

Pathways to Enablement

Getting Started Guide

Sales Edition

Includes Sales and
Presales Technical Resources

Technical Edition

Includes Technical and
Consultative Resources



Sales Pathway to Enablement



Steps to quickly become enabled and learn how to work with Symantec

Step 1—Review your Welcome Pack on **PartnerNet**.

Step 2—Go to Symantec University for Partners and select the **Business Fundamentals** training category.

In this category, you will find training to help you determine the best and most efficient ways to do business with Symantec.

Step 3—Start with **Symantec Partner Program training**.

Step 4—Proceed to **Symantec Licensing training**.

Step 5—(optional) Proceed to **Sales Cycle training**.

Step 6—If you cannot find the answers that you are looking for, contact the Symantec Connect Business Community, or contact your regional partner contacts by using the Symantec regional email addresses:

- **North America**
- **Europe, Middle East, Africa**
- **Japan**
- **Asia-Pacific**
- **Latin America**

Step 7—After completion of the Business Fundamentals training, begin the **sales training** that you are interested in to achieve your sales accreditations. You will find additional step-by-step guidance to approach products, solutions, campaigns, and competitive training in **“How do I become trained and accredited?”**

We have mapped all the available enablement tools to the customer engagement lifecycle. This will help you identify when you should utilize a tool to keep a deal moving all the way through the lifecycle and to close business.

Access and Download These Tools Today

Step 1—Reference the interactive customer engagement lifecycle buttons below and select the stage in the lifecycle where you require assistance. **Click on the button**, and that will open up a matrix that has information and links to all the tools available for that stage in the customer engagement lifecycle.



Step 2—**Clicking on the tool name** in the matrix will link you to more information about the tool in Symantec University for Partners on PartnerNet.

Begin Sales Training and Accreditation Today

Step 1—Go to the **Sales Training section** on PartnerNet.

Step 2—Select whether you want to attain a Symantec Sales Expert (SSE) or a Symantec Sales Expert Plus (SSE+) Accreditation.

Step 3—Select the category and the specific product and begin today! The **following pages** provide a detailed example on how to select the training path designed for your needs.

SSE Sales Skills

- Products
- Solutions
- Campaigns
- Competitive advantages
- Business Fundamentals

SSE+ Sales Skills

- Product presentations
- Demonstrations

Accreditation Benefits

Individual benefits

- Accreditations provide recognition and credentials in a competitive marketplace and potential financial benefits through marketability when exploring career opportunities.
- Multiple course delivery vehicles provide convenient training methods that suit your schedule and experience.
 - eLearning
 - Virtual Academy
 - Classroom training
- Proven knowledge helps shorten the sales cycle and increase deal size.
- Attain sales objectives.

Accreditation Benefits

Company benefits

- Gain customer and industry recognition that the company is committed to excellence in a chosen Technology
- Accreditations can lead to the achievement of Specializations which may also help you:
 - Access revenue-enhancing programs
 - Demonstrate proven ability to recognize cross-sell/upsell opportunities, increasing deal sizes
 - Gain a competitive edge
 - Qualify for a higher partner program level (see below)
- Qualifying for a higher partner program level may give you:
 - Access to account management
 - Executive engagement
 - Access to proposal-based MDF
 - Increased number of Technical Support incidents
 - Online Technical Support portal access
 - Access to free software
 - Campaign tools
 - Access to additional low-cost Virtual Academy and classroom training

To learn more about which accreditations may lead to the achievement of Specializations, click on the **“How Do I Become a Specialist Partner?”** tab above

Product Detail Sales Training: Sales Training Path Landing Page

Step 1—Select training to prepare for the accreditation that matches your needs.

- **Level 1: Overview and Positioning (SSE):** Product Sales Skills
- **Level 2: Simple Design & Demo (SSE+):** Demonstration and Presentation Skills

Step 2—Select the product family.

Step 3—Select the specific product.

The screenshot shows the Symantec PartnerNet website. The top navigation bar includes links for Home, Products and Services, Partner Tools, University, Licensing, and Your Partner Program. The main content area is titled 'Sales Skills' and is divided into two levels: 'Level 1: Overview and Positioning (SSE)' and 'Level 2: Simple Design & Demo (SSE+)'. The 'Level 1' section includes a 'Product training and assessment exams' section with an overview of the SSE accreditation and a list of security products. The 'Level 2' section includes an 'Audience' section and a 'Benefits of becoming a Symantec Sales Expert' section.

