



ADVANCING SECURITY,
TOGETHER

THRIVE IN THE FAST-GROWTH SECURITY MARKET
Security Focused Easier Achievements Faster Rewards

Symantec Secure One™ Guide

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SECURE ONE OVERVIEW

At Symantec, partners are essential to the success and growth of our business. We live in a culture of building strong partnerships by striving to execute a shared, focused and purposeful strategy to provide unsurpassed value to our partners. We are continuously streamlining and making investments in Secure One to ensure that you are properly equipped to deliver that value to our mutual customers.

Secure One is built on a foundation of competencies enabling you to deliver an exceptional customer experience and rewards you for your performance. Progress up the tiers as you continue to grow your revenue and expertise in Symantec's broad portfolio of products and services.

Symantec and the Secure One team are committed to making you successful and helping you prosper by doing what you do best.

- ▶ **Security Focused:** Secure One is optimized for partners to resell Symantec's Core Security products and gain expertise in building integrated solutions and providing professional services to help solve complex customer problems. Focused competency areas mean partners spend less time managing their Symantec partnership and more time with customers.
- ▶ **Easier Achievements:** Secure One's consolidated competencies and simplified requirements have been designed to make it easier for partners to achieve higher tier benefits. As more product solutions are sold and certifications earned, partners will see increased rewards in transactional, business and strategic benefits.
- ▶ **Faster Rewards:** Secure One enables partners to earn faster rewards by continuing to grow your business with Symantec. Register now and take advantage of the fast-growing security market to earn higher payouts with lower investment.

“ Symantec is committed to its dedicated and capable partner community. Secure One is built on a framework that recognizes and rewards these partners. Together we can leverage our joint assets to deliver unrivalled value for our customers. ”

-Michael Brown
Chief Executive Officer
Symantec Corporation



ABOUT THE SECURE ONE GUIDE

This Guide is intended for partners applying to Secure One (previously called the Symantec Partner Program), and for partners currently participating in the Symantec Partner Program, and is an integral part of the Secure One Agreement. Symantec may post or publish Supplements to the Secure One Guide that provide more information or terms on Secure One Competencies and benefits. This Guide and any subsequent Supplements are considered terms in Secure One. Some Supplements and other information may be specific to certain regions and/or partner groups. Symantec reserves the right, at our sole discretion, to decide when our posted fact sheets and program information may supplement or modify this Secure One Guide.

Please review this Guide carefully, along with the other Supplements to Secure One, posted on PartnerNet. Together with the Secure One Terms, this Guide and the Supplements provide the terms of participation in Secure One. Please visit PartnerNet frequently for the most updated information and versions of this Guide. If you (on behalf of yourself or your employer) represent yourself as a Secure One member, or if you request, access, or use any benefits under Secure One, you are agreeing to the terms and definitions of this Guide under Symantec's then-current policies and Secure One enrollment terms.



EXECUTIVE SUMMARY

Symantec places a high value on building strong relationships with our partners. Our innovations in the security market, including our award winning product portfolio and strong brand recognition, uniquely equips us, **TOGETHER**, to solve even the most complex challenges around the world.

Grow your security-focused business and gain more rewards with Secure One

Security Focused Easier Achievements Faster Rewards

▶ **Focus: Designed for Partners for their Strengths in the Security Market**

- Build upon your existing skills to extend your product delivery and services capabilities through Symantec Competencies. Competencies specifically designed to better enable you to solve customers' security challenges from the smallest business' to the largest enterprise.

▶ **Achieve: Simplified Requirements, Predictable Benefits & Rewards**

- Devote less time managing your Secure One membership and more time on your customers. Secure One has simple, easy to understand requirements, benefits and rewards
- Evolve your business by expanding your offerings into new Secure One competency areas and attaining higher tiers. It's that easy.

▶ **Rewarding: Sell More, Grow More, Earn More**

- Access financial and business benefits that support you from your first transaction and reward you as you grow.
- Grow your business by reaching higher revenues and expanding your competencies.
- Increase your revenue with access to benefits that help you excel in your core areas of business, support your growth objectives and align with your goals.

