



Symantec Ghost Solution Suite 2.0

This document is intended to aid Symantec Partners in selling and quoting Symantec Ghost Solution Suite 2.0 and is to serve primarily as a reference guide on the licensing and maintenance programs and options available. All pricing and SKUs should be obtained from the appropriate regional price list.

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Symantec Ghost Solution Suite 2.0

OVERVIEW

Symantec Ghost™ Solution Suite provides rapid and reliable Windows Vista Migration. Ghost is a proven, trusted and affordable solution for corporate 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. For additional information, please reference the Ghost Solution Suite 2.0 QuickStart on PartnerNet.

LICENSING SYMANTEC GHOST SOLUTION SUITE 2.0

Standard Licensing

- One License / Managed Machine
- Licenses do not expire (*Perpetual Licenses*)
- Further discounts for greater volumes
- ELS System

One (1) license for every machine that will be managed – It doesn’t matter how many CPUs the machine has in it. These licenses do not expire over time, meaning, it’s not a subscription-based license like SAV. And with the new ELS component included, it should be easier for the IT person to know when it’s time to buy more licenses.

Each corporate license allows IT staff to clone and restore one PC for its entire lifetime, including unlimited re-applications, upgrades, refreshes, and recoveries of its hard drive. If a licensed PC is permanently decommissioned, its license can be transferred to another PC for that system’s lifespan.

VAR Licensing

- Single use licenses

VAR licensing is used by system manufacturers to use Symantec Ghost Solution Suite 2.0 to provision new machines in a factory environment. Key differences between a VAR license and a standard license:

- VAR licenses are consumed upon the deployment of a single image to a specific machine, whereas standard licenses are perpetual and tied to a specific machine/PC.
- With a VAR license, if a customer deploys an image to a machine and then deploys a second image to that same machine, two licenses are required, whereas with a standard license, there is no issue.
- VAR licenses are also different to standard licenses in that a portion of the SGSS 2.0 product can be transferred to a 3rd party end-user (the recovery kit functionality). Standard licenses are not transferable without written approval from Symantec.

Electronic Licensing System

Symantec Ghost™ Solution Suite 2.0 is now ELS (Electronic Licensing System) enabled (previous versions of SGSS were not ELS-enabled).

- When a customer purchases an ELS-enabled product via the Value or Elite program, they will receive a certificate (either paper, or in electronic .pdf format).
- On this certificate they will have an ELS serial number, and instructions to go to the Symantec licensing website.
- On this licensing website customers will complete their details and receive an email containing an .slf file with checksum protection (XML). This resulting file needs to be saved to the systems hard disk. Please note the file location for future reference as it will need to be specified during the software product installation and setup process.
- Customer Service and/ or the Licensing groups in EMEA, NAM, and APJ have specific information on how customers can obtain their product keys.



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- A .slf file is required to use ELS-enabled products although the system does not prevent the total number of named users from exceeding the total number of licenses owned by an organization. No form of licensing enforcement exists for ELS or non-ELS enabled products.

License Programs

Symantec Ghost™ Solution Suite is available in all bands of the Rewards and Express™ programs. Customers in the Express Program can mix and match (on the same Purchase Order) with other products in the Administration family to aggregate total unit purchase to move to higher bands.

LICENSING SCENARIOS FOR SYMANTEC GHOST SOLUTION SUITE 2.0

Scenario 1 – Standard Licensing

A customer currently has 5,000 desktop computers and 3,000 licenses of an earlier version of Ghost™ Solution Suite (version 1.0). They do not currently have active maintenance for their existing Ghost Solution Suite licenses.

