIT	93	4.7	4.4	13.0%	3.57	718	\$125,905	75.6%
3. Wharton	93	4.8	4.5	16.8%	3.50	718	\$132,579	72.5%
5. Kellogg	92	4.7	4.5	19.9%	3.52	714	\$123,996	75.2%
5. Booth	92	4.7	4.4	22.3%	3.52	715	\$126,779	75.8%
7. Tuck	88	4.2	4.2	20.3%	3.50	716	\$128,013	80.0%
7. Berkeley	88	4.5	4.1	11.6%	3.63	718	\$120,164	64.9%
9. Columbia	87	4.4	4.3	15.3%	3.50	712	\$123,486	67.2%
10. NYU	81	4.1	4.0	13.2%	3.42	715	\$121,867	73.7%
10. Yale	81	4.1	4.0	17.3%	3.52	722	\$113,226	64.1%
12. Duke	78	4.3	4.1	23.7%	3.40	697	\$118,923	63.6%
13. Virginia	77	4.0	4.1	26.3%	3.41	699	\$119,278	69.0%
14. UCLA	76	4.1	3.9	29.0%	3.53	710	\$108,806	54.2%
14. Michigan	76	4.3	4.0	25.4%	3.40	704	\$116,201	59.8%

Post-Recession Business Creation

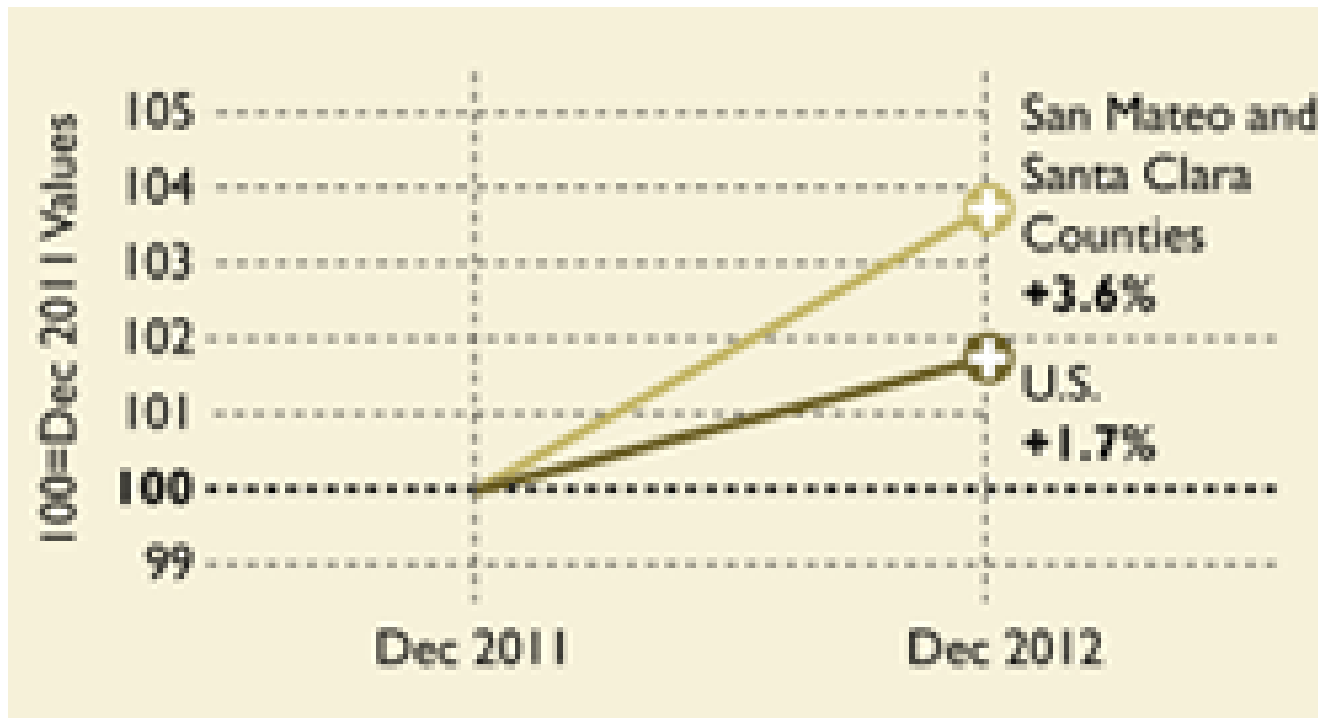
“I’ve been a venture capitalist for more than 40 years and I’ve never seen startup activity to that level what I’ve seen in the last three years”

“and it’s not just New York, San Francisco and Boston... it’s happening in Kansas City, it’s happening in Ames, Iowa, it’s happening all over this country.”



-Alan Patricof, founder and managing director Greycroft Partners

Job Growth in Silicon Valley at Internet Bubble (1999) Levels



"This is prodigious job creation. The growth is crazy and it's getting crazier."

-Russell Hancock Joint Venture Silicon Valley President

Accidental Entrepreneurs Actually Are

Problem Solvers



My Passion is a Better Idea

I Have to Solve This

“Money’s Nice, But Not The Goal”

Pleasure Seekers



My Passion is My Love of Something

I Want to Be My Own Boss

“I Hope I Can Make Enough”

Profit Machines



My Passion is MONEY

**I Have The Capital,
The Network,
The Sense of Urgency**

**“I’m Absolutely,
Positively Trying to Get Rich”**

Nothing Accidental About Their Plan - GROWTH

Key Findings

- Driven by profits not passion (30% more likely to have exit strategy)
- Bullish about growth
 - 4X more plan to double payroll in 2 years
 - 75% expect revenue to grow 10%+ in next year
- Take dramatic and immediate advantage of the cloud (51% cloud software)
 - Familiar with new technologies



TRENDS IN MANAGED SERVICES OPERATIONS

FULL REPORT



DECEMBER 2012

PVTC: Managed Service Provider



Research Methodology

Study was performed in October of 2012

Sample of 400 IT solution providers or channel firms

Dedicated research panel

5% margin of error

Research methodology

The data for this quantitative study was collected via an online survey conducted during October 2012. The sample consisted of 400 IT solution provider or channel firms. CompTIA employed the services of a dedicated research panel provider to procure the sample. The margin of sampling error at the 95% confidence level for the results is +/- 5.0 percentage points. Sampling error is larger for subgroups of the data.

What level of transformation are the channel firms experiencing?

Business Transformation Spectrum: Where Do Channel Firms Sit?

- 24%** **High degree of transformation** (revenue/product mix much different than two years ago)
- 59%** **Moderate degree of transformation** (revenue/product mix has changed, but traditional sources of revenue still dominate)
- 17%** **Low degree of transformation** (revenue/product mix has been mostly stable, unchanged)

What do the channel firms expect?

Expected Change in Managed Services Revenue Next 5 Years

- 17% High Growth (75%+ of total)
- 64% Medium Growth (Escalating share of revenue)
- 19% Flat or Declining Growth

Source: CompTIA's *Trends in Managed Services Operations* study

MSP Model Benefits (End Customer)

Opex instead of capex

- Limits cash requirements
- Capital can be allocated elsewhere
- Better planning for the future

It brings higher scale IT to smaller customers

- Centralization of resources allows for higher utilization & quality

Outsourcing allows for competition

- It is easier to replace a contractor than an employee.
- Competition allows for better valuation of services.

Proactive stance with IT

- Incentives align to take preventative measures and proactive posture with IT.

Why is the MSP model better for IT providers?

Predictable revenues

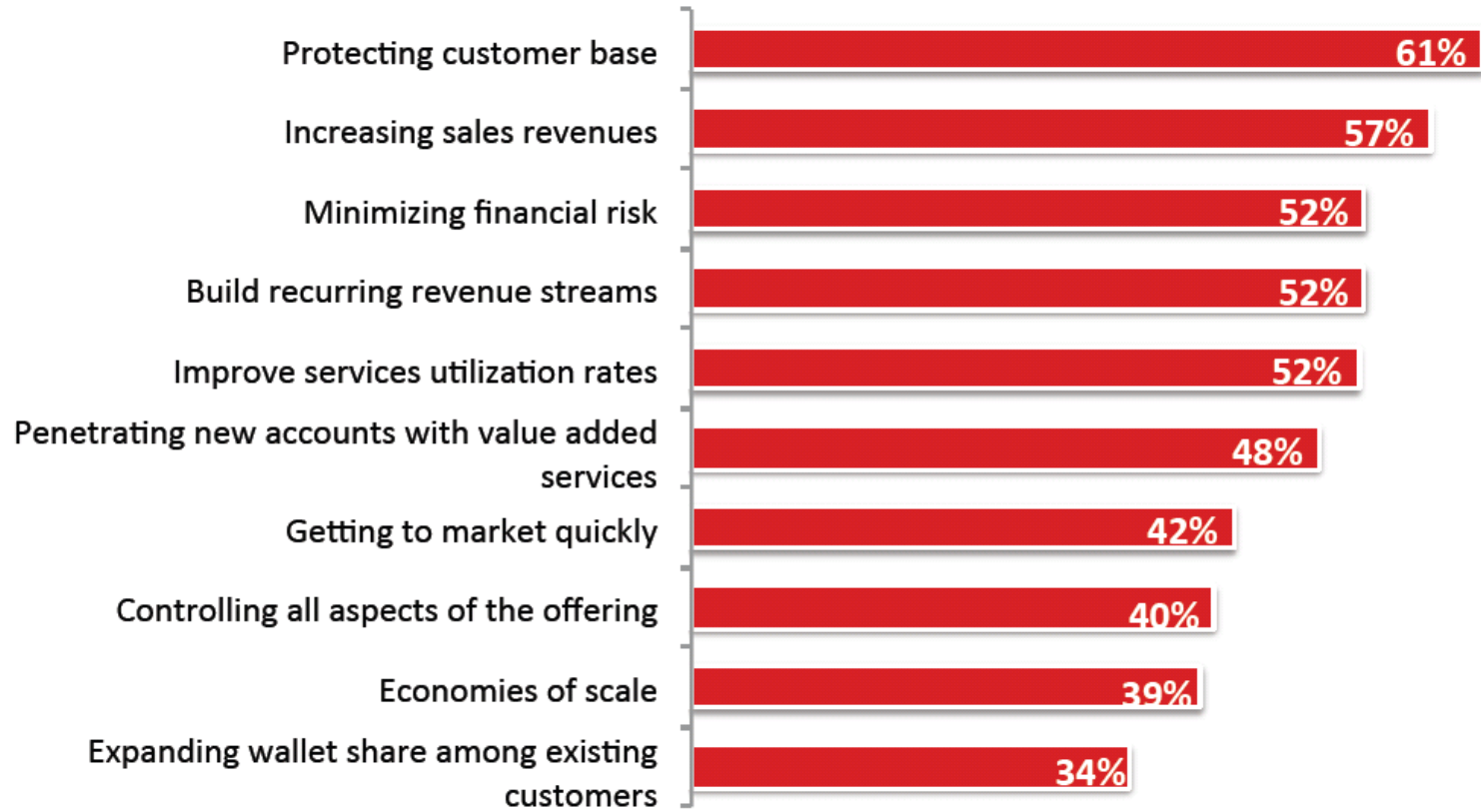
- Improved cashflow and budgeting
- Easier access to credit
- Book value increases an average of 5X

