Symantec Ghost™ Solution Suite 2.0
Proven, trusted and affordable solution for imaging, deployment and management of systems.

Why Symantec Ghost™ Solution Suite 2.0? - For an End User
Symantec Ghost™ Solution Suite is a proven, trusted and affordable solution for imaging, deployment, and management of systems with over 10 years of industry-leading expertise. Ghost™ provides file- and sector-based imaging, OS migration, software distribution, PC “personality” migration (user data, settings and profiles), hardware and software inventory, and secure system retirement. It helps reduce information technology costs and assists with maintaining a consistent and compliant desktop and server environment by streamlining and automating IT tasks from acquisition to disposal. Ghost’s central management console makes it easy to ensure a well managed and protected Windows and Linux environment.

Why Symantec Ghost™ Solution Suite 2.0? - For a Channel Partner
With over 10 years of industry-leading expertise Symantec Ghost™ Solution Suite is a proven, trusted and affordable solution. Ghost™ provides significant licensing sales opportunities for imaging, deployment, migration, software distribution and management of Windows and Linux systems. It provides exceptional value when sold as standalone solution for management of systems to small to mid-size organizations or added to an existing systems management solution for enterprise customers to provide industry-leading and market proven imaging. Ghost™ can also be combined with additional Symantec products such as Backup Exec System Recovery, pcAnywhere and/or AntiVirus to provide a comprehensive Windows Protection solution.

Symantec Ghost™ Solution Suite also provides services opportunities such as creation of detailed hardware and software inventory reporting, secure system retirement and disposal of confidential or sensitive data, user migrations to new PCs or operating systems and application refreshes.
General Lead-In Questions for both End Users and Channel Partners

1. What is your company's planned timeframe for a new operating system migration, such as Windows Vista? (Discuss OS migration capabilities and/or version 2.0 Vista support)

2. What operating systems are currently used in your environment? (Discuss support for mixed Windows environments and Linux).

3. Do you have any projects in place or planned to look at reducing the total cost of ownership in the PC environment? (Discuss potential cost and time savings and Ghost's rapid ROI)

4. How do you currently address the issue of restoring individual PC user ‘personalities’ (user settings, data and profiles) following a system restore, migration or a scenario where that data has been corrupted? (Discuss User Migration capabilities)

5. How do you currently identify, test and deploy patches or updates to local and remote systems in your PC environment? (Discuss utilizing hardware and software inventory for more effective management, instant and scheduled task execution and multicasting of files, applications and images)

6. What process do you use to deploy and/or manage software updates for mobile and remote systems? (Discuss utilizing hardware and software inventory for more effective management, instant and scheduled task execution and multicasting of files, applications and images)

7. How does your company handle PC retirement or system decommissioning? Are you confident that this approach completely wipes all data from the hardware device to ensure that confidential data cannot be recovered from recycled, retired or leased PCs? (Discuss GDisk and how it meets the highest industry standards, DoD Standard DOD5220.22-M)

8. If an existing customer: What functionality in Ghost do you currently use? (Discuss centralized console and broader management capabilities such as hardware and software inventory and secure system retirement).

9. How do you currently restore systems to their original state when there is an issue with the OS image or an application? (Discuss system and individual PC user ‘personality’ restoration capabilities)

10. In the day to day management of systems in your environment which IT tasks do you have to physically visit PC's to perform? (Discuss centralized management console and corresponding capabilities)

11. How do you identify PC's in your environment that are missing a critical security patch or that don’t meet the minimum hardware and software specifications for a new operating system? (Discuss hardware and software inventory capabilities)
### Issue—Deployment of new systems and applications