Symantec

PartnerNet

PartnerNet > University > Training > Sales

Sales Skills

Level 1: Overview and Positioning (SSE) | Level 2: Simple Design & Demo (SSE+)

Product training and assessment exams

Overview and Positioning (SSE Assessment): Position and sell Symantec products and solutions more effectively by taking advantage of the sales training and assessments – available online and at no cost to you.

SSE accreditation is a core component of this level. Additional skills are defined on the training page to demonstrate competence at Level 1.

- **Security**
 - Information Risk & Compliance
 - Storage
 - Infrastructure Operations
 - Business Continuity

Select a Security product:

- Messaging Gateway (formerly Brightmail Gateway)
- Messaging Gateway (formerly Brightmail Gateway) Small Business Edition
- Critical System Protection
- Data Loss Prevention
- DeepSight Early Warning Services
- Encryption Solutions for Email
- Encryption Solutions for Endpoints
- Encryption Solutions for File Transfers: PGP Command Line
- Endpoint Protection
- Email Security.cloud
- Endpoint Protection Small Business Edition
- IM Manager
- Mail Security for Domino
- Mail Security for Microsoft Exchange
- Managed Security Services
- Network Access Control
- Protection Suite
- Security Information Manager
- Web Gateway
- Web Security.cloud

Audience
Sales executive or those needing an overview of Symantec solutions.

Benefits of becoming a Symantec Sales Expert:

- Drive larger deals with improved knowledge
- Differentiate yourself from the competition
- Satisfy customer needs by selling the right solution
- Measure achievement status and earn access to Symantec Partner Program benefits

Product Detail Sales Training: Sales Training Path Overview

Step 4—In preparation for the associated assessment exams, it is recommended that the course under this heading be completed. Assessment questions are based on this material.

Optional Step 5—Select from the “Additional Training” section to review supplemental training and in some cases, to cover product foundational training that provides a baseline of knowledge for those new to the product or market segment.

Optional Step 6—Upon completion of training and assessments in this section, you may wish to complete training and assessments in one of the other training categories covering sales or technical content for this product.

PartnerNet > University > Training > Sales > Backup Exec Sales

Sales Training

Backup Exec

Symantec Sales Expert (SSE) | Symantec Sales Expert Plus (SSE+)

Accreditation Training and Exams

Description	Date Posted
Symantec Backup Exec for Windows Servers Sales Training Prerequisite: None Online Training: 1 hour, free Language: English (BE 2010) (select language)	01/06/10
Symantec Backup Exec for Windows Server Sales Assessment Prerequisite: None Online Training: 20 mins, free Language: English (BE 2010) (select language) Register	01/06/10

Additional Training and Resources

Description	Date Posted
Dell Management Console 1 Sales Assessment Prerequisite: None Online Training: 20 mins Language: English	01/06/10
Dell Management Console 1 Sales Training Prerequisite: None Online Training: 1 hour Language: English	01/06/10
Symantec Backup Exec 12.0 for Windows Server Sales Training Prerequisite: None Online Training: 1 hour, free Language: English (select language)	01/06/10

Technical Sales Training
 Looking for how to effectively demo and deliver presentations on Backup Exec products and solutions?
[Visit Symantec Sales Expert Plus \(SSE+\)](#)

Product Detail Sales Training: Sales Training Path Steps to Accreditation

Step 7—Complete this highlighted training in preparation for the sales assessment.

Step 8—Complete the highlighted online assessment.

Step 9—After you have successfully completed the required assessment to achieve accreditation, you can view this and all your other assessment results in **CertTracker**, where your personal results are retained.

PartnerNet > University > Training > Sales > Backup Exec Sales

Email this page | Print

Sales Training

Backup Exec

Symantec Sales Expert (SSE) | Symantec Sales Expert Plus (SSE+)

Accreditation Training and Exams

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Symantec Backup Exec for Windows Servers Sales Training □ Prerequisite: None Online Training: 1 hour, free Language: English (BE 2010) (select language)	01/06/10
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Additional Training and Resources

Description	Date Posted
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Symantec Backup Exec 12.0 for Windows Server Sales Training □ Prerequisite: None Online Training: 1 hour, free Language: English (select language)	01/06/10

Technical Sales Training

Looking for how to effectively demo and deliver presentations on Backup Exec products and solutions?
[Visit Symantec Sales Expert Plus \(SSE+\)](#)

Other Sales Training: Sales Training Path Landing Page

Step 10—Symantec University for Partners offers more than just product training. We also provide:

- **Business Fundamentals training**—Introduced in the “Are You New to Symantec?” section.
- **Campaigns training**—Learn how Symantec marketing campaigns, such as Data Center Optimization, can help you generate more leads for your company.
- **Competitive training**—Learn how to beat the competition, such as EMC, McAfee, Trend, and Commvault, to close more business.
- **Solutions training**—Here you will find training for products in combination to solve common IT problems.