The customer wants to ensure they have enough Ghost Solution Suite version 2.0 licenses to cover all of their machines and also wants maintenance for one year. You would quote the following:

DESCRIPTION	QUANTITY
Media Pack	1
Symantec Ghost Solution Suite Upgrade License	3000
Symantec Ghost Solution Suite License	2000
Gold Maintenance 1 year	5000

Scenario 2 – VAR Licensing

A customer wants to use Ghost Solution Suite in their manufacturing process. They forecast that they will manufacture 5,000 computers per year, and want to order licenses in 6 monthly lots. You would quote the following:

DESCRIPTION	QUANTITY
Media Pack	1
Symantec Ghost Solution Suite VAR license	2,500

Scenario 3 – Complimentary Solution Licensing

A customer currently uses Microsoft SMS to manage their network of 4,000 computers. Based on Ghost's ease of use and superior imaging they wish to use Ghost as a complementary imaging solution to SMS. They intend to use Ghost Solution Suite to create an image of their standard operating environment, and use SMS to deploy the image to all of their machines. You would quote the following:

DESCRIPTION	QUANTITY
Media Pack	1
Symantec Ghost Solution Suite license	4,000

FULFILLMENT

- Rewards and Express purchases will receive a License Certificate with a serial number. Customers will be directed to <https://licensing.symantec.com> to retrieve their SLF file for product activation.
- Business Pack customers will receive a Serial Number Certificate inside their packaged product. These customers will be directed to <https://licensing.symantec.com> to retrieve their SLF file for product activation.



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ENTITLEMENT / MIGRATION PATH

Migration paths from legacy products to Symantec Ghost Solution Suite 2.0

Current Product	Maintenance	Migration
Ghost Solution Suite 1.x	Yes	Automatic
Ghost Solution Suite 1.x	No	Upgrade
Symantec Ghost 8.0	Yes	Upgrade
Symantec Ghost 8.0	No	Upgrade
Symantec Ghost 7.5 or below	NA	Upgrade
DeployCenter Library 2.0	Yes	Upgrade
DeployCenter Library 2.0	No	Upgrade
DeployCenter (all versions)	NA	Upgrade

Note: There are no crossgrade options for this release

UPGRADE	ENTITLEMENT
Ghost Solution Suite 1.x Customers	<ul style="list-style-type: none"> Customers <u>with</u> an active Gold Maintenance Contract will automatically receive the new Ghost Solution Suite version 2.0 software as part of their contract. The existing installation will not need to be removed. The new software CD will automatically install on top of the existing software. Customers <u>without</u> an active Gold Maintenance Contract will need to purchase an upgrade to obtain the version 2.0 software. The existing installation will not need to be removed. The new software CD will install on top of the existing software. Able to be performed by Customer? Yes, does not require PSO involvement. Migration Tools Available / Required? No, not required.
Legacy Symantec Ghost 8.0 and DeployCenter Library 2.0 customers	All Ghost 8.0 & DeployCenter Library (DCL) 2.0 customers <u>with</u> current maintenance contracts will be protected. These customers will be automatically provided with the new revision of Ghost as part of the upgrade protection process. Any of these customers <u>without</u> current maintenance will be able to <u>upgrade</u> to SGSS at the upgrade price points.
Legacy DeployCenter and Ghost customers (8.0 and earlier)	These customers will be required to purchase Ghost Solution Suite version 2.0 software at the full price. These customers are not entitled to upgrade or crossgrade SKU's and need to purchase version 2.0 at the full software price.

PURCHASING SCENARIOS – END USER

Scenario 1: Driving a Symantec Ghost Solution Suite Upgrade

CUSTOMER OWNS	WHAT TO SELL	SALES APPROACH
Symantec Ghost Solution Suite 1.1	Symantec Ghost Solution Suite 2.0	<ul style="list-style-type: none"> Vista support Integrated user migration Serverless (peer to peer) user migration Full image editing Generic tasks Preconfigured RAID array support under WinPE NTFS volume formatting with GDisk/GDisk32
Symantec Ghost Solution Suite 1.0	Symantec Ghost Solution Suite 2.0	As above, and: <ul style="list-style-type: none"> Multi-Terabyte hard drive support Easy creation of bootable CD Roms and USB Flash-rom devices DoD standard Disk wiping under WinPE with GDisk32