Customer retention increased

Helps compete against the big guys

Expanding wallet share of customers

Drivers and Considerations in Transitioning to the Managed Services Model



CompTIA

Source: CompTIA's *Trends in Managed Services Operations* study
Base: 198 U.S. Managed Service Providers
Advancing the Global IT Industry

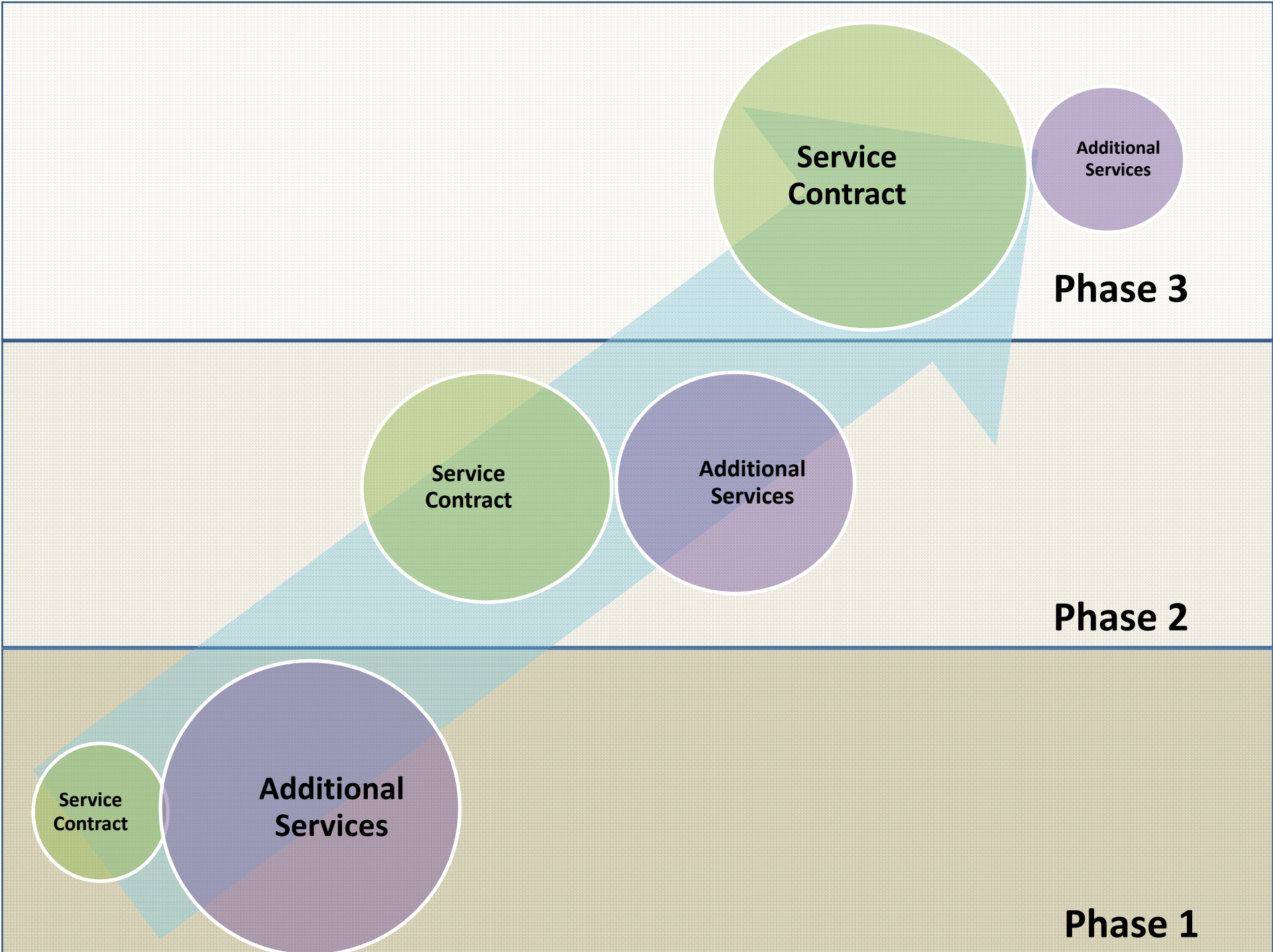
Why are MSPs and Customers making the move?

“Let me get this straight, my current vendor’s (VAR) profitability is based on my stuff breaking and he gets to come charge me to fix it.

Your model (MSP) is based on my stuff working, you don't hear from me and I don't hear from you, and it works. It sounds like your (MSP) profitability model and my profitability model are more in alignment.”



Type of service	Currently offer		Plan to offer in next year	
	Small MSPs	Large MSPs	Small MSPs	Large MSPs
Network management	52%	78%	21%	12%
Security management	58%	73%	22%	10%
Server management	59%	83%	23%	9%
Software/patching	52%	71%	27%	20%
Storage management	58%	67%	31%	22%
Desktop management	61%	61%	13%	24%
Email	55%	67%	26%	18%
Help desk	60%	71%	19%	16%
Database management	66%	88%	22%	6%
Custom app dev	52%	73%	29%	16%
Application management	63%	82%	25%	10%
Business continuity/DR	52%	59%	25%	33%
Managed print	42%	49%	28%	35%
Mobile device management	39%	43%	36%	39%



Conclusion:

NOW is the time to offer a Symantec Managed Service

- Record number of SMBs
- New phenomenon of Accidental Entrepreneur subset
 - Laser- focused on profitability
 - Growing faster than less technically-sophisticated, less agile SMBs
 - Need solutions that are effective but keep IT out of their way as they quickly scale their company
- MSP Market Growing Rapidly
 - More MSP Offerings available everyday
 - MSP revenue increasing YoY
 - Increasingly larger % of overall revenue
- MSP Ideal for Accidental Entrepreneur subset
 - Time and resources can be focused on the core of the business
 - Familiar with cloud managed services



Symantec MSP Program

Luke Higgins

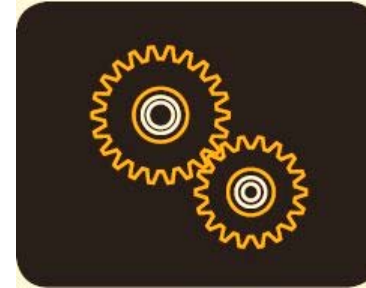
MSP Business Development Manager



Introducing The Symantec MSP Program



Updated Buying Options



Management Solutions



Advanced Support



Trusted By Millions



Updated Buying Options



ExSP Buying Program

Monthly Subscription Licensing

Predictable
OPEX vs.
CAPEX

No more
renewals

Add or
remove
users on
demand

Match your
customers'
buying
schedule

ExSP Buying Program

MSP Owns the License

Authority to
make product
decisions

Streamline
interactions
with vendor

Communication
is with MSP

ExSP Buying Program

Fewer Barriers to Entry

No upfront
fees

Payment in
arrears

No
accreditations
required to
subscribe

Buying Program Highlights

Unlimited use license key

Same products, new key – no uninstall required

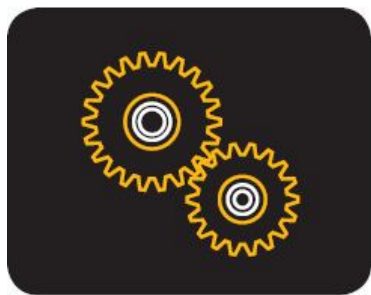
Licenses are bundled with essential support

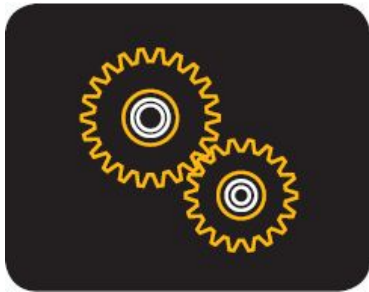
Access to the latest software

Aggregate buying power



Management Solutions



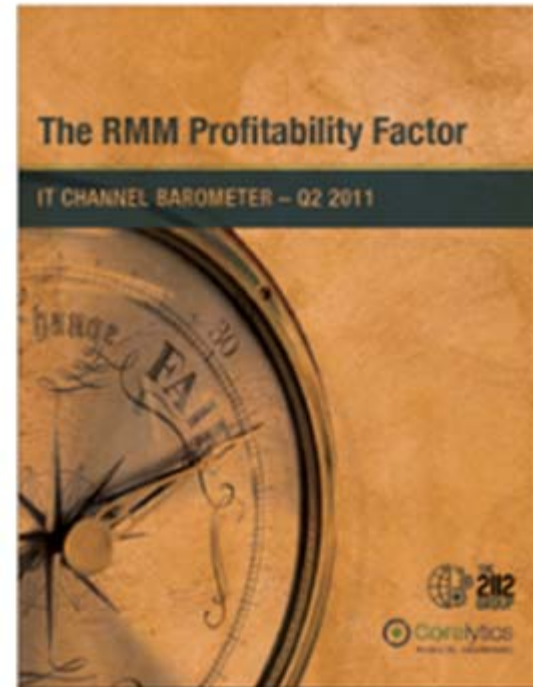


Management Solutions

- Partner Management Console
- RMM Integration

The RMM Effect

- Fewer management consoles
- Less repetition of tasks
- Reduce on-site visits
- Streamline new client on-boarding
- Automated and robust reporting



