



# Symantec Buying Programs

Designed to streamline the purchase of  
Symantec software and support offerings

**Easy**     **Easier**





# Easiest

You have options.

At Symantec, the worldwide leader in security and availability software, we designed our licensing programs with the specific needs of our customers in mind.

Our programs provide customers with a consistent and flexible way to purchase Symantec security and availability software as well as support and maintenance service options. This is the first in a series of enhancements and improvements that will offer customers greater choice and simplicity in selecting the buying program that aligns with their specific business requirements.

Symantec's buying programs offer a single Symantec Agreement Number (SAN) through which customers can effectively view, track, and manage all of their Symantec software license and renewal agreements. Symantec enables customers to consolidate their buying power and attain eligibility for higher discount levels, helping them achieve a greater return on their investments.

Welcome to the Symantec Buying Programs:

- Symantec Express
- Symantec Rewards
- Symantec Enterprise Options

Symantec also offers two industry buying programs: Government and Academic. With buying program choices aligned to individual business requirements, customers have an easier way to buy Symantec security and availability software, as well as support and maintenance service options.

# AT-A-GLANCE: Symantec Buying Programs

Symantec's buying programs offer corporate customers, and clients in the academic and government arenas a simplified purchasing process. In most instances, the programs enable procurement with a single purchase order, with products delivered in a single shipment, and on a single invoice.

For more information visit [www.symantec.com/buyingprograms](http://www.symantec.com/buyingprograms)

PROGRAM ELEMENTS	Symantec Express	Symantec Rewards	Symantec Enterprise Options	Symantec Government	Symantec Academic
Type of organization	Small to medium	Medium to large	Large	Government entities at all levels—national to local	Government-approved academic institutions
Minimum purchase requirements	1 server per transaction or 5 licenses <sup>1</sup>	6,000 points initial order <sup>2</sup>	Contact Symantec	1 server per transaction or 5 licenses <sup>1</sup>	1 server per transaction or 5 licenses <sup>1</sup>
Agreement type	Certificate	Online terms and conditions	Contract	Certificate	Certificate
Discounts	Per transaction	Based on terms of program/accumulated points	Contract—based on terms of program contract	Per transaction	Per transaction
License deployment rights	Country of purchase	Based on program terms	Based on contract terms	Country of purchase	Country of purchase
Centralized purchasing for subsidiaries/affiliates	No	Yes	Yes	No	No
Available support and maintenance services	Yes	Yes	Yes	Yes	Yes
Consolidation of support and maintenance service	No	Yes	Yes	No	No
Symantec Agreement Number (SAN)	Yes	Yes	Yes	Yes	Yes

<sup>1</sup> If customers order more than 500 units, they should contact their Symantec partner for more information regarding their eligibility for Symantec Rewards, which offers an ongoing relationship with Symantec and provides greater program benefits.

<sup>2</sup> Points are assigned per SKU (point products). Refer to the Symantec Buying Program guide for more information.

# Symantec Express

## VALUE PROPOSITION:

- ▶ **Includes all Symantec software products**
- ▶ **Simplifies the ordering process**
  - ☑ Low minimum order requirement (1 S-Band server license or 5 desktop licenses)
  - ☑ Transactional volume purchasing incentives
  - ☑ No signed contract required—certificate-based license
  - ☑ No up-front commitment is required
  - ☑ Consistent global pricing bands

## KEY FEATURES:

**A SAN is created at time of order and can be utilized for all future orders**

**Support and maintenance services are available**

**Media can be downloaded via FileConnect or ordered via a Symantec partner**

**License use within country of purchase only**

## The easiest way for smaller organizations to select and order Symantec software products, as well as support and maintenance service options

Small businesses need to focus their time on doing what they do best. That's why Symantec created the Express program, making it easy for smaller organizations to purchase software as well as support and maintenance service options by eliminating the complexity of signing contracts.

Symantec Express is designed especially for small to mid-size companies that need an expedient way to purchase small license quantities for use within a single country, without time-consuming negotiations. Small and mid-size business customers can use this program to purchase all Symantec security and availability software products, and support and maintenance service options. Ordering additional licenses on a given transaction can qualify the purchase for a different pricing band, making the customer eligible for greater incentives. (Volume incentives do not accumulate over multiple transactions.)

To procure software products through Symantec Express, customers simply purchase a media pack and the number of licenses they need from a Symantec partner. They will then receive a license certificate directly from Symantec that confirms their purchase and the terms and conditions for using the software. There's no need for a signed contract or legal review.

To help customers get important product upgrades and technical assistance for their software, Symantec Essential Support or Basic Maintenance is available through the Express program. Ordering is as simple as purchasing products.

# Symantec Government

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## VALUE PROPOSITION:

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- ▶ **Includes all Symantec software products**
  - ▶ **Simplifies the ordering process**
    - ☑ Low minimum order requirement (1 S-Band server license or 5 desktop licenses)
    - ☑ Transactional volume purchasing incentives
    - ☑ No signed contract required—certificate-based license
    - ☑ No up-front commitment is required
  - ▶ **Requires no legal review**
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## KEY FEATURES:

**A SAN is created at time of order and can be utilized for all future orders**

**Support and maintenance services are available**

**Media can be downloaded via FileConnect or ordered via a Symantec partner**

**License use within country of purchase only**

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The Symantec Government buying program streamlines the procurement process for Symantec security and availability products, as well as support and maintenance service options. With no signed contracts and simplified ordering, purchasing Symantec software is easier. In most instances, the program enables procurement with a single purchase order, with products delivered in a single shipment and on a single invoice. Government clients earn discount eligibility and can consolidate their buying power (with a minimal number of licenses) within a given transaction.