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Symantec Ghost 8.0	Symantec Ghost Solution Suite 2.0	As above and <ul style="list-style-type: none"> • Full user migration support (user settings and data migration) • Sector-based imaging
DeployCenter Library 2.0	Symantec Ghost Solution Suite 2.0	As above and <ul style="list-style-type: none"> • File-based imaging • DoD standard Disk wiping • Centrally managed Console • Hardware and software inventory • Client Staging Area

Scenario 2: Customer has a deployment tool and wants to migrate to Vista

CUSTOMER OWNS	WHAT TO SELL	SALES APPROACH
<p>Customer owns one or more of the following:</p> <ul style="list-style-type: none"> • Microsoft SMS • LANDesk 	<p>Ghost Solution Suite complements existing complex software deployment solutions. By using Ghost or DeployCenter imaging along with the existing deployment framework, you get the best of both worlds. Fast and efficient imaging technology with existing processes.</p>	<p>Convey the benefits of Ghost Solution Suite 2.0. Focus on:</p> <ul style="list-style-type: none"> • Vista support • Fast and efficient industry-standard imaging • Full image editing allowing easy image management • A collection of powerful tools that can be used in conjunction with the existing framework that includes <ul style="list-style-type: none"> • Ghost/PQIDeploy – proven imaging technology • GDisk – partitioning, formatting, and DoD standard disk wiping • DeployToolkit – a range of additional tools

Scenario 3: Selling Services (up-sell)

CUSTOMER OWNS	WHAT TO SELL
<p>Customer owns the following:</p> <ul style="list-style-type: none"> • Ghost Solution Suite 	<ul style="list-style-type: none"> • Education Services: Symantec Training Services are designed to help businesses quickly get up to speed on products and realize a solid return on investment much sooner. Training is delivered at Symantec offices in numerous locations or at the customer's site by experienced subject-matter experts. • Consulting Services: Consulting services are available directly from the Symantec PSO (Professional Services Organization) in NAM, EMEA and APJ. The PSO provides comprehensive assessment, customized design, implementation, and packaged services, each focused on establishing and maintaining integrity through the security and availability of information and IT resources.

PURCHASING SCENARIOS – PARTNERS

Scenario 1: Symantec Ghost Solution Suite Upgrade

CUSTOMER OWNS	WHAT TO SELL	SALES APPROACH
<p>Customer owns the following:</p> <ul style="list-style-type: none"> • Ghost Solution Suite 1.x 	<p>Ghost Solution Suite 2.0</p>	<p>Convey the benefits of Ghost Solution Suite 2.0.</p> <ul style="list-style-type: none"> • Sell need for Vista migration • Ghost™ is market proven and industry leading solution with over 10 years of experience • Ghost's superior capabilities in terms of speed of imaging, multicasting etc • Ability to manage a mixed Windows environment from one central management console • If they own Ghost™, pursue a renewals deal and truing up of the number of licenses in use versus those required



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Scenario 2: Symantec Ghost Solution Suite as a complimentary imaging solution

CUSTOMER OWNS	WHAT TO SELL	SALES APPROACH
Customer owns the following: <ul style="list-style-type: none"> Windows NT, 2000, XP or Vista Microsoft SMS 	<ul style="list-style-type: none"> Ghost™ Solution Suite for its deployment and migration capabilities GSS can be sold as a complementary, easy-to-use, and superior imaging solution to more complex systems management solution implementations 	Convey the benefits of Ghost Solution Suite 2.0. Focus on: <ul style="list-style-type: none"> Its industry-leading imaging and deployment capabilities Ability to quickly and easily migrate user data and settings to another operating system

EVALUATIONS

30-day Evaluation copies of Symantec Ghost Solution Suite 2.0 can be downloaded directly from the Symantec web site. The 30-day evaluation copy does NOT include the SRD (System Recovery Disk), and has some functionality turned off. If customers want to evaluate with full functionality, they would need to obtain an NFR from their Symantec Sales Rep or via PartnerNet. NFR software has a 420-day evaluation period. All registered partners can order NFRs by going to <https://partnet.symantec.com/Partnercontent/Program/NFR-Software.jsp>.