The screenshot shows the Symantec PartnerNet website interface. At the top, there's a navigation bar with links for 'Manage Account', 'Technical Support', 'Help', and 'Log Out'. Below that is a main navigation menu with 'Home', 'Products and Services', 'Partner Tools', 'University', 'Licensing', and 'Your Partner Program'. The 'University' section is expanded to show 'PartnerNet', 'Search', and 'Advanced Search'. The 'Sales' path is highlighted in the breadcrumb: 'PartnerNet > University > Training > Sales'. The left sidebar has a 'Training' menu with 'Sales' selected, and sub-items like 'Business Fundamentals', 'Campaigns', 'Competitive', 'Solutions', 'Technical', 'Intelligence', and 'Collaboration'. The main content area is titled 'Sales' and has two tabs: 'Symantec Sales Expert (SSE)' and 'Symantec Sales Expert Plus (SSE+)'. The 'Product Training and Assessment Exams' section describes the training and assessments. Below that, a 'Security' section lists various products like Information Risk & Compliance, Storage, Infrastructure Operations, and Business Continuity. A 'Select a Security Product:' section lists specific products like Brightmail Gateway, Critical System Protection, Data Loss Prevention, Endpoint Protection, and more. The 'Audience' section identifies sales executives. The 'Benefits of becoming a Symantec Sales Expert:' section lists benefits like improved knowledge, differentiation, and access to partner program benefits. Finally, the 'Additional Sales Training' section lists 'Solutions', 'Competitive', 'Campaigns', and 'Business Fundamentals'.

Steps to Specialization

Follow these steps presented in the following pages to find the information you need.

Step 1—**Select your region** to view accreditation requirements that can lead to specialization.*

Step 2—Determine which **solution or segment specialization(s)** are best suited to help your company reach its business objectives.

Step 3—Select the **specialization names** to view the number of accreditations that must be successfully completed to become eligible for consideration.

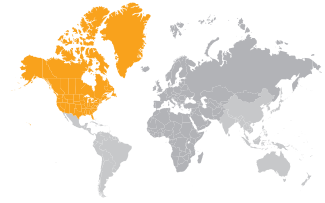
Step 4—Click on the **product names** on the individual specialization pages to see the training paths that will help to prepare you for successful completion of the assessment exams.

*Specialization requirements vary by region.

Select your region.*



*Specialization requirements vary by region.



Symantec Partner Specializations—North America

Select from the available Solution and Segment Specializations below.

View the Master Specializations for each region.

Security Solutions	Storage Solutions	Market Segment
Endpoint Management	Storage Management	Small and Midsize Business
IT Compliance	High Availability	
Enterprise Security	Data Protection with NetBackup	
Data Loss Prevention	Archiving and eDiscovery	
Encryption	Data Protection with Backup Exec	
Managed Security Services		

Symantec Partner Specializations—Europe, Middle East, Africa



Select from the available Solution and Segment Specializations below.

View the Master Specializations for each region.

Security Solutions	Storage Solutions	Market Segment
Endpoint Management	Storage Management	Small and Medium Business
IT Compliance	High Availability	
Enterprise Security	Data Protection with NetBackup	
Data Loss Prevention	Archiving and eDiscovery	
Encryption		

Symantec Partner Specializations—Asia Pacific and Japan



Select from the available Solution and Segment Specializations below.

View the Master Specializations for each region.

Security Solutions	Storage Solutions	Market Segment
Endpoint Management	Storage Management	Small and Midsize Business
IT Compliance	High Availability	
Enterprise Security	Data Protection with NetBackup	
Data Loss Prevention	Archiving and eDiscovery	
Encryption	Data Protection with Backup Exec	



Symantec Partner Specializations—Latin America

Select from the available Solution and Segment Specializations below.

View the Master Specializations for each region.