RMM Revenue to Profit Comparison

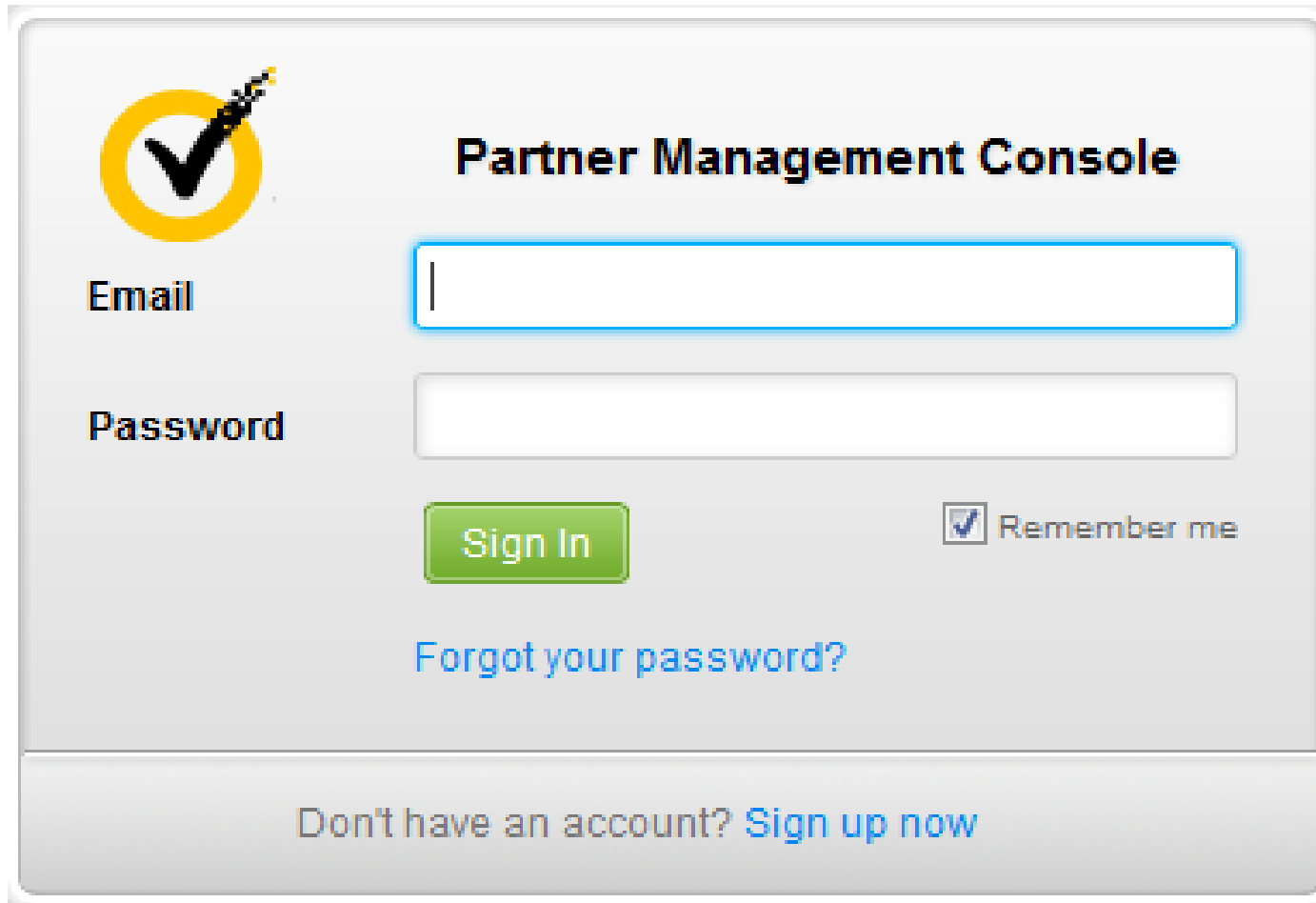
	All Companies*	All RMM Users	High Density RMM Users**
Annual Revenue Growth	5.9%	19.9%	28.1%
Annual Gross Margin	13.6%	18.5%	27.7%

Symantec Partner Management Console (PMC)


Simple, Multi-tenant, Web-based portal for customer management:

- Add or remove customers
- Commission trials and subscriptions
- View the status of customers' trials
- Support, monitor and manage accounts
- Sign up in minutes with immediate access to services

Partner Management Console



The image shows a login form for the Partner Management Console. It features a yellow checkmark icon in a circle on the left. The form has two input fields: 'Email' and 'Password'. Below the 'Email' field is a green 'Sign In' button. To the right of the 'Sign In' button is a checkbox labeled 'Remember me' which is checked. Below the 'Sign In' button is a blue link 'Forgot your password?'. At the bottom of the form is a link 'Don't have an account? Sign up now'.



Partner Management Console

Email

Password

Remember me

[Forgot your password?](#)

Don't have an account? [Sign up now](#)

<https://manage.symanteccloud.com>

Home Dashboard

Partner Management Console Partner Test 1 Admin

Home Customers Reports Alerts Administration

Welcome, Partner Test 1 Admin
Last Updated Monday, October 29, 2012 12:42:35 PM

Display All Customers

Total Customers

- 6 Partner Managed
- 12 Customer Managed
- 7 Co-Managed

Product Usage Summary

- Backup Exec.cloud - 2.31 GB**
 - 1 paid customers
 - 1 trial customers
- Endpoint Protection - 4 Seats**
 - 1 paid customers
 - 0 trial customers

Quick Tasks

- + Add a customer
- ✳ Activate a Product or Trial
- ✎ Manage the customer's product
- 📄 Most recent MSP Executive Summary Report
- 📄 Most recent Service Utilization and Billing Report
- ✎ Activate a serial number

Customer Issues

Severity: Warning+ Customer Type: All Customers Date: Last Month

Customer Name	Status	Alerts
abc	Warning Alerts	1
AMADEUS IT GROUP SA	Critical Alerts	6 Critical Alerts, 1 Warning Alerts
Ralf Wuestling	Warning Alerts	1


Adding Customers

Add Customer


Please complete this form as accurately as possible, avoiding the use of special characters. Incorrect or incomplete data may result in a manual review and delay processing.

IMPORTANT: Before ordering a trial for your customer, please check with your distribution partner to ensure product availability in your region.

Management Type


Who will manage this customer's product? 

- I will manage the products
- The customer will manage the products
- Both the customer and I will manage the products

Do you want to manage all communications with this customer? 

- Yes, I will manage all communications with this customer

Company information

Company	<input type="text"/>
Address	<input type="text"/>
	<input type="text"/>
Country	<input type="text" value="Please select your country"/> 

Customer Dashboard

Partner Management Console

Partner Test 1 Admin ▾

Home
Customers
Reports
Alerts
Administration
?

Actions

- [+ Add new customer](#)
- [↻ Import existing customer](#)

Filters

Management Types

- All
- [Partner Managed](#)
- [Co-Managed](#)
- [Customer Managed](#)

Product Types

- All
- [Purchased](#)
- [Trial](#)

Alerts

- All
- [Critical](#)

Customer


Customer	Type	Alerts	Products	Used/Capacity	
Aaron's Mega C...	Co-Managed	No alerts	Backup Exec.cloud (Trial)	0 bytes / 200 GB	
Customer Managed	5	Backup Exec.cloud (Trial)	2.31 GB / 250 GB	Endpoint Protection (Trial)	1 Seat / 50 Seats
Ash Making Leg...	Partner Managed	No alerts	Endpoint Protection (Trial)	0 Seats / 50 Seats	
axp industries Inc.	Customer Managed	No alerts	No Products	No Products	
customer demo	Partner Managed	No alerts	Backup Exec.cloud (Trial)	0 bytes / 200 GB	
			Endpoint Protection (Trial)	0 Seats / 50 Seats	
Doin work Inc	Co-Managed	No alerts	No Products	No Products	
Joy Inc	Customer Managed	No alerts	No Products	No Products	




Customer Portal


The screenshot shows the Symantec Customer Portal interface for user WHill. The top navigation bar includes links for Home, Computers, Policies, Alerts, Reports, Settings, and Subscriptions. The user's profile information, including the email symtrialpartner1@gmail.com, is visible in the top right. The main content area is divided into several widgets:


- Computer Health:** Shows 0% for three categories (green, yellow, red) and a message: "There are no computers at risk."
- Symantec ThreatCon:** Displays a threat level of "Level 1: Normal" and a news item about a Microsoft patch update for October 2012.
- Endpoint Protection:** Includes a "Getting Started" section with instructions on how to download and install the Protection Agent.
- Quick Tasks:** Lists actions such as "Add Computer", "Add User", and "View Invitation History".
- News Alerts:** Features a reminder for a "Symantec.cloud – Cloud Service Agent Upgrade".
- Services:** Provides an option to "Add License(s)".

Customer Portal – Installing Product

 **Add a New Computer or Service**

- 1. Select Your Services**
 Backup Exec.cloud
 Endpoint Protection
- 2. Choose Your Group**
Select the group which you wish to install the computer(s) into:
- 3. Download Your Installer**
 **Install** **Install Symantec.cloud On This Computer**
Quick method to install the Symantec.cloud agent on this computer used to access this portal.

 **Download** **Download a Redistributable Package**
The redistributable package contains all associated files required to install the Symantec.cloud agent on computers via a silent push or to save time downloading the package for each computer. You can download the package on any external media and later run the install either in interactive mode or you can also script it for silent installation. You can also configure the package to create and build an installer in .msi file format for deployment through Active Directory.

 **Send Download Invites**
To send an invite to a group of computers, enter the email addresses (semicolon delimited) and click the "Send Email Invites" button below. The download link will be available for 30 days and the administrators can shut down the link at their discretion.

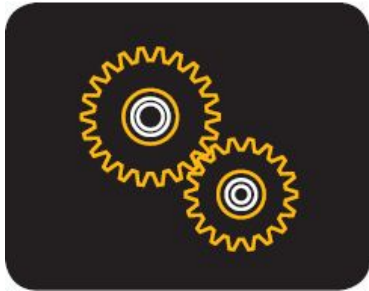
Reports – Billing & Utilization

The screenshot shows the Partner Management Console interface. At the top, there is a navigation bar with a checkmark icon and the text "Partner Management Console". On the right side of the navigation bar, it says "Partner Test 1 Admin" with a dropdown arrow. Below the navigation bar, there are several menu items: Home, Customers, Reports, Alerts, and Administration. A "Report Customization" link is also visible on the right. The main content area has tabs for "Reports", "Report Templates", and "Scheduled Reports". Below the tabs, there is a message: "Create new reports and view generated reports." There are two buttons: "Add" (green) and "Delete" (red). Below the buttons is a table with the following columns: Status, Report Name, Format, Report Type, and Requested Date. The table contains one row with a "download" link, a report name "test1234567", a PDF format icon, a report type "Service Utilization and Billing", and a requested date "Monday, October 29, 2012 7:00:27 AM". A tooltip is displayed over the table, showing a PDF icon and the text "PDF" next to "Service Utilization and Billing" and "MSP Executive Summary".

Status	Report Name	Format	Report Type	Requested Date
download	test1234567	PDF	Service Utilization and Billing	Monday, October 29, 2012 7:00:27 AM
download		PDF	Service Utilization and Billing	0:27 AM
download		PDF	MSP Executive Summary	0:27 AM
download		PDF		:17 AM

Reports – Custom Reports

The screenshot displays the 'Partner Management Console' interface. At the top, the title 'Partner Management Console' is visible, along with the user 'Partner Test 1 Admin'. The navigation bar includes 'Home', 'Customers', and 'Reports'. A 'Settings' sidebar on the left lists 'Administrators', 'Alert Notifications', 'Report Customization', and 'My Company'. A central modal window is open for customizing a report, with three sections: 'Header Font Color' (set to #d628d6), 'Report Theme Color' (set to #505050), and 'Report Logo' (featuring a colorful eagle icon). To the right, a 'Report Sample Preview' shows a report layout with a green header, a pie chart, and various text blocks.