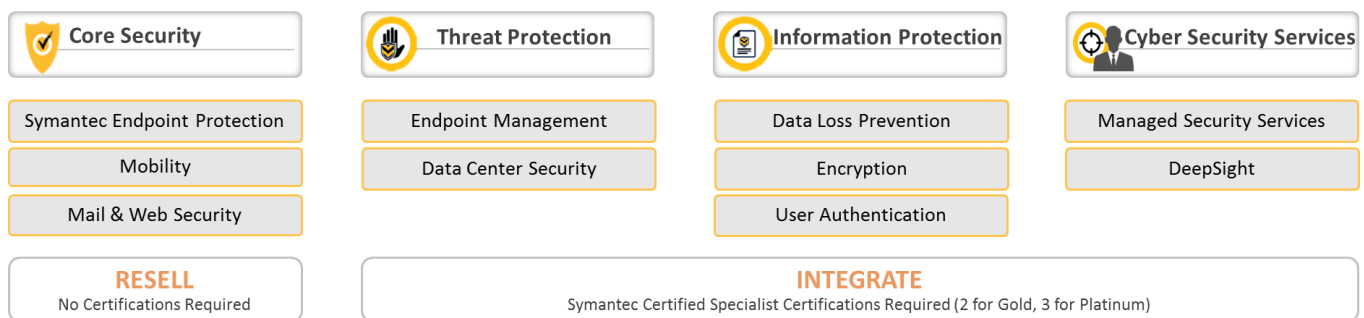
SECURE ONE STRUCTURE

The Secure One framework simplifies the way we do business together and offers you differentiated rewards based on the value you deliver to customers and your commitment to your partnership with Symantec. Secure One offers four membership tiers: Registered, Silver, Gold and Platinum. Partners advance membership tiers by achieving Symantec Competencies which may require attainment of tier-specific revenue thresholds and solution-based certifications.

Competencies are the foundation of Secure One. They are designed to recognize and reward the expertise and value you deliver to your customers. This includes benefits to help you build competitive advantage, improve recognition and grow your business which are only accessible through Symantec Competencies.

Competencies help partners effectively deliver solutions a customer needs and are designed to assist you in the way you do business.

There are four competencies aligned by solution complexity to one of two business models: **Resell** and **Integrate**.



Through achievement of Symantec Competencies, partners will have access to rewards and benefits based on the following criteria:

- ▶ **Capability:** Symantec Certified Specialists (“SCS”) with Technical Sales capabilities that map to the customer sales cycle. SCS certifications are required for **Integrate** Competencies only.
- ▶ **Performance:** Achievement against defined revenue thresholds. Revenue thresholds are set for each competency and may vary by country.

SYMANTEC COMPETENCY DESCRIPTIONS

Secure One Competency ¹	Description	Product Families
Symantec Core Security Competency	Partners with the Core Security Competency demonstrate experience in delivering Endpoint, Gateway and Mobility security solutions.	<ul style="list-style-type: none"> • Symantec Endpoint Protection • Symantec Web & Email Security • Symantec Mobility
Symantec Threat Protection Competency	Partners with the Threat Protection Competency are recognized for their expertise helping customers address more advanced threats and targeted attacks across multiple control points, including endpoint, network and email.	<ul style="list-style-type: none"> • Symantec Endpoint Management • Symantec Data Center Security
Symantec Information Protection Competency	Partners with the Information Protection Competency are recognized for their expertise helping customers protect and control access to their data wherever it is located; on premises, in transit, or in the cloud. They have visibility and control over how users are storing, accessing and sharing information.	<ul style="list-style-type: none"> • Symantec Data Loss Prevention • Symantec Encryption • Symantec User Authentication
Symantec Cyber Security Services Competency	Partners with the Cyber Security Services Competency are recognized for their expertise helping customers extend their current capabilities and strengthen their security posture across Managed Security Services, DeepSight Security Intelligence, Incident Response and Security Simulation. Services that address a customer's critical shortage of in-house security expertise and support their need to minimize detection, decrease response times, reduce operational overhead and enable compliance by proactively recognizing potential threats.	<ul style="list-style-type: none"> • Symantec Managed Security Services • Symantec DeepSight Security Intelligence

Note: For a detailed product list, please consult the Secure One Competency to Product Mapping Guide on PartnerNet

¹ Availability and requirements for each competency vary. Please consult the Symantec Competency Supplements on PartnerNet for additional information, or contact your regional Partner Program Manager.