Security Solutions	Storage Solutions	Market Segment
Endpoint Management	Storage Management	Small and Midsize Business
IT Compliance	High Availability	
Enterprise Security	Data Protection with NetBackup	
Data Loss Prevention	Archiving and eDiscovery	
Encryption	Data Protection with Backup Exec	

Specialist Partner Benefits

- Eligibility to register qualifying sales opportunities with enhanced margin and/or rebates through the **Symantec Opportunity Registration program**
- Marketing, sales, and collaboration resources available exclusively to Specialized partners
- Eligibility for not-for-resale software and other benefits unique to individual specializations
- Access to the Services Delivery Resource Kit® (SDRK) focused on helping partners develop a pre/post-sales services offering practice around Symantec solutions
- Designation as a Symantec Specialist partner within the Symantec Partner Locator
- Access to Specialization certificate and logo
- **[View your specific regional benefits here](#)**

Specialist Partner Capabilities

- **Differentiate your business**—Only Symantec partners can offer:
 - The world’s leading brand of security and management solutions
 - Combined strength across storage, security, management, data protection, and more
 - Specialized solutions from a portfolio no competitor can match
- **Maximize returns on investment**—Symantec’s expanded sales, technical and business enablement resources help partners get the most from the time and effort they invest in their business, and with us.
- **Accelerate your profits**—Symantec partners succeed faster, with more predictable results, for sustained advantage. Symantec is streamlining the partner sales cycle with:
 - New marketing tools, including turnkey co-branded campaigns
 - New sales support resources help partners quickly turn sales opportunities into profits
 - New product deployment solutions help partners get the most from their technical staff

Quick Reference Links

Here is a summary of some of the key links provided in this document

[PartnerNet, Symantec's partner portal](#)

[Symantec University for Partners](#)

[Specialization strategy](#)

[Track your personal accreditations in CertTracker](#)

[Training](#)

[Symantec Sales Expert \(SSE\) product training and assessments](#)

[Symantec Sales Expert Plus \(SSE+\) product training and assessments](#)

[Symantec Technical Specialist \(STS\) product training and assessments](#)

[Solutions training](#)

[Campaigns training](#)

[Competitive training](#)

[Business Fundamentals, including partner program, licensing, and sales skills training](#)

[Intelligence tools and resources](#)

Tools to help you progress deals through the customer engagement lifecycle

[Collaboration](#)

Partner-to-partner and partner-to-Symantec interaction, enabling you to take advantage of your colleagues' experience and knowledge

[Specializations](#)

By becoming a member of a Specialization, you can gain access to benefits, resources, and tools to drive profitability

[Master Specializations Fact Sheet](#)

[Tools at a Glance](#)

[Go to
Technical Edition](#)

Technical Pathway to Enablement



Steps to quickly become enabled and learn how to work with Symantec

Step 1—Review your Welcome Pack on **PartnerNet**.

Step 2—Go to Symantec University for Partners and select the **Business Fundamentals** training category. In this category, you will find training to help you determine the best and most efficient ways to do business with Symantec.

Step 3—Start with **Symantec Partner Program training**.

Step 4—Proceed to **Symantec Licensing training**.

Step 5—After completion of the Business Fundamentals training, begin the **technical training** that you are interested in to achieve your technical accreditations. You will find additional step-by-step guidance to approach product and solution training in **“How do I become trained and accredited?”**

Step 6—(optional) Proceed to **Sales Cycle training**.

Step 7—If you cannot find the answers that you are looking for, contact the Symantec Connect Business Community, or contact your regional partner contacts by using the Symantec regional email addresses:

- **North America**
- **Europe, Middle East, Africa**
- **Japan**
- **Asia-Pacific**
- **Latin America**

We have mapped all the available enablement tools to the customer engagement lifecycle. This will help you identify when you should utilize a tool to keep a deal moving all the way through the lifecycle and to close business.

Access and Download These Tools Today

Step 1—Reference the interactive customer engagement lifecycle buttons below and select the stage in the lifecycle where you require assistance. **Click on the button**, and that will open up a matrix that has information and links to all the tools available for that stage in the customer engagement lifecycle.



Step 2—**Clicking on the tool name** in the matrix will link you to more information about the tool in Symantec University for Partners on PartnerNet.

Begin Technical Training and Accreditation Today

Step 1—Go to the **Technical Training section** on PartnerNet.

Step 2—Select whether you want to attain Symantec Technical Specialist (STS) skills, or Authorized Symantec Consultant (ASC) skills.