Management Solutions

- Partner Management Console
- RMM Integration

Symantec Integrates with Leading RMM Vendor Platforms



Symantec Backup Exec 2010	Monitor & Report Service Module LPI Partner Portal	Monitor & Report Plug-in Symantec.com	Monitor
Symantec Backup Exec 2012	Monitor and Report Service Module	Monitor & Report Plug-in Symantec.com	Monitor, Report & Manage
Symantec Endpoint Protection 12.1, Symantec Endpoint Protection SBE 2013	Monitor & Report Policy Modules LPI Managed Workplace	Monitor, Report & Manage Plug-in Symantec.com	Monitor, and Report Mgmt Planned CY2013 H1





Advanced Support



Superior Tech Support for MSPs

Level 2 support – Monday 5:00am to Friday 5:00pm Pacific

Less than one minute wait times

US, Ireland, Australia

Supports Cloud and standard product lines

Supported Products

- **Symantec Endpoint Protection**
 - Small Business Edition
 - Enterprise Edition
- **Symantec System Recovery**
- **Symantec Backup Exec**
 - Backup Exec (Core)
 - Agent for Active Directory
 - Agent for Exchange Server
 - Agent for SQL Server
 - Agent for Vmware
 - Agent for Sharepoint
 - Deduplication Option
 - Small Business Server

“The direct access to level 2 support is extremely helpful. They answer right away and are very knowledgeable. This aspect of Symantec’s program really adds value to MSPs.”

*Russell A. Haynes
Coast Range Technologies*

MSP Specialist Support

Account Management geared for MSPs

- Training Availability
- Pricing
- Marketing
- Service Delivery
- Operations
- Technical Processes
- Sales



Trusted By Millions



Market Leading Solutions

- Security
 - SEP, SEP SBE (**on-prem and cloud**)
 - Mail Security (also with Protection Suite)
 - Web Security (also with Protection Suite)
 - Security Information Monitoring and Event Management
- BDR
 - Backup Exec
 - Backup Exec.cloud
 - NetBackup
 - System Recovery
- Encryption
 - File Share Encryption
 - Gateway / Desktop Email Encryption
 - Whole Disk Encryption
- Archiving
 - Enterprise Vault File System Archiving
 - Enterprise Vault E-Discovery
- Symantec Data Loss Prevention
- Symantec Application HA
- Veritas Storage Foundation

Market Leading Solutions

- Millions of Users
- Enormous threat-detection network and resources
- 11 years experience providing cloud services
- Market-Leading SLAs
- 15 data centers: global, secure and redundant
- Available on-premise and/or hosted in the cloud



Thank you!





Vann Data and Symantec Partner Case Study

Todd Huffstickler

Vann Data, Executive Vice President

Introduction to Vann Data

- Founded in 1978
- Daytona Beach, FL
- IT Services include:
 - Managed IT Services
 - 30% of Revenue
 - Infrastructure monitoring
 - Managed endpoint security
 - Managed Backup Services
 - Break/fix and product sales
 - 60% of revenue
 - Symantec, HP, Citrix, VMware, Microsoft



Our Symantec Managed Services Set Up

SEP SBE 2013

- Purchasing via ExSP Buying Program
 - Paying Quarterly in arrears
- Managing with Continuum RMM
 - Using Continuum reports to assist with quarterly usage reports
- Billing customers monthly
 - 3x Markup based on other services delivered
- Utilize Level-two Tech Support and MSP Account Managers
 - i.e. Help with initial set up and roll out

Thank you for attending

How to contact us:

MSP@Symantec.com

855.210.1101

Did you enjoy today's event? Have a few suggestions?
If so, please visit the link below and provide your feedback today.

<https://symantecpartnerevents.verite.com/msptrainingapril>



Partner Virtual Training Conference: Managed Service Provider – Day 2



Agenda

- A Brave New World
 - Sales & Marketing
 - Proactive Data Protection Offering
 - Partner Management Console Demo
 - Malicious Activity Assessment Offering
 - MAA Demo
- MSP Program Next Steps
 - MSP Resources
 - 30/60/90 Day



A Brave New World

Sales & Marketing

Anne Stobaugh

Channel Marketing, MSP



Agenda

A Brave New Mindset

A Brave New Pricing Model

A Brave New Sales and Marketing Approach

A Brave New Mindset

- Change is hard
 - It's worth it!
 - “Rolling the rock” is familiar but only lasts 30 days
 - Recurring revenue is the gift that keeps on giving
- Fix what might not seem to be broken
 - Profit gets smaller and effort gets larger
- Customers aren't asking for it
 - Innovation creates solutions that didn't previously exist



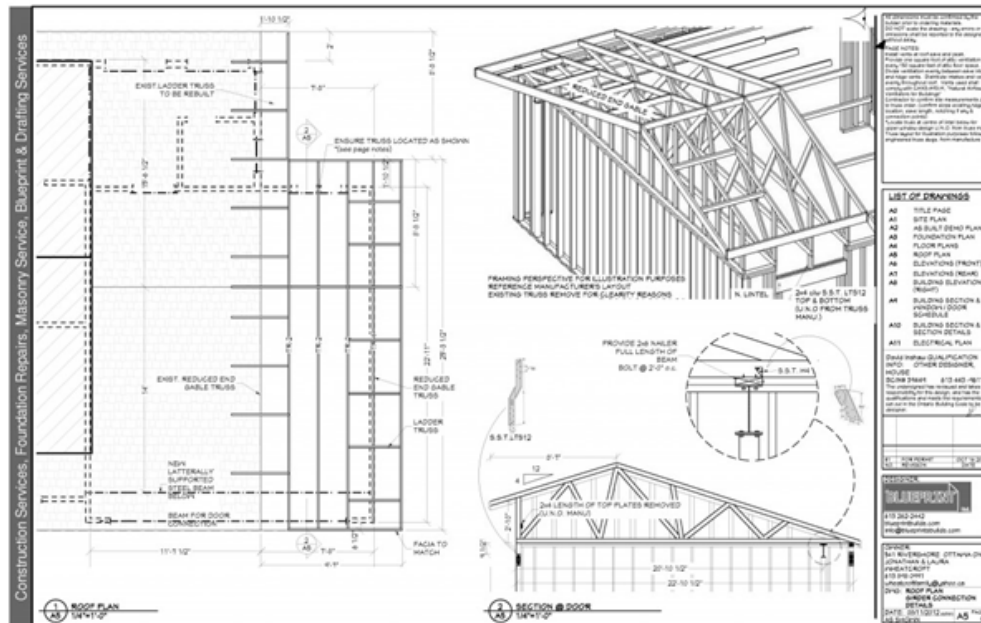
A Brave New Pricing Model

- Don't be Afraid to Mark Up from the Cost of Individual Parts
 - Still a market in flux, not uniform commodities
 - Half of the largest and two-thirds of medium sized firms are still in exploration
 - CapEx → OpEx not just a buzz word
 - Loans/sources of capital are harder than ever for SMBs
 - Same Concept as Utilities
 - Most SMBs don't generate their own electricity
- Various Pricing Structures
 - 31% By user consumption
 - 22% Fixed Recurring Fee
 - 20% Per user
 - 19% Varies based on customer
 - 9% Per device



A Brave New Sales & Marketing Approach

- Market and Sell the “What” not the “How”
 - Sell the HOUSE and “what” that provides
 - The whole is more than the sum of it’s parts
- Don’t sell the plumbing and wires or “how” the house is created
 - Get away from the features of each product
 - Avoid the urge to show your technical expertise



Offer “Spec” Houses

- Use principals of mass production
 - Package offerings
 - “Custom” is a combination of packages with a custom wrapper



Managed Services Should Be Boring

- Ask for the monotonous/routine yet time consuming tasks
 - Doesn't have to be "either/or" can be "and/both"
 - Backup, exchange, endpoint
- Well-oiled machine means less fires
 - Predictive and routine so environment should not break down
 - Hire a different mentality
- Avoid the Managed Services Conundrum
 - Monthly and Quarterly updates on why their environment is running so smoothly



Make a Conscious Effort to Grow Managed Services

- New Compensation Plans
 - Sales reps
 - Engineers
- Target audience at end user may change
 - Business owner, CIO, VP
- Continuously improve on your “spec” offerings
 - Better documentation, service delivery
- Cross reference business between VAR and MSP

Concrete Examples

Act On These Concepts Today

PROFESSIONAL PROACTIVE PROTECTION: MANAGED, TOP-SHELF SECURITY AND BACKUP

Cheat Sheet

OVERVIEW:

Keeping up with security and backup seems simple, but it is actually extremely time consuming and challenging for most businesses. Additionally, many companies' processes include some level of manual responsibility, leaving gaps in protection—especially for those with remote users and satellite offices. This offering is a professional-grade, hassle-free solution for keeping laptops, desktops, and servers up-to-date with security and backup.

VALUE PROPOSITION:

Through the **Professional Proactive Protection** offering, your customers' laptops, desktops, and servers will be continuously monitored, maintained, and managed. This process will enable your customers to focus on core business or more strategic IT projects because you can identify and address potential security and backup problems before they arise.

KEY HIGHLIGHTS:

- **Identify Threats Before They Happen:** Constant monitoring and management to address both current and future threats through the use of Symantec's robust online management console.
- **Hassle-Free:** Removes the need for additional hardware, software, personnel, skill set, time, and other resources needed for routine maintenance and management tasks.
- **Simplified IT Expenses and Billing:** As a customer's size and capabilities change, they simply add or subtract users or services from the flexible, flat-rate program. They only pay for the IT infrastructure and operations needed each individual month.
- **On-Demand Advanced Tech Support:** Available immediately and 24/7. Additionally, Symantec MSPs have direct access to Level 2 support technicians within 60 seconds in order to solve problems quickly and thoroughly.
- **Leading Security and Backup Technology:** Unlike any other option available, the Professional Proactive Protection offering uses Symantec security and backup

QUALIFYING QUESTIONS:

- Is it a challenge to keep your laptops, desktops, and servers backed up and protected from viruses and malware (AV updates, tape vaulting, taking discs or drives home, etc.)?
 - In the past year have you experienced virus/malware, data loss, downtime, or permanently lost data?
- How much of your time and budget are occupied by an existing security and/or backup software or hardware solution?
- Are you interested in maintaining security and backups without dealing with software, hardware, or management functions?
- Do you have mobile workers/remote offices? How do you secure those systems and protect that data?
- What OS do you need to support, and what platforms are they running (Windows®, Mac®, Microsoft®, Exchange, SQL, others)?
- Do you have a disaster readiness plan in place?
- Do you ever experience incomplete/failed backups with your existing service?
- How many machines/servers do you plan to protect and back up per location?
- How much data do you plan to backup per server/PC?