SECURE ONE MEMBERSHIP TIERS AND REQUIREMENTS

Through the achievement of competencies, partners can progress through Secure One’s four membership tiers: Registered, Silver, Gold and Platinum. Secure One’s performance and competency-based structure rewards you for your dedication and commitment to your partnership with Symantec. Each tier provides potential to increase your rewards and revenue as you grow with us.

Secure One Tiers:

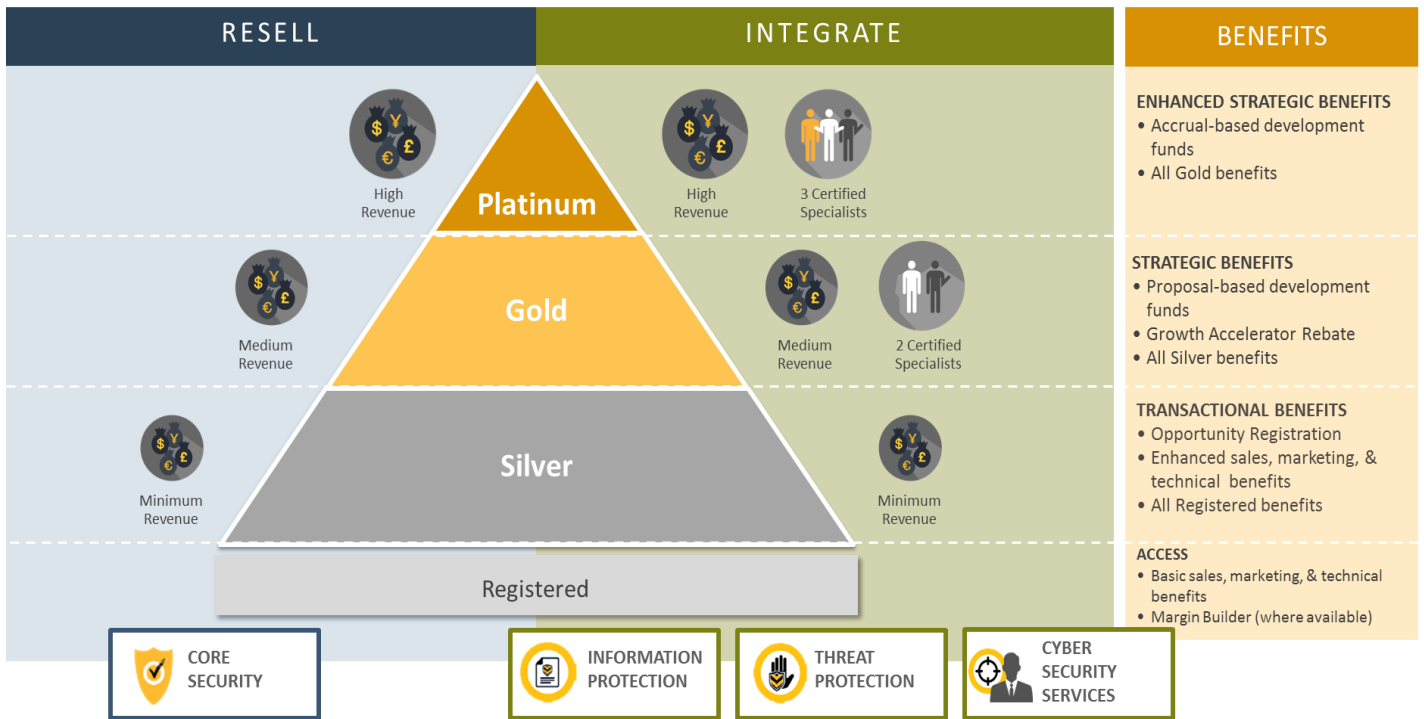
- ▶ As a **Registered** tier partner, you have taken the first step building your partnership with Symantec. Registered tier within Secure One does not require a competency achievement.
- ▶ As a **Silver** tier partner, you have exceeded the minimum revenue threshold in any one competency. Silver tier within Secure One does not require a competency certification achievement.
- ▶ As a **Gold** tier partner, you have invested in your Symantec partnership through the achievement of the next level of revenue threshold requirements and at least one Gold Competency.
- ▶ As a **Platinum** tier partner, you are one of Symantec’s most invested partners and have achieved the highest level of performance in meeting increased revenue threshold requirements and at least one Platinum Competency.

