



Confidence in a connected world.  Symantec.

PARTNER SUCCESS

A New Standard for Protecting Endpoints

Partners Weigh In on Symantec Endpoint Protection 12

Information security professionals—particularly those that serve small and medium-sized businesses (SMBs)—are busy people. It's not easy to tear them away from their work, even for a few days. But Symantec hosted a dozen channel partners, all of whom help to implement endpoint security solutions in SMBs, to travel to Culver City, California in early 2011 for two days of seminars and demonstrations of Symantec Endpoint Protection 12. Several of those partners stayed after the last session to talk about their experience—what they learned, and what they planned to do based on their new knowledge.

Symantec's channel partners have already contributed greatly to Symantec Endpoint Protection 12's development. Partner input was used to design the solution, and partners will help to test and refine it going forward. Leveraging this "wisdom of crowds" is important in a product like Symantec Endpoint Protection that incorporates a variety of protection technologies. "I'm really impressed with the different technologies that [Symantec has] integrated," said Chris Sarsfield, president of Sarsfield Technology in Troy, Michigan. Sarsfield noted that the new version of Symantec Endpoint Protection would appeal both to new customers, and to those who are upgrading from their current Symantec protection.

New Technologies

Symantec Endpoint Protection 12 includes all the security technologies that were in the previous version, and adds SONAR—Symantec Online Network for Advanced Response—which has been a component of Norton home security products for several years. SONAR, a behavioral-based security technology that monitors 400 different application behaviors in real time, was enhanced to work in demanding corporate environments before being added to Symantec Endpoint Protection.

SONAR "can pick up threats before they even get [to customers' computers], without virus definitions," explains Ryan Skoog, field technician at Computer Systems Resource Inc. (CSRI) of West Chester, Pennsylvania. With SONAR added, Symantec Endpoint Protection "offers so much more protection than the older version," Skoog said.

PARTNER PROFILES

Computer Systems Resource Inc

Website: www.csri-qt.com

Headquarters: West Chester, PA

Geographical Area Served: East Coast

Serves Company Size: Small Business, Mid-Market

Status: Symantec Registered Partner

Symantec Solution Focus: Endpoint Security, Data Protection

Iron Horse Computers Inc

Website: www.ih-online.com

Headquarters: Springfield, VA

Geographical Area Served: Nationwide

Serves Company Size: Small Business, Mid-Market

Partner Type: Reseller

Status: Symantec Registered Partner

Symantec Solution Focus: Endpoint Security

Networking Solutions

Website: www.networkingiowa.com

Headquarters: Waterloo, IA

Geographical Area Served: Iowa

Serves Company Size: Small Business, Mid-Market

Partner Type: Reseller

Status: Symantec Silver Partner

Symantec Solution Focus: Data Protection, Endpoint Security

Sarsfield Technology

Website: www.sarsfieldtech.com

Headquarters: Troy, MI

Geographical Area Served: Michigan, NW Ohio

Serves Company Size: Small Business, Mid-Market

Partner Type: Reseller

Status: Symantec Registered Partner

Symantec Solution Focus: Endpoint Security

Symantec Endpoint Protection 12 also uses Symantec's Insight technology, which collects reputation data on files from more than 39 million opt-in customers worldwide and correlates this data to provide accurate security ratings for more than 2.5 billion individual files. Insight will allow Symantec Endpoint Protection 12 to better protect computers from "drive-by downloads"—that is, downloaded files that perform harmful actions without the user's knowledge.

Insight "allows you to take what other people have experienced about a particular file, or a particular download, to decide whether you should trust that file or download or not," explained Tony Stirk, president of Iron Horse Computers in Springfield, Maryland. "And that is a very, very powerful technology."

Winning Combination

Alex Solovyev, network support technician at Networking Solutions in Waterloo, Iowa, believes that the combination of SONAR and Insight will save his customers time and money. He also points out that the new scan-less capability of Symantec Endpoint Protection 12 will save time. Scan-less capability, Solovyev said, "dramatically improved the speed of the scan, and gives users better performance." Scan-less capability allows Symantec Endpoint Protection 12 to only check changed files during a complete system scan, reducing system overhead for virus scanning by as much as 70 percent.

Solovyev noted that, with the new version, Symantec has made great improvements in the engines that underlie Symantec Endpoint Protection. These improvements were obvious right from the installation screen, he said. "The installation times are really fast," he noted; he clocked the initial installation at about three minutes, and timed complete installation and configuration to take around 11 minutes.

Skoog agreed that Symantec Endpoint Protection was much faster, and predicted this would be a selling point for many of the small businesses he serves. "I found the speed of it has been improved tremendously," he said. "That was a big concern of a lot of our clients."

Stirk concurred, and said he admires "the effort Symantec has taken to remove the load and the burden from the machine, and to make the product invisible and brainless." He believes that these efforts will result in better security overall for his clients in the Washington, DC area. "I love brainless," Stirk explained. "If you don't have to think about security, you're less likely to mess it up."

Sarsfield said the improved speed and accuracy of Symantec Endpoint Protection 12 will boost productivity for both his field engineers and the clients who rely on them for their IT needs. "It's going to enable our staff to work on other problems, rather than viruses [and] malware on our clients' systems," he said, "and it's also going to keep our clients productive." Sarsfield called that "a win-win situation for both us and our clients."

He added that the way in which Symantec Endpoint Protection 12 now presents its various protection technologies will prove beneficial. Symantec has "made the controls granular," he explained. "So I can go in and turn on, or turn off, IPS protection, leave that running in the background, and use a different firewall." He added that, in such a configuration, the Symantec IPS running in the background could still log information to improve security decisions.

Looking Ahead

After learning about Symantec Endpoint Protection 12, Stirk planned to publish an article about it in his 30,000-subscriber newsletter, "Horse Sense." He also planned to recruit some of his clients for the public beta test. Checking back a month later, he reported that readers found it "intellectually interesting," and that "a few actually queried me about getting the beta product."

Solovyev talked with his colleagues and looked for opportunities to test Symantec Endpoint Protection 12 in a real-world setting. "We talked about deploying to the working environment at one of our clients," he reported; he also planned to do more testing in his own lab.

“SONAR “can pick up threats before they even get [to customers’ computers], without virus definitions. With SONAR added, Symantec Endpoint Protection offers so much more protection than the older version.”

Ryan Skoog

Field Technician

Computer Systems Resource Inc. (CSRI)

For more information on Symantec Endpoint Protection, please go to www.endpointprotection.com

For other partner success stories, please go to <http://go.symantec.com/partnersuccess>

Symantec Endpoint Protection 12 arrives at the right time to capitalize on an important market trend, Sarsfield said. “We’re seeing a significant increase of virtualized solutions being installed in the SMB market,” he commented. “It’s great that Symantec had the foresight to meet the security requirements that SMBs now need.”

The enhanced protection afforded by Symantec Endpoint Protection 12 sets a new standard, Stirk said. “The current level of protection that many of my customers enjoy is not enough,” he explained. “They need a lot more protection now, and going forward—and they need to have this higher level of protection that ... is available in the new [Symantec Endpoint Protection]. And if they don’t have it, they’re going to be in trouble.”

“Insight allows you to take what other people have experienced about a particular file, or a particular download, to decide whether you should trust that file or download or not, and that is a very, very powerful technology.”

Tony Stirk

President

Iron Horse Computers