OFFERING DETAILS:

- **Security** provided by Symantec™ Endpoint Security Small Business Edition 2013 includes antivirus, antispware, firewall, and host intrusion prevention.
- **Backup** provided by Symantec Backup Exec.cloud™ includes scheduled backups, backup when files are changed, encrypted data while in transit and rest, secure off-site data centers, and restoration to any Internet-connected location.
- **Management** provided by Partner Management Console (PMC) includes a free 30-day trial for customers, remote deployment, monitoring and management, and also includes reporting.

How to contact us

MSP@Symantec.com

855.210.1101

Thank You

Anne Stobaugh
Manager, Channel
Marketing



A Brave New World

Proactive Protection Offering

Aaron Melear
Anne Stobaugh



Proactive Protection – Introduction

Overview

- Endpoint security and back up service
 - Managed in the cloud
 - Always updated
 - Whether or not connected to the network
- Professional level protection
 - Leverages the largest intelligence network in the world
 - Alerts the service provider when something is unprotected
- Pay As You Go

Proactive Protection – Introduction

Value

- Better data protection than SMBs provide for themselves
 - Unmanaged AV & backup
 - Out of date AV
 - Definition based AV
- Month to month subscription
- Pay in arrears



Pricing & Commission

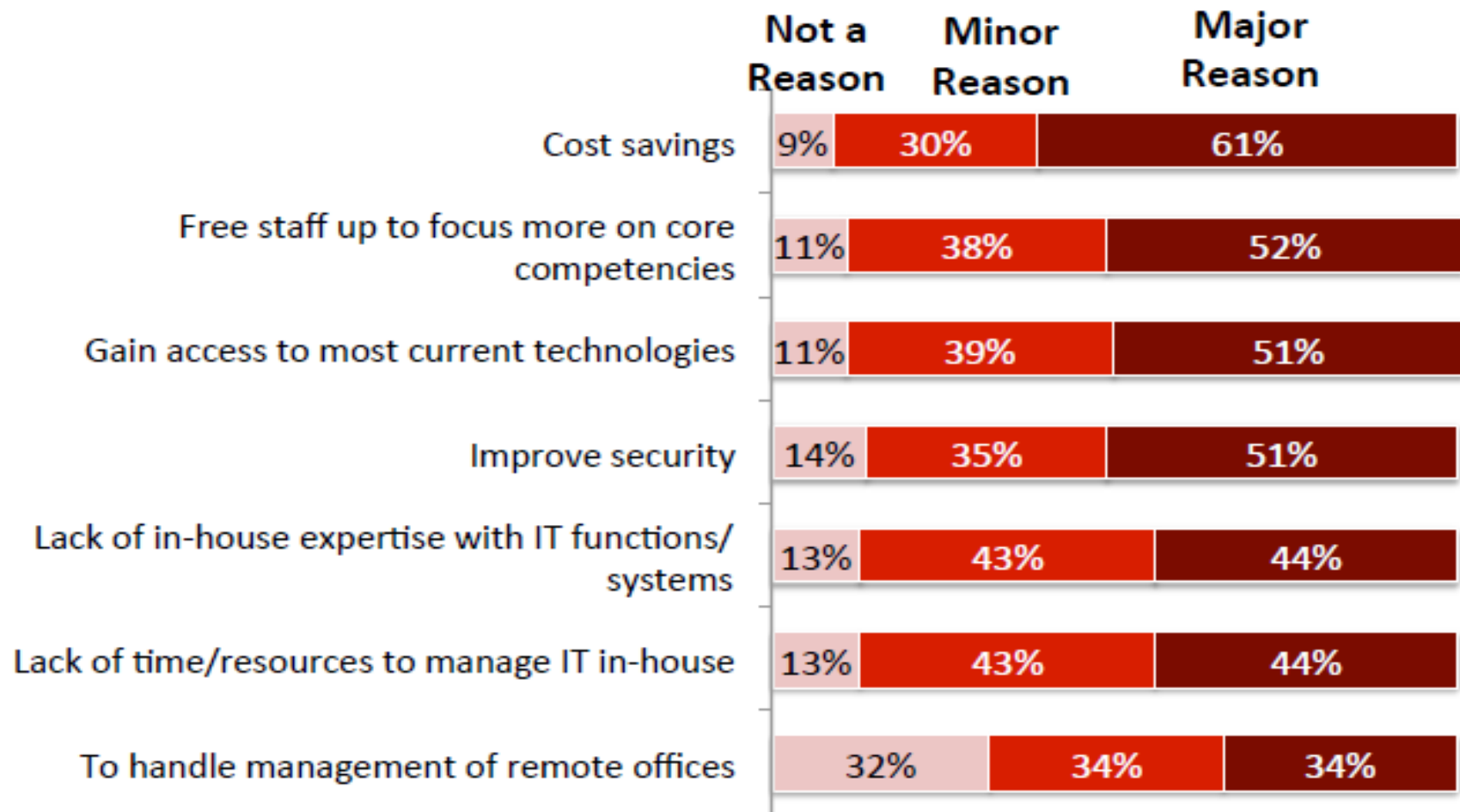
- Pricing
 - Mark up from your cost of product
 - Larger Backup Increments
 - Start at 300% for Security
- Commission
 - 60% pay monthly
 - 30% pay on full value of deal upfront
 - 10% pay % upfront and remaining balance as customer continues on services
 - 50% upfront, balance spread out monthly

Qualifying Questions

- What frustrations do you have with your current security and backup situation (OR provider)?
- What would happen if a disaster struck and you couldn't restore the data from your backups?
- Are you sure your security solution can identify the latest threats?



End User Demand for Managed Services



Source: CompTIA's Trends in Managed Services study
 Base: 273 managed services users
 Advancing the Global IT Industry





A Brave New World

Partner Management Console (PMC)

Demo

Brandon Frost

MSP Specialist



How to contact us

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Thank You

Aaron Melear
Anne Stobaugh
Brandon Frost
MSP Business Development
Manager & Specialist



A Brave New World

Malicious Activity Assessment Offering

Aaron Chen

Symantec Channel Systems Engineer



Agenda

- 1 Malicious Activity Assessment
- 2 Symantec Web Gateway Refresher
- 3 Demo
- 4 MAA Planning and Design
- 5 Reporting and Wrap-Up

Attacks On The Rise ...

286M+

Threats



93%

Increase in Web Attacks



44.6% of malicious domains were **NEW** in August 2011

14.5% of web-based malware was **NEW** in August 2011

80% of malicious websites were compromised **LEGITIMATE** sites

Drive bigger security deals with the Malicious Activity Assessment ...

Goal

- **Identify and report** presence of active malware on customer network
- Drive multi-product security deals on short sales cycles

What it is ...

- **7 to 14 day** deployment to assess current threat level
- **Passive monitoring** and discovery of production traffic
- Security intelligence from Symantec **Global Intelligence Network** and **DeepSight**

Customer Benefits

- Understand the volume and impact of malicious activities
- Identify key areas for improved protection and response
- Leverage new sources of security intelligence -- **Insight**

Use Cases Covered

Monitoring for Malicious Traffic

- Traffic **coming in** (malware, exploits...) an organization
- Internal machines connecting to suspect **external** systems

Monitoring for Malware and suspected Bot activity

- Hosts connecting to other hosts
- Outside servers **propagating** infectious downloads and exploits
- Behavioral algorithm to identify specific **Bot** activities

Monitoring End Point Threat Activity


- Threats with multiple attack vectors
- Information from multiple **ports/protocols**
- Risk indicators
- **Prioritize remediation actions**



MAA Opportunity Scenario

Customer with Competitive Endpoint Security Solution

Offer: Insight into Security Posture



Action: Isolate Infections & Present Results



Sell: Symantec Protection Suite Enterprise Edition

MAA Opportunity Scenario

Customer with Symantec Endpoint Protection

Offer: Healthcheck

Action: Isolate Infections, Present Results, Stress Configuration Review

Sell: Symantec Protection Suite Enterprise Edition

Case Study: Healthcare Vertical

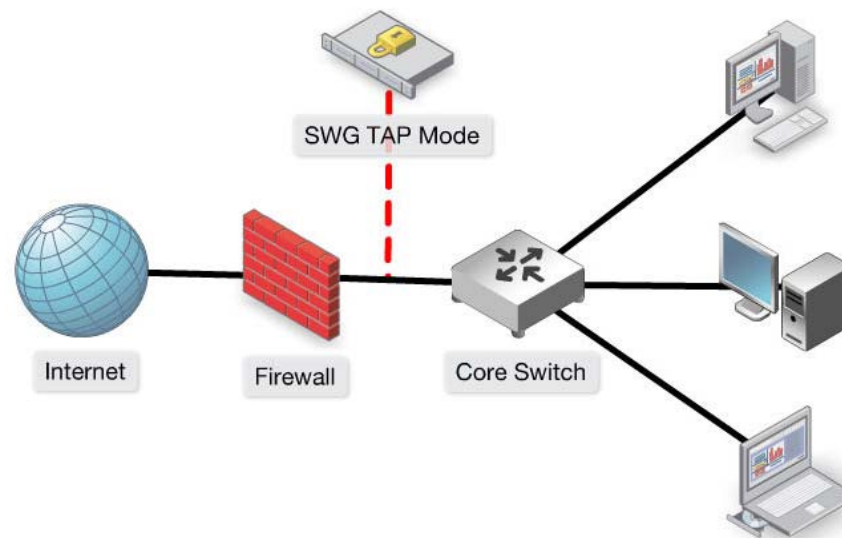
- Customer battling a **Conficker** outbreak at two hospitals, team deployed Web Gateway to assess the environment ...
 - Quickly identified **2,000 infected clients** (400 critical) and began triaged remediation
 - **Conficker** variants were primary infections, **Qakbot** and **Sality** were big too, and several trojans, fakeAV, rootkits, throughout the environment
- Keys to driving rapid close
 - Bringing visibility to extensive malware presence enabled team to quickly build credibility and attain the status of trusted security advisor
- **\$1M+** purchase
 - Protection Suites, Security Information Manager, Critical System Protection, Business Critical Services and other security products
 - **Closed 2 months from assessment deployment**
 - Displaced ineffective competitive endpoint protection



Malicious Activity Assessment Basics

Customer Requirements

- **Gain executive commitment** to assessment process and outcomes
- Secure IT Staff to participate (**install requires < 1 day of technical resource**)
- Identify and configure **SPAN** Port or Tap for bi-directional **passive monitoring**
- **Key stakeholder participation** in presentation of results



Deployment Sizing

	8450	8490	84V
CPU	Single, 4 Core (HT)	Dual, 6 Core (HT)	2 CPU (min)
Memory	8 GB	72 GB	4 GB – 8 GB
Disks	Single Disk	Raid 5	90 GB
Redundant Power	YES	YES	N / A
Form Factor	1U	2U	Virtual
SPAN/Tab Mode Throughput	500 mbps	1000 mbps	400 mbps
Target customer size	< 1,000	1,000 – 10,000	< 700