SECURE ONE BENEFITS

Secure One offers benefits to partners based on both competency and program membership tier. These benefits are designed to help you deliver solutions customers trust, grow your business, and accelerate your success.

Refer to the Secure One Requirements Supplement and relevant Symantec Competency Supplements for complete details regarding the benefits for which you may be eligible.

Please visit PartnerNet to access these and other additional resources.



FINANCIAL BENEFITS²

Earn more rewards, expand your market footprint and grow your business with Symantec's performance-based financial benefits.

Symantec's Financial Benefits Portal³ offers Eligible Partners access to the following financial benefits: Growth Accelerator Rebate, and Symantec Partner Development Fund.

- ▶ **More Rebates by Growing Your Business:** Gold and Platinum tier partners are rewarded when you grow your business with the Growth Accelerator Rebate (GAR) by achieving set quarterly new business⁴ growth targets.
- ▶ **More Benefits by Expanding Your Market Footprint:** Gold and Platinum tier partners can enrich your investment with Symantec Partner Development Fund (SPDF), a benefit designed to enhance your growth and marketing initiatives through pooled development funds at the Gold tier and accrued funds at the Platinum tier.
- ▶ **More Revenue on SMB deals with Margin Builder⁵:** Available through the Margin Builder Tool eligible partners can earn a recommended additional discounts for new business opportunity identification and closure on qualifying Core Security solutions. Availability may vary by region.
- ▶ **More Rewards with Opportunity Registration:** Available through the Opportunity Registration portal accessed via PartnerNet, eligible partners can earn a discount or rebate for new business opportunity identification and closure through the enhanced Opportunity Registration Benefit. Availability, discounts or rebates may vary by region.

² Access to benefits may vary by region and country, and is based on Secure One membership tier, competency & eligibility criteria. Some benefits apply to defined product sets. Language limitations may apply to some benefits. Certain benefits may have additional terms and conditions as found through the relevant Benefit Overviews, if applicable. All benefits are provided on a reasonable efforts basis, resources permitting.

³ Portal availability varies by region.

⁴ Refer to the Secure One Growth Accelerator Rebate Benefit Overview posted on PartnerNet for further details.

⁵ Access to benefits may vary by region and country. Some benefits apply to defined product sets. Discount will be made available to the partner's nominated Symantec Authorized Distributor. Actual pricing for the partner will be agreed upon between the partner and the Authorized Distributor.

SECURE ONE FINANCIAL BENEFITS VISUAL⁶

	DEAL REGISTRATION		GROWTH ACCELERATOR REBATE	SYMANTEC PARTNER DEVELOPMENT FUND
	Margin Builder* # of Seats**	Opportunity Registration Deal>5K		
Platinum	Up to 20% Discount	Up to 20% Discount OR 15% Rebate	6%	4% Accrued
Gold	Up to 20% Discount	Up to 20% Discount OR 15% Rebate	3%	Access to Pooled Funds
Silver	Up to 20% Discount	Up to 20% Discount OR 15% Rebate		
Registered	Up to 10% Discount			

*A recommended additional discount will be made available to the partner's nominated Symantec Authorized Distributor. Actual pricing for the partner will be agreed upon between the partner and the Authorized Distributor.