SUPPORT AND MAINTENANCE SERVICE OFFERINGS

Enterprise Support at a Glance

ENTERPRISE SUPPORT AND MAINTENANCE SERVICES	BASIC MAINTENANCE	ESSENTIAL SUPPORT	BUSINESS CRITICAL SERVICES*		
			DATACENTER	NATIONAL	GLOBAL
Severity One Response Time Targets	1 hour	30 minutes	15 minutes	15 minutes	15 minutes
Telephone Access to Support Engineers	8 a.m.-6 p.m. Business Hours	24x7x365	24x7x365	24x7x365	24x7x365
Downloadable Software Upgrades, Updates and Patches	✓	✓	✓	✓	✓
Designated Callers	2 per Product Title	6 per Product Title	Unlimited	Unlimited	Unlimited
Remote Product Specialist					
Business Critical Account Manager (BCAM)			Remote BCAM	Designated BCAM	Global BCAM
Business Critical Engineer			✓	✓	✓
Onsite Visits (Fly-to-Site)			2	6	20
Tailored Account Support Plan				✓	✓
Quarterly Account Reviews				✓	✓
Account Case History Reports				✓	✓
Network Link Assessment			Option	✓	✓
Impact Alerts				✓	✓

*See the Business Critical Services General QuickStart for additional features available only for BCS.

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Support & Maintenance Services

Symantec's Enterprise Support Services portfolio provides unmatched expertise, innovative support technology, and customer advocacy with flexible offerings designed to optimize your IT infrastructure and manage risk. The result is a seamless support experience designed to help create and maintain an environment in which interactions, information, and infrastructure are protected, efficient, compliant, and resilient. We offer a broad, flexible choice of service options designed to meet the needs of companies small and large, local and global. You can mix and match the levels of support that best meet your needs with the following options:

- **Business Critical Services**

Our highest level of protection provides personalized, proactive support from elite technical experts for enterprises requiring uninterrupted and secure access to their data and applications.

- **Essential Support Services**

This is the recommended appropriate minimum level of support for most enterprises. It provides 24x7 access to Symantec's support experts, version upgrades, and fast response times.

- **Basic Maintenance Services**

Our entry-level service is for customers that run Symantec products only on their non-essential systems.

All customers are also eligible to receive the following support:

- **LiveUpdate:** update the Ghost Solution Suite software with all relevant information, such as hot fixes, service packs and updates.
- **Knowledge Base Documents:** information available from <http://www.symantec.com/enterprise/support/index.jsp>
- **Technical forums (non-moderated):** <http://forums.symantec.com/discussions/category.jspa?categoryID=13>

SELLING SERVICES

Education Services

Symantec Training Services are designed to help businesses quickly get up to speed on Enterprise Administration products and realize a solid return on investment much sooner. Training is delivered at Symantec offices in numerous locations or at the customer's site by experienced subject-matter experts.

Public Classroom Training Courses for Symantec Ghost™ Solution Suite

Classroom training is designed to quickly and economically increase an organization's knowledge of the Ghost products and solutions. Training is delivered at regional locations by experienced subject-matter experts. Through training, businesses can reduce implementation time and learn how to more effectively leverage the power of Ghost solutions.

On-Site Training Courses for Symantec Ghost™ Solution Suite

On-site training is designed to help businesses quickly get up to speed in their own environment on Ghost products and solutions, and realize a return on their product investment much sooner. Training is delivered at the customer site by experienced subject-matter experts. Training agendas are flexible, so organizations can make more efficient use of training time by choosing which topics they want to focus on.