MAA Demonstration



MAA Planning and Design

Getting Started – the red tape

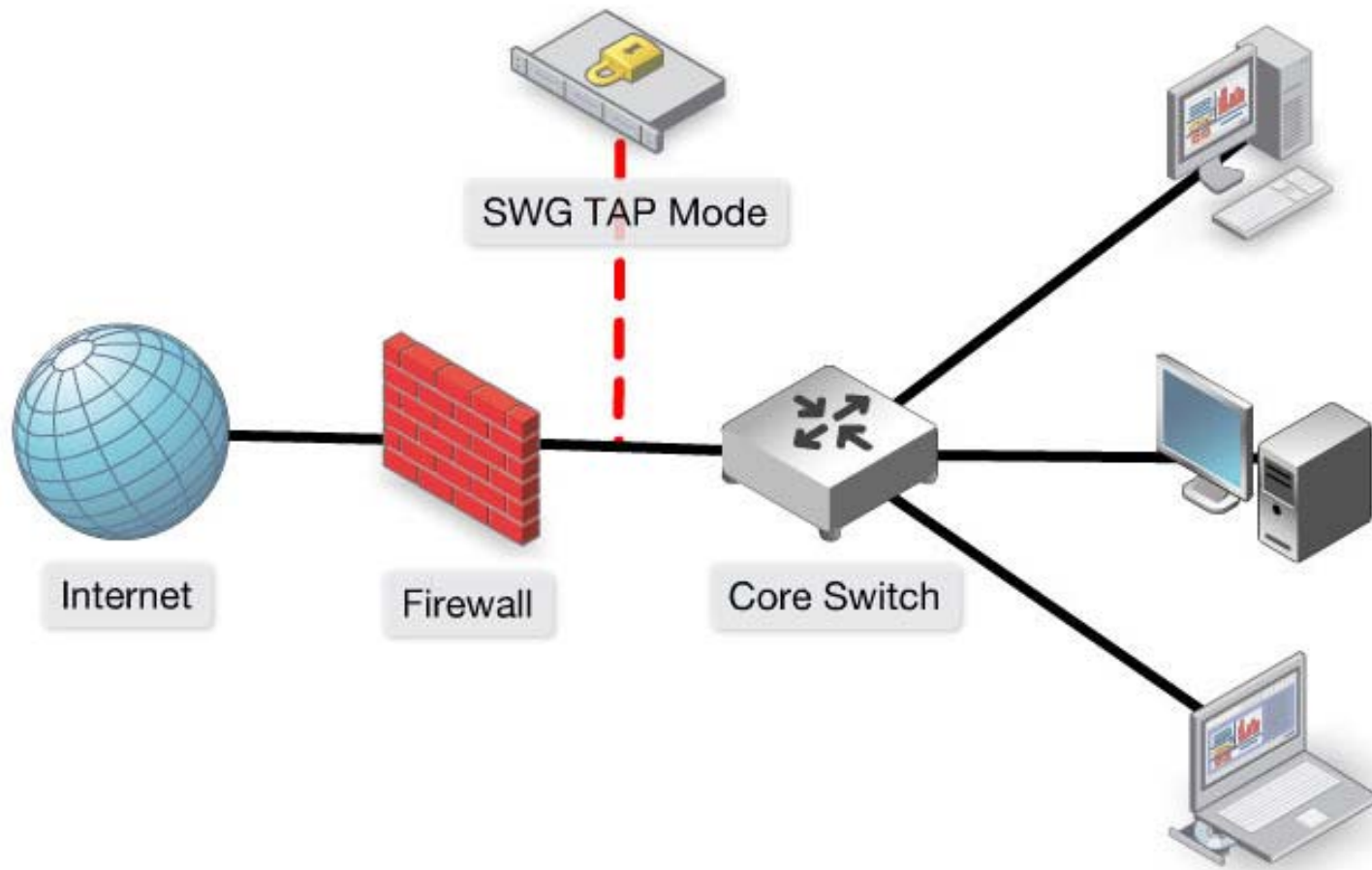
- Finding the right customer
- Finding the right contact
- Agree on MAA
- Have Technical Questionnaire completed
- Get the License
- Agree on Installation (Change process?)

Planning deployment

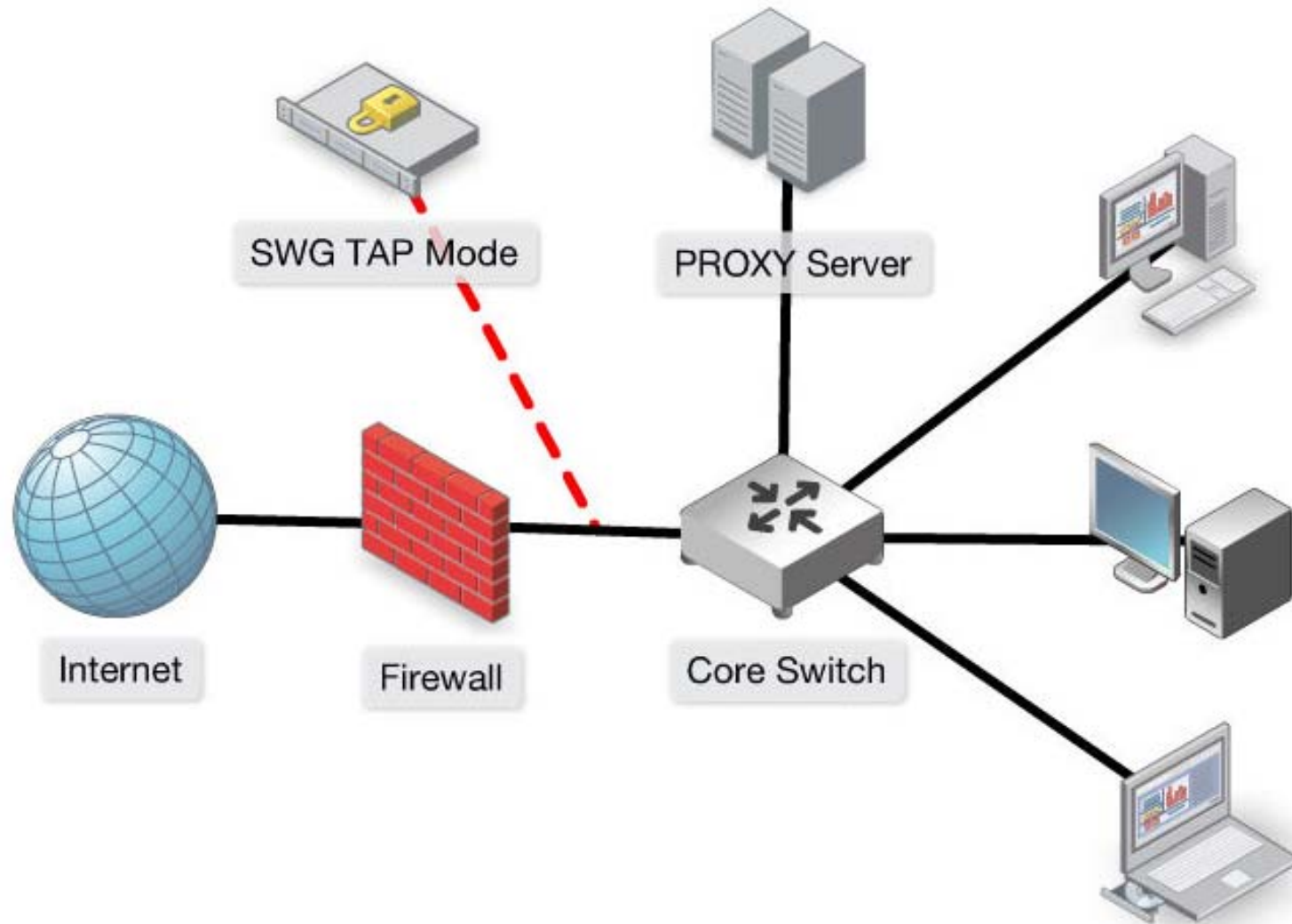
- Physical or Virtual deployment?
 - Remember: Virtual SWG requires:
 - ESX compatible machine, 4GB RAM, 2 physical NICs!
- Deploy Web Gateway in SPAN mode
- Prepare the SWG Box
 - If necessary, bring your own SPAN/Mirror port capable network switch!
- Interesting traffic
 - Malware, Bots, Infections, Torrents, other traffic...?
 - Real IP's (no NAT)
- Picking right traffic is crucial for success



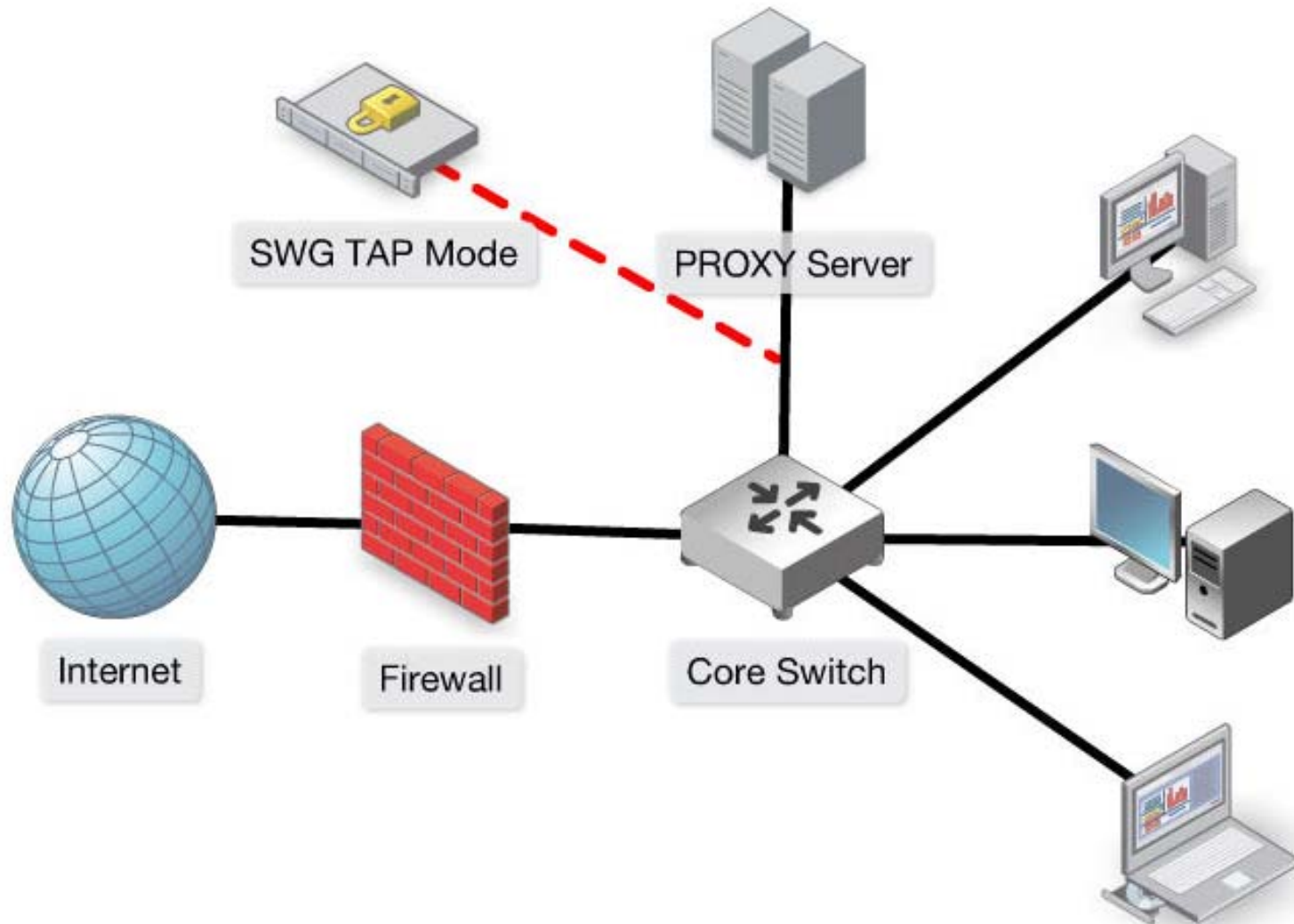
MAA Deployment – the easiest way



MAA Deployment – with a Proxy



MAA Deployment – with a Proxy – DON'T DO THIS 😊



Practice Time !