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<th>Problem/Impact</th>
<th>Capabilities</th>
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| You need to deploy a new operating system such as Windows Vista or a new application to PCs and laptops in your network. | Manually identifying relevant group of target machines and performing deployment tasks can be expensive and time consuming placing a heavy demand on IT resources. Downtime and resource utilization can become an issue during OS and application deployments. | • Hardware and software inventory assists in identifying and deploying to relevant group of machines.  
• Accelerates and automates OS and software application deployments through use of multicasting and generic tasks  
• Reduces the cost, complexity and time required to deploy Operating Systems such as Windows Vista  
• Preserves files and folders during an image deployment using a Client Staging Area  
• Simplifies image management by allowing you to use a single Vista image file for multiple hardware platforms |

### Issue—Migration of user data and settings

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| End users lose their PC’s user ‘personality’ following a migration. For example backgrounds, desktop shortcuts, Windows power settings and user application files. | End users can experience significant down time as well as frustration when presented with an unfamiliar desktop or the need to manually recreate their unique customized settings. | • Significantly reduces the cost and time required to fully migrate users to a new OS or system.  
• Preserves and maintains user data and PC ‘personality’ settings during a refresh or when cloning.  
• Minimizes disruption, post-migration support costs and end user down time  
• The Ghost console streamlines migration by allowing a full migration from one OS to another with a single click. |
## Issue—Refreshing and updating systems

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| Constant system refreshes and updates are limiting overall system availability | • Service Level Agreements may not be met and employee productivity may be suffering as a result of required systems not being up and available | • Provides a proven, repeatable and reliable method for system refreshes  
• Rapid availability of systems, data and PC settings following a system refresh  
• Reduces Help Desk costs and end user frustration following a system refresh  
• Simplifies image management by allowing easy editing (adding, removing, or modifying) of files within an existing image regardless of the underlying file system. |

## Issue—Secure Retirement and disposal of Systems

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| I’m not confident that our current process for system retirement and disposal is secure. It does not meet the required government regulations. | • A significant number of system retirement solutions and disposal processes do not completely remove confidential corporate data from systems. Software solutions can often simply remove the references to files on the physical device but leave behind the content. The ultimate responsibility for secure retirement is with an organization not a third party system disposal company. | • Reduces the risk and liability associated with PC retirement and data disposal  
• Hard Disk Drive Wiping in Compliance with Department of Defense Standard DOD5220.22-M (US Department of Defense guideline for erasing magnetic media to guarantee all data is permanently deleted)  
• Utilizes best practice strategies for PC retirement and data disposal that meet the highest industry standards |
CxO or VP of IT (Ultimate Decision Maker)

Issue—Need to Reduce IT costs and improve productivity

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| My IT Department costs are continually climbing and my IT resources are struggling to keep up with organizational needs. | • IT resources are spending a majority of their time manually performing repetitive IT tasks leaving them minimal time to rapidly respond to support needs or work on other IT projects. | • Centralized management console increases IT productivity and helps lower the total cost of ownership (TCO) by enabling IT to perform tasks without having to leave their desk.  
• Allows many repetitive IT tasks to be automated  
• Provides rapid and demonstrable Return on Investment (ROI). |

Cross-Sell Opportunities

BESR Recovery

Backup Exec System Recovery combines the speed and reliability of disk-based, bare-metal Windows system recovery with revolutionary technologies for hardware-independent restoration and lights-out operation. Administrators can now dramatically minimize downtime by rapidly recovering entire systems to dissimilar hardware platforms or even to virtual environments. The result is the unparalleled freedom to restore systems anytime, from anywhere, to virtually any device.

SAV CE

Symantec AntiVirus Corporate Edition combines industry-leading, real-time malware protection for enterprise workstations and network servers with graphical Web-based reporting and centralized management and administration capabilities. The solution automatically detects and repairs the effects of spyware, adware, viruses, and other malicious intrusions to enable enterprise-wide system uptime.

Discovery

Symantec Discovery identifies and tracks all hardware and software assets throughout the enterprise. Integrated LANProbe technology ensures a comprehensive audit by locating every IP device on the network. Using Discovery, IT administrators can identify client configurations to create targeted software deployments, redeploy unused software licenses, maintain legal license compliance, and obtain greater security of company assets.