Step 3—Select the category and the specific product and begin today! The **following pages** provide details on how to select the training path designed for your needs.

STS Technical Skills

- Installation
- Configuration
- Deployment
- Proof of Concept

ASC Technical Skills

- Consulting Services
- Complex Solutions
- Deep understanding of products

Accreditation Benefits

Individual benefits

- Accreditations provide recognition and credentials in a competitive marketplace and potential financial benefits through marketability when exploring career opportunities.
- Multiple course delivery vehicles provide convenient training methods that suit your schedule and experience.
 - eLearning
 - Virtual Academy
 - Classroom training
- Proven knowledge helps shorten the sales cycle and increase deal size.
- Attain sales objectives.

Accreditation Benefits

Company benefits

- Gain customer and industry recognition that the company is committed to excellence in a chosen Technology
- Accreditations can lead to the achievement of Specializations which may also help you:
 - Access revenue-enhancing programs
 - Demonstrate proven ability to recognize cross-sell/upsell opportunities, increasing deal sizes
 - Gain a competitive edge
 - Qualify for a higher partner program level (see below)
- Qualifying for a higher partner program level may give you:
 - Access to account management
 - Executive engagement
 - Access to proposal-based MDF
 - Increased number of Technical Support incidents
 - Online Technical Support portal access
 - Access to free software
 - Campaign tools
 - Access to additional low-cost Virtual Academy and classroom training

To learn more about which accreditations may lead to the achievement of Specializations, click on the **“How Do I Become a Specialist Partner?”** tab above

Product Detail Technical Training: Technical Training Path Overview

Step 1—Select training to prepare for the accreditation that matches your needs.

- **Symantec Technical Specialist (STS):** Product installation, configuration, and use
- **Authorized Symantec Consultant (ASC):** Deep knowledge to supplement your real-world field experience

Step 2—Select the product family.

Step 3—Select the specific product.

PartnerNet > University > Training > Technical

Technical Skills

Level 3: Design, Deploy and Administer (STS) | Level 4: PoC & Services Delivery (ASC)

Training and proctored assessment exams

Design, Deploy and Administer (STS Assessment): Learn technical terms and concepts; how to identify and address customer issues with technical solutions allowing partners to be consultative in their sales approach.

STS accreditation is a core component of this level. Additional skills are defined on the [training page](#) to demonstrate competence at Level 3.

Security

- Information Risk and Compliance
- Storage
- Infrastructure Operations
- Business Continuity

Select a Security product:

- Critical System Protection
- Data Loss Prevention
- Endpoint Encryption
- Endpoint Protection
- Email Security.cloud
- Endpoint Protection.cloud
- Mail Security for Domino
- Mail Security for Microsoft Exchange
- Messaging Gateway (formerly Brightmail Gateway)
- Network Access Control
- Security Information Manager
- Symantec Technical Foundations: Security Solutions
- Protection Suite
- Web Gateway
- Web Security.cloud

Audience
Partner Sales Engineers and Consulting Engineers

Benefits of becoming a Symantec Technical Specialist:

- Know how to install the product
- Configure the product for basic operation
- Perform a basic product deployment
- Perform a successful Proof of Concept

Please note that as of November 1, 2009, assessments for all technical exams that lead to product accreditation are delivered via a proctored environment. [Details and more information](#)

[View latest Instructor-Led Training schedules](#)

Product Detail Technical Training: Technical Training Path Overview

Step 4—In preparation for the associated assessment exams, it is recommended that the course under this heading be completed. Assessment questions are based on this material.

Step 5—Select from the “Additional Training” section to review supplemental training and, in some cases, to cover product foundational training that provides a baseline of knowledge for those new to the product or market segment.

Step 6—Upon completion of training and assessments in this section, you may wish to complete training and assessments in one of the other training categories covering sales or technical content for this product.