- Use VMware and Virtual SWG appliance
- Deployment of SWG
- Configuration
- Testing...
- Maybe Proxy configuration later.... (time permitting)

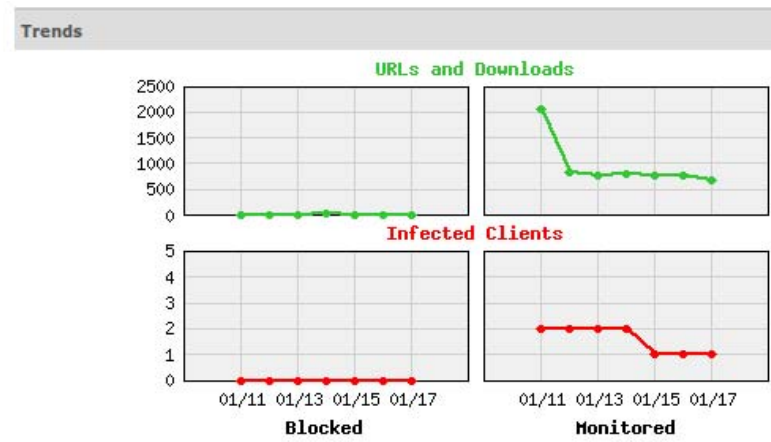
MAA Reporting and Wrap-Up

Start with...

- Executive Summary
 - Gives a good indication about the status
 - Worth grabbing the graphs

Traffic Processed	Blocked	Monitored	Total
Raw Traffic Processed			24.30 GB
URLs Inspected			6,984
Downloads Inspected			0
Unsafe Downloads	0	0	0
Content Filter Detections	65	6,542	6,607
Application Control Detections	0	912,834	912,834
Malware URL and IP Detections	0	101	101
Malware Download Detections	0	0	0
Phone Home Detections	0	159,130	159,130
Active Infected Clients			2
Client Machines Monitored			14

Web Destinations 7 of 10 more			
Category	Class	Clients	Hits
IT Security	IT	4	4,899
Sports	Lifestyle	1	1,164
Unclassified URL	Unclassified URL	4	441



Active Infected Clients 2 of 2	
2 Critical, 0 Major, 0 Minor	
Hostname	Critical
76.246.207.140	1
76.246.207.141	1

Continue with... Botnet Report #1

Active Bot x1, Suspected Bot x5

Botnet Report

Reports: Botnet Report

Filters Update

Date Report Options

Results 1 Active Bots Detected
0 Inactive Bots
5 Suspected Bots Under Watch
20,374 Bot Hits

Filter Dates 09/01/2011 - 09/16/2011
Report Run Fri Sep 16, 2011 1:48:47 PM JST

Show per page Change

[Show Detail](#) 1 - 6 of 6 | << First | < Previous | Next > | Last >> | [Show All](#)

Bot IP/Hostname	Status	Latest Detection	Bot Activities	Hits	C&C (Command & Control)
...	Active	09/16/2011 12:26	2 Types	20,272	3 controllers
...		09/14/2011 16:16	Botnet Control (C&C)	345	...
...		09/16/2011 12:26	IP Scanning	19,927	...
...	Suspect	09/16/2011 09:56	1 Type	1	...
...		09/16/2011 09:56	Botnet Control (C&C)	1	...
...	Suspect	09/15/2011 18:04	1 Type	93	...
...		09/15/2011 18:04	Botnet Control (C&C)	93	...
...	Suspect	09/12/2011 16:14	1 Type	2	...
...		09/12/2011 16:14	Botnet Control (C&C)	2	...
...	Suspect	09/09/2011 14:05	1 Type	2	...
...		09/09/2011 14:05	Botnet Control (C&C)	2	...
...	Suspect	09/08/2011 21:45	1 Type	4	...
...		09/08/2011 21:45	Botnet Control (C&C)	4	...

1 - 6 of 6 | << First | < Previous | Next > | Last >> | [Show All](#)

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Active Bots
Must investigate ASAP

Suspected Bots
Should monitor continuously

Should specify the machine
usage and scan the machines by
the latest virus definition

Assessment Result – Potential Attacks

IP Scanning x2

Potential Attacks

Reports: Potential Attacks

Filters: Date: current month to date

Results: 2 Scanning Attackers

Filter Dates: 09/01/2011 - 09/16/2011
Report Run: Fri Sep 16, 2011 1:34:54 PM JST

Timestamp ▲	IPs Scanned	Hits
09/16/2011 14:29	23.11.154.84-216.35.168.224	16,366
09/15/2011 16:45	14.128.1.82-220.213.234.222	9,587
09/14/2011 15:54	14.128.0.202-222.228.227.200	13,316
09/13/2011 13:05	23.11.159.139-220.213.234.39	38,985
09/12/2011 15:35	23.11.144.82-221.186.251.85	42,360
09/09/2011 16:18	23.11.152.124-222.122.220.214	7,835
09/08/2011 17:48	65.55.17.27-216.223.0.211	741

xxx.xxxxx.co.jp (xxx.xxx.xxx.247)

xxx.xxx.xxx.xxx run IP scanning to...

Latest ▲	Scanning Attacker	Attacker Location	Botnet Status	IPs Scanned	Hits
09/16/2011 12:26	xxx.xxx.xxx.xxx.jp	Local	Active	1.21.10.199-222.230.188.176	19,927
09/16/2011 11:45	xxx.xxx.xxx.xxx.jp	Local		14.128.0.202-222.228.227.200	128,055

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Two machines are run IP scanning to broader external IP ranges.

Must investigate why the machines are doing so.

Assessment Result – Virus Downloads

xxx.xxx.xxx.xxx downloads virus twice

Virus Downloads

Reports: Custom Reports

Filters

Date: current month to date

AND: Detection Type Equals

Results 1 Event

Filter Dates: 09/01/2011 - 09/16/2011
Report Run: Fri Sep 16, 2011 2:03:30 PM JST

Requested URL or File

download822.mediafire.com/hm8gp6go35qg/r92pjfojqwav9fu/CPRMDecrypter_set.zip /CPRMDecrypter/cprmgetkey.exe

Download site and file name

With Selected Items...

<input type="checkbox"/> [all]	Date/Time Stamp	Hostname	Detection Name	Category	Class	Severity	Action	Detection Type	Hits	Requested URL or File
<input type="checkbox"/>	09/13/2011 23:15		Trojan.Gen.2?	Virus	Virus	Critical	Monitored	Virus Download	2	download822.mediafire
<input type="checkbox"/>										

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Trojan.GEN.2 Risk Level 1: Very Low

McAfee (Generic Downloader.ha) Founded on Aug 16th, 2010

Assuming that Virus definition on McAfee gateway may not be updated or Virus may be downloaded by the another channel.

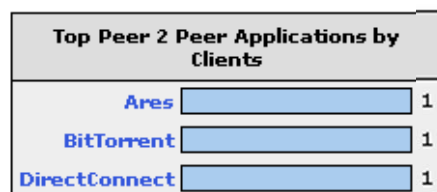
Assessment Result – P2P Application

P2P Application on 3 clients

Results A total of 3 clients and 82 hits in the Peer 2 Peer category.
82 Monitored

Report Options 

Filter Dates 09/01/2011 - 09/16/2011
Report Run Fri Sep 16, 2011 3:33:37 PM JST



Show per page

1 - 3 of 3 | << First | < Previous | Next > | Last >> | [Show All](#)

Latest Detection	Hostname	Application Name	Action	Hits ▲
09/16/2011 14:24	...co.jp	Ares	Monitored	73
09/10/2011 20:16	...	BitTorrent	Monitored	8
09/09/2011 13:24	...	DirectConnect	Monitored	1