Consulting Services

Consulting services are available directly from the Symantec PSO (Professional Services Organization) in NAM, EMEA and APJ. The PSO provides comprehensive assessment, customized design, implementation, and packaged services, each focused on establishing and maintaining integrity through the security and availability of information and IT resources. Please contact the PSO in your region to obtain a quotation for custom consulting services based upon a Statement of Work. Standard consultancy rates are also available on an hourly basis in NAM and EMEA or on a daily basis within APJ.

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Quick Start for Symantec Imaging

Quick Start for Symantec Imaging provides a fast and effective way to implement, install, configure and apply best practices to your environment. Enterprise organizations can use QuickStart for Symantec Imaging to learn how to leverage Ghost's rich feature set to reduce their total cost of deployment. Symantec consultants provide an extensive four-day, on-site consulting engagement, which includes process development, best practices and documentation.

- *Duration:* Four Days of On-site Consulting

Planning and Design Services for Symantec Imaging and Client Migration

Planning and Design Services for Symantec Imaging and Client Migration allows a Symantec subject-matter expert to gain a strong understanding of the customer environment, and what needs to be done in order to design a solid solution for desktop migration, image design & consolidation and image deployment. Symantec consultants will design solutions for mass system deployments and migrations and plan for integrated application distribution and image deployment. The developed solution can assist you in automating the PC lifecycle as well. The result is a documented solution for automated OS deployment, migration and image management

- *Duration:* 5 Consulting Days

Solution Implementation & Deployment

Symantec consultants, building from the solutions architected during Planning and Design will implement and test the customer's Ghost solution. Solutions can include Client migration services, Image design and consolidation, Image Management and Deployment. Since solutions will vary by customer need, these services are not packaged. Each developed solution is a fully managed Ghost solution for the enterprise.

- *Duration:* Determined during planning and design.
- *Pricing:* Hourly rate, plus expenses

Symantec Client Migration Services

Symantec Client Migration Services provide a proven practice to automate the migration of OS system settings, user data and 3rd Party application settings. The service works by creating a process based on best practices for moving user settings, data and application settings during an OS migration project. Depending on your business needs, Symantec consultants design and engineer user settings, data and application settings, migration method to match an organization's standards, and line of business needs. These methods range from a fully automated approach, which requires no user intervention, to a controlled user migration method that allows users limited control over the process or a full user-attended migration approach.

- *Duration:* Determined during planning and design.
- *Pricing:* Hourly rate, plus expenses

Advanced Client Migration Services

This service option is designed to address the needs of enterprise organization's that have requirements to migrate either custom applications and/or 3rd-party applications that are not included within the standard application settings options offered by Symantec Client Migration. Consultants can provide flexibility in application settings migrating by tailoring options that support the migration of settings for custom applications and/or 3rd-party applications.

- *Duration:* Determined by level of complexity and may involve on-site consulting if the application cannot be installed in a Symantec lab environment.
- *Pricing:* Hourly rate, plus expenses

Image Design and Consolidation Services

Symantec Image Design and Consolidation solutions address the critical business needs of enterprise organizations that need to reduce the number of hardware dependent images used within the organization. This simplifies the on-going PC management and reduces the number of images you must manage and maintain. Symantec consultants will work on-site





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to gather specific operating system, application, and peripheral requirements and then design an image to address your unique business needs.

- *Duration:* Determined during Planning and Design
- *Pricing:* Hourly rate, plus expenses

Image Management and Deployment Services

Symantec Image Management and Deployment solutions address the critical business need to accelerate OS migrations and new application rollouts using imaging technology. You will benefit from the reduction of time, cost, and technical risk by automating these processes while building a foundation for future updates. Symantec consultants will work on-site to determine the most effective image distribution options including CD-based image deployment, network deployment simultaneously via multiple multicast sessions, PXE server, or through integration with your PC infrastructure management system.

- *Duration:* Determined during Planning and Design
- *Pricing:* Hourly rate, plus expenses

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