# Symantec Academic

## VALUE PROPOSITION:

- ▶ Includes all Symantec software products
- ▶ Simplifies the ordering process
  - ☑ Low minimum order requirement (1 S-Band server license or 5 desktop licenses)
  - ☑ Transactional volume purchasing incentives
  - ☑ No signed contract required—certificate-based license
  - ☑ No up-front commitment is required
- ▶ Requires no legal review

## KEY FEATURES:

A SAN is created at time of order and can be utilized for all future orders

Support and maintenance services are available

Media can be downloaded via FileConnect or ordered via a Symantec partner

License use within country of purchase only

The Symantec Academic buying program standardizes the way government-approved academic institutions and charities throughout the world purchase Symantec software products. There are no signed contracts, and the requirements to participate are minimal. In most instances, the program enables procurement with a single purchase order, with products delivered in a single shipment and on a single invoice. Customers earn eligibility for discounts and can consolidate their buying power (with a minimal number of licenses) within any given transaction.

# Symantec Rewards

## VALUE PROPOSITION:

- ▶ **Includes all Symantec software products**
- ▶ **Rewards an ongoing relationship**
  - ☑ Accumulation of year-over-year spending
  - ☑ Increased incentives through increased spending
  - ☑ Easy to consolidate corporate buying power
- ▶ **Easy online enrollment process**
- ▶ **Online account management and tracking**
- ▶ **Enables support and maintenance service co-termination**
- ▶ **Simple ordering process**

## KEY FEATURES:

**Acceptance of terms and conditions via the online enrollment application**


**Online account management and tracking**

**Point accumulation program**

Click and order. It's the easiest way for customers to accumulate points and earn larger incentives as their business requirements change, and their investments in Symantec technology expand.

Organizations of all sizes are growing increasingly frustrated with the procurement complexities and time commitments normally associated with managing a myriad of software licenses and renewals from numerous technology vendors. The Symantec Rewards program offers mid-size and large organizations streamlined procurement of all Symantec software products as well as support and maintenance services options. With volume-purchase incentives and predictable prices, regardless of volume, Symantec Rewards offers the added flexibility of centralized purchasing. In addition, Symantec Rewards offers online tools and a programmatic way for customers to simplify how they track and manage their Symantec software licenses and renewals.

Symantec Rewards uses a point accumulation process to provide customers with greater discount eligibility as purchases of Symantec products and support accrue. A certain number of points are assigned to each Symantec SKU, and as customers purchase incremental products, they accumulate points (on an annual basis). As points accumulate, customers can move into more advantageous pricing bands.



Companies with branches or affiliates (especially if they are located in multiple countries) will appreciate the global purchasing power offered by Symantec Rewards. Purchases under the original customer's SAN, made by any corporate affiliate, are qualified to earn points that accumulate and count toward the corporate pricing band.\*

Symantec's new online enrollment application for Symantec Rewards, accessible at [MySymantec.com](http://MySymantec.com), enables customers to review terms and conditions and apply for the program. Membership renewals are automatic, so no further action is required.

Customers who want to maintain access to important product upgrades and technical assistance for their Symantec software can purchase either Symantec Essential Support or Basic Maintenance through Symantec Rewards, just as easily as ordering software.

\*An "affiliate" is denoted by 50 percent or more common ownership. Affiliates can also create their own associated Rewards accounts with linked SANs, to aggregate purchasing volumes across countries/regions, and across their enterprises, with the original customer and other affiliates.

# Symantec Enterprise Options

## Simple and flexible purchase, deployment, and management of Symantec products

Symantec Enterprise Options provides a versatile, prepaid program that allows large customers to deploy a specific dollar amount of products, within specific Symantec product families, for specific OS platforms, over a specific time period, at specific discounts.

There's no need to determine in advance which SKUs (point products) will be purchased over the term of the contract. This enables customers to budget for future software purchases—and take advantage of more favorable pricing. It also provides customers with the flexibility to choose the specific products that meet their organizations' needs, at the time they're needed.

The program includes streamlined Web-based licensing of all products covered by the agreement. A 24x7 self-service application enables customers to:

- Obtain and centralize license keys
- Transfer licenses to a different OS platform
- Transfer licenses to a different host or server
- Search for deployed licenses that meet specified criteria
- Share license key information with other permitted users of the licensing system within their organizations

This centralized, market-leading, Web-based account management tool simplifies reporting by helping to make it easier for the customer's chosen administrator to input, track, and identify who deployed what, and when, so customers can capture data that will help IT forecast opportunities. To provide better visibility into IT projects, administrators can even add user-defined fields for information that is deemed important relative to individual licenses.

Symantec Essential Support is required with Symantec Enterprise Options software purchases. Essential Support offers around-the-clock access to Symantec technical experts, with faster response times and access to all product upgrades.

For more information about Symantec Essential Support, refer to **[www.symantec.com/support](http://www.symantec.com/support)**



**For more information**

To find out more about Symantec's integrated buying programs or our support services, please visit [www.symantec.com/buyingprograms](http://www.symantec.com/buyingprograms).

## About Symantec

Symantec is the world leader in providing solutions to help individuals and enterprises assure the security, availability, and integrity of their information. Headquartered in Cupertino, California, Symantec has operations in more than 40 countries. More information is available at [www.symantec.com](http://www.symantec.com).

For specific country offices and contact numbers please visit our Web site. For product information in the U.S., call toll-free 1 (800) 745 6054.

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