** The qualifying number of customer seats vary by region. Please refer to the relevant Secure One Margin Builder Benefit Overview for further details.

For additional details about the requirements and eligibility of the above benefits, please refer to PartnerNet.

BUSINESS BENEFITS (NON-FINANCIAL)⁷

Secure One offers a host of planning, enablement, marketing and technical benefits that are aligned to your business cycle and designed to support your growth objectives.

These benefits align to your business cycle: **Plan, Enable, Market, Sell, and Support**

Plan

- ▶ **Partner Success Manager (PSM):** Gold and Platinum Partners may have access to a Symantec Partner Success Manager to develop your relationship and grow your business with Symantec.
- ▶ **Symantec's PartnerNet Portal:** Access to the Symantec PartnerNet Portal housing partner exclusive information, resources, training and tools. PartnerNet includes a Financial Benefits Portal for Eligible Partners to view growth progress and track strategic financial benefits.
- ▶ **Complimentary Software:** Symantec software provided at no charge to gain first-hand product knowledge and for use on your production network or for customer demonstrations and evaluations.
- ▶ **Field Systems Engineer (SE) Assistance:** Gold and Platinum Partners will have access to in-person Pre-Sales System Engineer assistance to assist with customer opportunity engagement and customer product evaluations.

⁶ Percentages may vary by region. Benefits are subject to applicable Secure One requirements and terms & conditions. Please refer to the Growth Accelerator Rebate Benefit Overview, Symantec Partner Development Fund Benefit Overview, Opportunity Registration Benefit Overview and Margin Builder Benefit Overview posted on PartnerNet for further details.

⁷ Access to benefits may vary by region and country, and is based on Secure One membership tier, competency & eligibility criteria. Some benefits apply to defined product sets. Language limitations may apply to some benefits. Certain benefits may have additional terms and conditions as found through the relevant Benefit Overviews, if applicable. All benefits are provided on a reasonable efforts basis, resources permitting.

BUSINESS BENEFITS (NON-FINANCIAL) CONTINUED

Enable

- ▶ **Sales Training:** Access to no-cost online training and sales resources to enhance product and solution knowledge.
- ▶ **Sales & Technical Sales Enablement Assets:** Online access to assets and collateral to support sales, technical pre-sales and marketing efforts.
- ▶ **Technical Pre-Sales Training:** Access to no-cost online technical pre-sales training resources and discounted instructor-led training provided by Symantec (either Symantec instructors or our third-party training provider).
- ▶ **Technical Post-Sales Training:** Access to online technical post-sales training resources and discounted Instructor-Led Training provided by Symantec (either Symantec instructors or our third-party training provider).
- ▶ **Partner Enablement Resource Kits (PeRKs):** Access to training, documented experience, advisory elements, best practices, templates, tools and more in a single, consolidated download, designed to guide you in developing pre/post-sales services and consulting practice around selected Symantec solutions.
- ▶ **Training eLibrary Subscription:** Access the Symantec eLibrary subscription providing hundreds of regularly updated on-demand web-based training modules covering breadth and depth of Symantec's product portfolio.
- ▶ **Product Solution Webcasts:** Enhance your skills, learn how to develop new opportunities and improve profitability by attending live training webcasts on Symantec solutions led by Symantec product and technical leads.
- ▶ **Market Intelligence:** Access valuable market intelligence in Symantec Yellow Books, including the latest market opportunities, customer buying behaviors and competitive positioning.