PartnerNet > University > Training > Technical > Brightmail Gateway Technical

Email this page | Print

Technical Training

Brightmail Gateway

Symantec Technical Specialist (STS)

Accreditation Training and Exams	
Description	Date Posted
Symantec Brightmail Gateway 9.0 - Administration - Online Prerequisite: None Online Training: 4 hrs, free Language: English	05/05/10
Symantec Brightmail Gateway 9.0 - Administration Prerequisite: None Instructor-Led / Instructor-Led Virtual Training: 2 Days Language: English	04/07/10

Additional Training and Resources	
Description	Date Posted
Symantec Brightmail Gateway 9.0 - Administration - Online Prerequisite: None Online Training: 4 hrs, free Language: English	05/05/10
Symantec Brightmail Gateway 9.0 - Administration Prerequisite: None Instructor-Led / Instructor-Led Virtual Training: 2 Days Language: English	04/07/10

Sales Training
Looking for how to position and sell Brightmail Gateway products and solutions more effectively?
Visit [Symantec Sales Expert \(SSE\)](#)

Technical Sales Training
Looking for how to effectively demo and deliver presentations on Brightmail Gateway products and solutions?
Visit [Symantec Sales Expert Plus \(SSE+\)](#)

Sample Technical Training Path Leading to Accreditation

Step 7—Complete this highlighted training in preparation for the technical assessment.

Step 8—Complete registration for the highlighted assessment. We have added a step by step guide to assist you with registration on the test center (Prometric) website. Click on **How to Register** for details.

Step 9—After you have successfully completed the required assessment to achieve accreditation, your achievement is exported to **CertTracker**, where you can see all the accreditations that you have achieved.

The screenshot shows the Symantec PartnerNet website interface. The navigation menu includes Home, Products and Services, Partner Tools, University, Licensing, and Your Partner Program. The breadcrumb trail is PartnerNet > University > Training > Technical > Brightmail Gateway Technical. The main content area is titled 'Technical Training' and 'Brightmail Gateway'. It features a table of accreditation training and exams. The table has columns for 'Description' and 'Date Posted'. Three rows are visible, each with a highlighted 'How to Register' link. The first row is for 'Symantec Brightmail Gateway 9.0 - Administration - Online' (05/05/10). The second row is for 'Symantec Brightmail Gateway 9.0 - Administration' (04/07/10). The third row is for 'Symantec Brightmail Gateway 9.0 Technical Assessment' (09/11/10), which includes links for 'Assessment Resources', 'Exam Objectives', 'Study Guide', 'Sample Exam', 'Proctored Assessment: 90 minutes, Fee', 'Language: English', and 'Register | How to Register'. Below this table, there is another table for 'Symantec Brightmail Gateway 8.0' with similar entries for 'Administration' and 'Technical Assessment' (01/13/10).

Steps to Specialization

Follow these steps presented in the following pages to find the information you need.

Step 1—**Select your region** to view accreditation requirements that can lead to specialization.*

Step 2—Determine which **solution or segment specialization(s)** are best suited to help your company reach its business objectives.

Step 3—Select the **specialization names** to view the number of accreditations that must be successfully completed to become eligible for consideration.

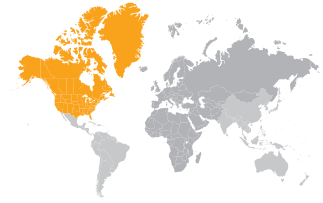
Step 4—Click on the **product names** on the individual specialization pages to see the training paths that will help to prepare you for successful completion of the assessment exams.

*Specialization requirements vary by region.

Select your region.*



*Specialization requirements vary by region.



Symantec Partner Specializations—North America

Select from the available Solution and Segment Specializations below.

Security Solutions	Storage Solutions	Market Segment
Endpoint Management	Storage Management	Small and Midsize Business
IT Compliance	High Availability	
Enterprise Security	Data Protection with NetBackup	
Data Loss Prevention	Archiving and eDiscovery	
Encryption	Data Protection with Backup Exec	

Symantec Partner Specializations—Europe, Middle East, Africa



Select from the available Solution and Segment Specializations below.

Security Solutions	Storage Solutions	Market Segment
Endpoint Management	Storage Management	Small and Medium Business
IT Compliance	High Availability	
Enterprise Security	Data Protection with NetBackup	
Data Loss Prevention	Archiving and eDiscovery	
Encryption		

Symantec Partner Specializations—Asia Pacific and Japan



Select from the available Solution and Segment Specializations below.

Security Solutions	Storage Solutions	Market Segment
Endpoint Management	Storage Management	Small and Midsize Business
IT Compliance	High Availability	
Enterprise Security	Data Protection with NetBackup	
Data Loss Prevention	Archiving and eDiscovery	
Encryption	Data Protection with Backup Exec	



Symantec Partner Specializations—Latin America

Select from the available Solution and Segment Specializations below.