•XXX.XXX.XXX.XXX

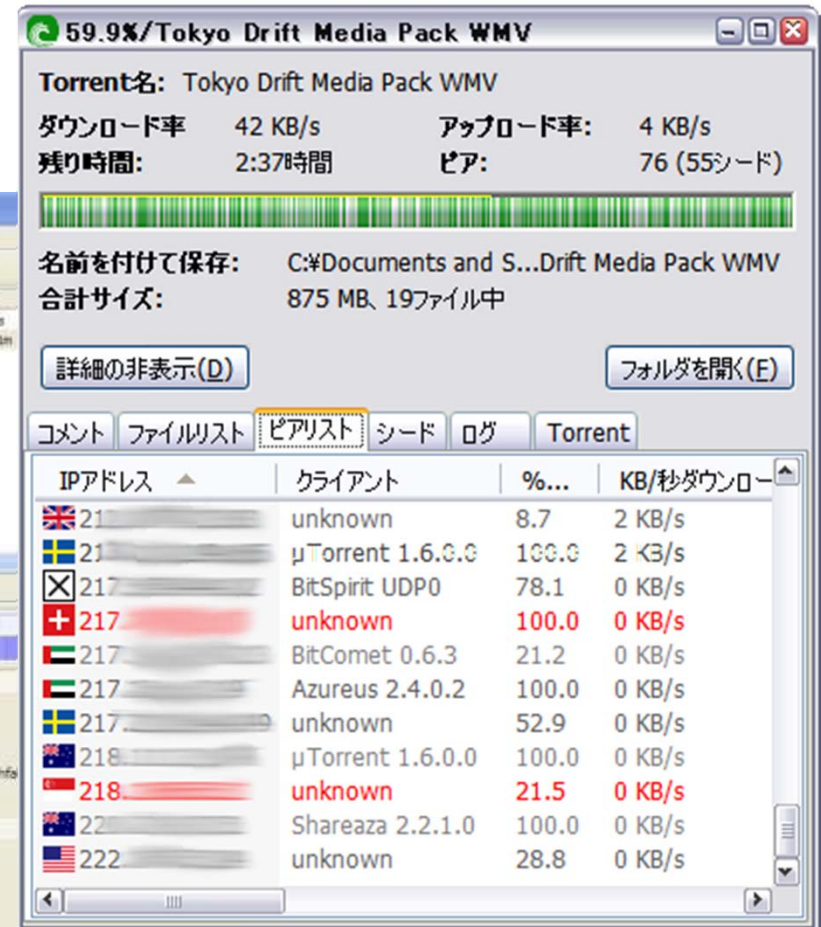
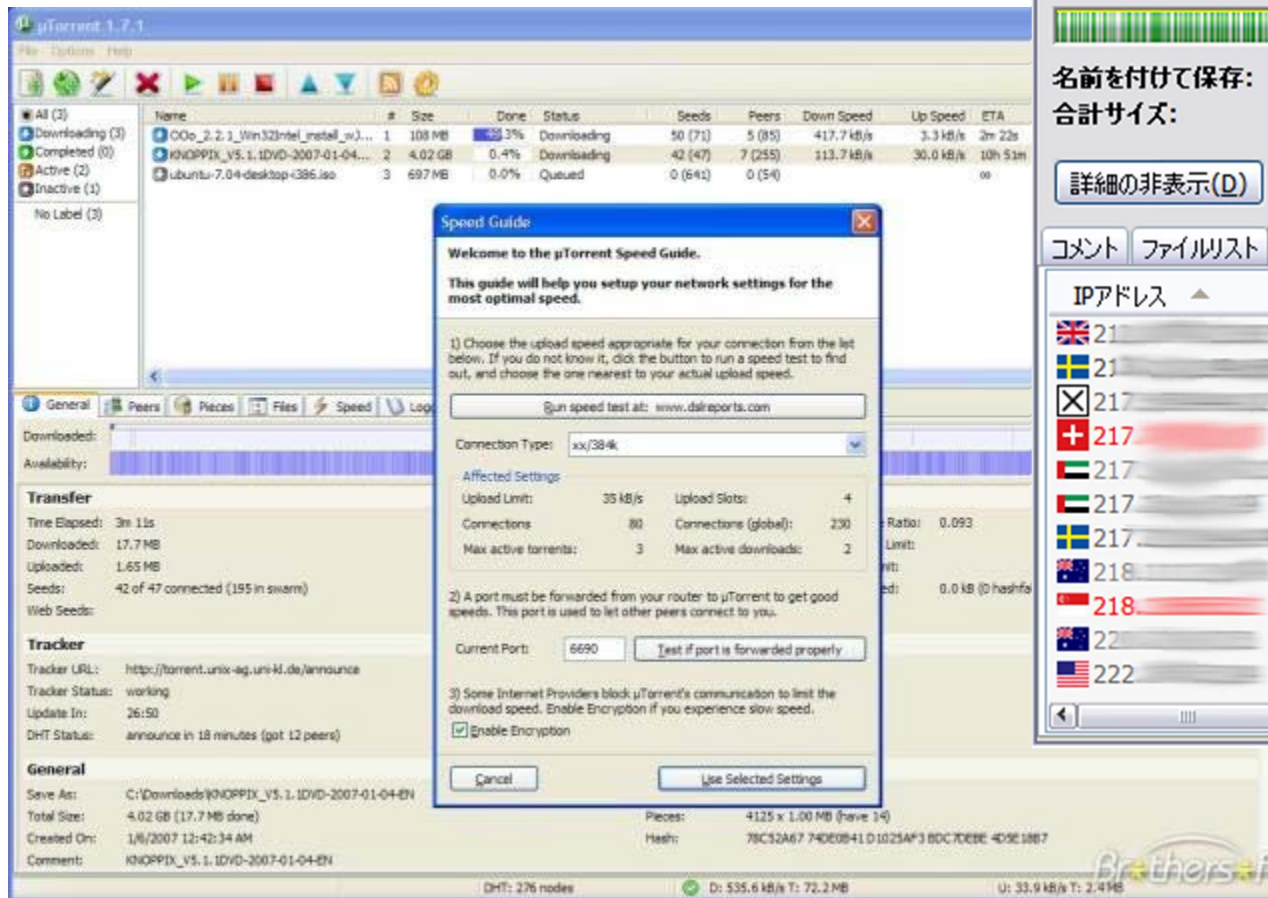
The machine is using BitTorrent and communicate with the server located in Germany.

•XXX.XXX.XXX.XXX

The machine is using Ares

What is BitTorrent /Ares?

BitTorrent /Ares is P2P file exchange application like Kazaa and WinMx



Summary

- **Investigate machines running active botnets (suspected botnet as well)**

Recommend to disconnect those machines from corporate network if that doesn't affect to business applications and run virus scanning with the latest definition on those machine.

- ✓ Host A

- ✓ Host B

- ✓ Host C

:

- **Investigate machines running P2P applications**

Recommend to check what applications / process are running

- ✓ Host A

- ✓ Host B

:

- **Investigate machines which might be successfully downloaded malwares**

Assuming that Virus definition on McAfee gateway may not be updated or Virus may be downloaded by the another channel.

- ✓ Host A

- **Enhance URL filtering application**

- ✓ Block malicious sites

- **Redesign of corporate network architecture**

Some proxy server are running and it causes difficulties to identify the infections. Client may access to internet via unauthorized network channels.



Symantec Proposal

Symantec Insight

Symantec Insight is reputation-based security technology that puts files in context, using their age, frequency, location and more to expose threats otherwise missed. Built on contributions from over 175 million systems in over 200 countries, Symantec Insight has the power to examine and track the context of files.

With the recent growth of APT and targeted attack, protecting a single layer is not sufficient. We need "multi layer protection" based on that machine is infected.

Consolidate management by Symantec Protection Center



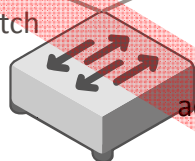
WWW (Public Web Server)



Host IPS by Symantec Critical System Protection



L3 switch



Monitoring botnet activities on mirror port



Monitoring by Symantec Web Gateway



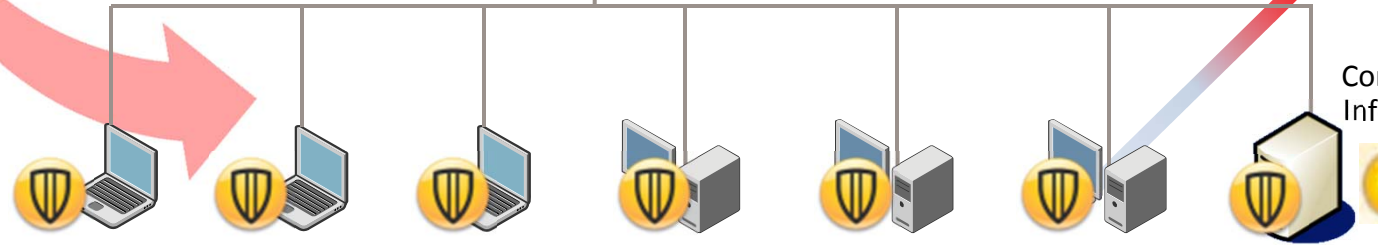
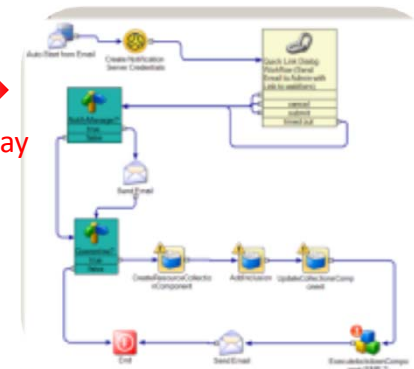
Anti-Spam by Symantec Messaging Gateway



Proxy



Automated incident response by Symantec Workflow



Anti Virus by Symantec Endpoint Protection 12

Confidential Information

Data loss prevention by Symantec DLP

MAA Resources: Tools to Help you Win

At-a-Glance



MAA Playbook on PartnerNet

<https://partnernet.symantec.com/Partnercontent/Product/MaliciousActivityAssessment.jsp>

Datasheet

Qualify: Share with customers and partners in early stages of sales engagement process

Cheat Sheet

Qualify: Provides tips on what to listen for, overcoming objections and positioning the MAA

Kick-Off Presentation

Engage: Deliver to customer before starting an MAA

Pre-MAA Technical Questionnaire

Engage: Send to customer 2 weeks before MAA to gain insight into network topology and environment

MAA Video

Conduct: Step by step video to help you properly configure Web Gateway to conduct an MAA

Selling Resources cont...

MAA Whitepaper

Conduct: Detailed technical guide on how to conduct a successful MAA

Post-MAA Wrap Up Presentation

Report, Close: Template for reporting back to customer on MAA, to be customized by Account Manager and Partner with relevant information

Download SWG virtual appliance & 30 day license file
<http://www.symantec.com/web-gateway>

Test Your Symantec Web Gateway
<http://testwebgateway.com/test>
<http://www.eicar.org>



MSP Program Next Steps

John Queener

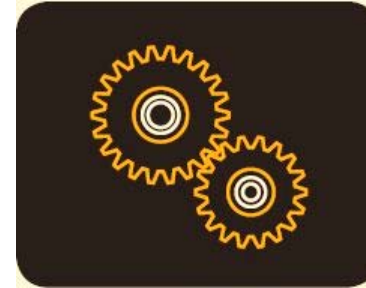
MSP Account Manager



The Symantec MSP Program



Updated Buying Options



Management Solutions



Advanced Support



Trusted By Millions

First 30 Days

1. Enroll in the ExSP buying program / Product Fulfillment
2. Introduction to MSP account manager and partner support
3. Create login for the Partner Management Console (PMC)
4. Deploy internal use licenses for SEP SBE 2013 and BE.Cloud
5. Begin deployment to customer base
6. Test the Malicious Activity Assessment (MAA)
7. Review reporting

60 Days

- Pull renewals lists and schedule migration to ExSP
- Market and deploy first MAA
 - Evaluate results
 - Present recommended solutions to customer
- Look for additional opportunity where ExSP licenses will benefit
 - Symantec Endpoint Protection Small Business Edition 2013 (SEP SBE 2013)
 - Backup Exec.Cloud
 - Backup Exec On-Premise solutions
 - PGP Encryption
 - Symantec Protection Suite
 - Many others

90 Days

- Transition products into service offerings
- Market newly incorporated services to prospects and customers

Thank you for attending

How to contact us:

MSP@Symantec.com

855.210.1101

Did you enjoy today's event? Have a few suggestions?
If so, please visit the link below and provide your feedback today.

<https://symantecpartnerevents.verite.com/msptrainingapril>