Market

- ▶ **Partner Locator:** Promote your achievement of a competency and build visibility with customers through your listing on Symantec's Partner Locator Tool.
- ▶ **Secure One Membership Tier Logos and Certificates:** Promote your Program membership tier and competency achievements to build visibility with customers through access to Secure One membership tier logos (Registered, Silver, Gold, and Platinum) and certificate(s) (Silver, Gold, and Platinum) for marketing purposes.
- ▶ **Campaign Assets and Kits:** Symantec has a variety of campaign assets and branding materials available for your use. Whether you need email campaigns ads or banners, Symantec has resources available online via PartnerNet.
- ▶ **Marketing Planning:** As a Platinum partner, a Symantec channel marketing champion will help you to proactively plan joint marketing activities.

Sell (in addition to the Financial Benefits listed above)

- ▶ **Partner Helpdesk:** Gain access to phone and email based assistance for sales and general questions related to doing business with Symantec.

BUSINESS BENEFITS (NON-FINANCIAL) CONTINUED

Support

- ▶ **Pre-Sales Technical Assistance:** Access pre-sales technical assistance via online chat or email and scheduled phone/web interactions to assist you with opportunities.
- ▶ **Pre-Sales Technical Online Resources, Communities and Tools:** Access Symantec Connect Community forums and Knowledge Bases to connect with customers, partners and employees to find solutions and share non-confidential technical knowledge.
- ▶ **Frontline Support Access:** As a Silver Partner you gain valuable access at no-cost to Symantec Frontline Support professionals (Symantec's global customer facing support organization) for assistance with post-sales technical support questions for your environment and customer product implementations for products in your competencies.
- ▶ **Advanced Support Access:** As a Gold or Platinum tier partner you gain direct access to Symantec Advanced Support professionals at no cost for eligible products within the Threat Protection and Information Protection Competencies. Your trained staff will have access for timely and accurate escalations of your applicable competency product implementation and technical support questions without routing through Frontline Support. Details for Advanced Support are available in the Secure One Technical Support Benefits Supplement and Technical Support Benefit- Competency and Product Matrix on PartnerNet.

CURRENT SYMANTEC PARTNER PROGRAM MEMBERS

Secure One members previously enrolled in the Symantec Partner Program may use PartnerNet to explore the benefits and requirements associated with Secure One membership and competency achievement. All applicable accreditations held by your company today will count toward your chosen competencies and membership tier. You may view the accreditations held by individuals at your company on PartnerNet at: <https://partnernet.symantec.com/Partnernet/ManageAccount/CompanyDetails.jsp>

You may view competency requirements and benefits information at: <http://partnernet.symantec.com/portal/faces/programs>

NEW PARTNERS

New partners should apply for Secure One at the Registered membership tier by completing the online application at <http://partnernet.symantec.com/portal/faces/programs>. Upon Symantec's approval of the application and subject to acceptance of the Secure One Terms, you may use PartnerNet to further explore competencies, membership tiers, and benefits of Secure One.

CODE OF CONDUCT

Symantec appreciates your input and encourages you to report any business conduct concern. All concerns are taken seriously and retaliation against anyone who raises an allegation in good faith is prohibited. Symantec is committed to the highest standards of business conduct. Symantec offers an alert line as a secure and independent resource for voicing or reporting a concern.

To report a concern:

Within the U.S./Canada: 1-866-833-3430

Internationally: symantecethicsline.ethicspoint.com

Email: ethicsandcompliance@symantec.com

If you need an interpreter to assist you during your call, please inform the EthicsLine specialist.

- Global
- Toll-free
- 24 hours a day
- 7 days a week
- Confidential

ABOUT SYMANTEC CORPORATION

Symantec Corporation (NASDAQ: SYMC) is an information protection expert that helps people, businesses and governments seeking the freedom to unlock the opportunities technology brings -- anytime, anywhere. Founded in April 1982, Symantec, a Fortune 500 company, operating one of the largest global data-intelligence networks, has provided leading security, backup and availability solutions for where vital information is stored, accessed and shared. The company's more than 19,000 employees reside in more than 50 countries. Ninety-nine percent of Fortune 500 companies are Symantec customers. In fiscal 2015, it recorded revenues of \$6.5 billion. To learn more go to www.symantec.com or connect with Symantec at: <http://www.symantec.com/social/>.

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