Security Solutions	Storage Solutions	Market Segment
Endpoint Management	Storage Management	Small and Midsize Business
IT Compliance	High Availability	
Enterprise Security	Data Protection with NetBackup	
Data Loss Prevention	Archiving and eDiscovery	
Encryption	Data Protection with Backup Exec	

Specialist Partner Benefits

- Eligibility to register qualifying sales opportunities with enhanced margin and/or rebates through the **Symantec Opportunity Registration program**
- Marketing, sales, and collaboration resources available exclusively to Specialized partners
- Eligibility for not-for-resale software and other benefits unique to individual Specializations
- Access to the Services Delivery Resource Kit® (SDRK) focused on helping partners develop a pre/post-sales services offering practice around Symantec solutions
- Designation as a Symantec Specialist partner within the Symantec Partner Locator
- Access to Specialization certificate and logo
- **[View your specific regional benefits here](#)**

Specialist Partner Capabilities

- **Differentiate your business**—Only Symantec partners can offer:
 - The world’s leading brand of security and management solutions
 - Combined strength across storage, security, management, data protection, and more
 - Specialized solutions from a portfolio no competitor can match
- **Maximize returns on investment**—Symantec’s expanded sales, technical and business enablement resources help partners get the most from the time and effort they invest in their business, and with us.
- **Accelerate your profits**—Symantec partners succeed faster, with more predictable results, for sustained advantage. Symantec is streamlining the partner sales cycle with:
 - New marketing tools, including turnkey co-branded campaigns
 - New sales support resources help partners quickly turn sales opportunities into profits
 - New product deployment solutions help partners get the most from their technical staff

Steps to Master Specialization

Step 1—Upon completion of your Specialization, candidates will need to gain hands-on, real-world experience with the product(s). Successfully attaining Master Specialization status relies heavily on familiarity with the installation, configuration, and deployment of the products themselves with relevant consulting experience.

Step 2—Determine which **master specialization(s)** are best suited to help your company reach its business objectives.

Step 3—**Carefully review the** recommended preparation document found on the training path in Step 4.

Step 4—Select the Master Specialization names to complete the training, and then attempt and successfully complete the authorization exam to become eligible for consideration for Master Specialization status.

Symantec Master Specializations—Global

Master Specialization Name	Mandatory Authorizations Required* (Minimum Number of Authorizations)			
	Europe, Middle East, Africa	North America	Latin America	Asia Pacific and Japan
Enterprise Security	2	2	2	2
IT Compliance	2	2	2	2
Data Loss Prevention	2	2	2	2
Data Protection	2	2	2	2
Archiving and eDiscovery	2	2	2	2
Endpoint Management	2	2	2	2
High Availability	2	2	2	2
Storage Management	2	2	2	2

Additional Master Specialization exams will be introduced as new solution specializations become available.

*Qualification for Master Specialization may include additional requirements. Check <https://partnet.symantec.com/Partnercontent/Program/Specializations.jsp> for complete details.

Master Specialization—Benefits

- Designation as a Symantec “go-to” partner
- Access to advanced design, deployment, and implementation tools
- Design and implementation assistance
- Contribution to the Symantec IP lifecycle
- Priority Technical Support
- Participation in a consulting community for Symantec and other partners
- Targeted marketing and exposure across the Symantec sales community
- Access to unique logo and certificate

Quick Reference Links

Here is a summary of some of the key links provided in this document

[PartnerNet, Symantec's partner portal](#)

[Symantec University for Partners](#)

[Specialization strategy](#)

[Track your personal accreditations in CertTracker](#)

[Training](#)

[Symantec Sales Expert \(SSE\) product training and assessments](#)

[Symantec Sales Expert Plus \(SSE+\) product training and assessments](#)

[Symantec Technical Specialist \(STS\) product training and assessments](#)

[Authorized Symantec Consultant \(ASC\) product training and assessments](#)

[Solutions training](#)

[Campaigns training](#)

[Competitive training](#)

[Business Fundamentals, including partner program, licensing, and sales skills training](#)

[Intelligence tools and resources](#)

[Tools to help you progress deals through the customer engagement lifecycle](#)

[Collaboration](#)

[Partner-to-partner and partner-to-Symantec interaction, enabling you to take advantage of your colleagues' experience and knowledge](#)

[Specializations](#)

[By becoming a member of a Specialization, you can gain access to benefits, resources, and tools to drive profitability](#)

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If you have any comments or questions regarding **Pathways to Enablement**, send an email to **symantec_university@symantec.com**.

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