

ENTERPRISE SECURITY

# SYMANTEC AND HP AGILITY ALLIANCE **RESOURCE KIT**

For over 20 years, Symantec and HP have worked together to provide leading solutions to the world's biggest organisations. It's a valuable partnership. This kit will help you make the most of it, with resources to help you drive new business.



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## THE SYMANTEC AND HP AGILITY ALLIANCE

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THE SYMANTEC AND HP AGILITY ALLIANCE

WE'RE  
GOOD  
TOGETHER

Working together, we help our joint clients better secure their mission-critical business data and address specific enterprise security challenges.

We provide solutions and services to protect business interactions, safeguard critical information and IT infrastructure, and optimise security and compliance policies to identify threats and protect organisations.

The Symantec and HP Agility Alliance strategy is to develop integrated service offerings with HP's Enterprise Services (ES) Practices especially with HP Enterprise Security Services (ESS).

[HP Agility Alliance Video >>](#)

## THE GLOBAL REACH OF SYMANTEC AND HP

- 2M seats of Endpoint and Email Security
- 1M seats of Risk, Compliance and Data Loss Prevention
- 20 YEARS of working together, serving the world's largest organisations
- 5000 or more security professionals deliver HP Enterprise Security Services



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WE'RE  
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### How we work together

	HP Enterprise Services (ES)	HP Enterprise Security Services (ESS)	HP Software License and Management Solutions (SLMS)
Description	Agility Alliance; HP global business and technology services subsidiary	Security Practice for ES, focus on outsourced accounts and verticals	RTM for all ES Practices
Symantec Products	SEP, .cloud, DLP, CCS as part of managed services	SEP, .cloud, DLP, CCS as part of managed services. Main focus in FY16 is on DLP and Compliance (CCS and related)	Resell all products
Route to Market	SLMS Distribution via Arrow	Distribution via Arrow	Distribution via Arrow

### The consultancy practices within HP Enterprise Security Services are:

- Data Protection & Privacy (supporting the DLP Sales Play)
- Digital Investigation Services
- Enterprise Security Architecture
- Identity & Access Management
- Infrastructure Security Services
- Project Services
- Security Governance, Risk Management & Compliance (supporting the Compliance Sales Play)
- Security Incident & Event Management
- Threat & Vulnerability Management



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## WHAT'S IN IT FOR YOU

### Partners from the start

Our strong alliance team in Global, Geo and focus countries is there to provide you with the best sales, architectural, deal and Go To Market support.

You benefit from easier engagement with your peers in Symantec and HP – for account mapping, opportunity identification and sales plans.

There is strategic focus from both companies, including executive sponsorship and regular QBRs to drive our relationship, define HP Division involvement and agree routes to market.

### As a result, we can:

- **Develop and invest in unique solutions** leveraging Symantec (Security Leadership) and HP Enterprise Services core strengths (Outsourcing and Managed Services, Manpower and resources, Executive Relationships).
- **Build new business:** lead with Data Loss Prevention, and Compliance and follow with related products and services including Data Center Security (DCS).
- **Add value to DLP and Compliance Solutions** through risk assessments and services to implement and operate. For each \$ on the core product, HP ESS can earn up to factor 3 on additional (managed) services.

### Together we win deals much faster and provide more value to our joint clients

You will receive extensive support every step of the way, with access to three **different types of development funds, dedicated marketing** to drive awareness and generate demand, and **Go To Market** collateral that is either co-branded or HP-branded and describes our joint solutions and services.

“OUR PARTNERSHIP PRESENTS A HUGE OPPORTUNITY. SYMANTEC HAS MARKET LEADING TECHNOLOGY AND HP HAS WORLD CLASS MANAGED SERVICES AND PEOPLE TRAINED TO DELIVER THIS TECHNOLOGY TO MILLIONS OF ENTERPRISE EMPLOYEES AROUND THE WORLD. THIS PARTNERSHIP IS MANAGED AND DRIVEN AT EVERY LEVEL AND WE HAVE NEVER BEEN POSITIONED BETTER TO TAKE EACH OTHER INTO NEW MARKETS.”

**David Thompson**, Symantec EMEA Alliance Director for HP

**Our joint approach to marketing and sales >>**





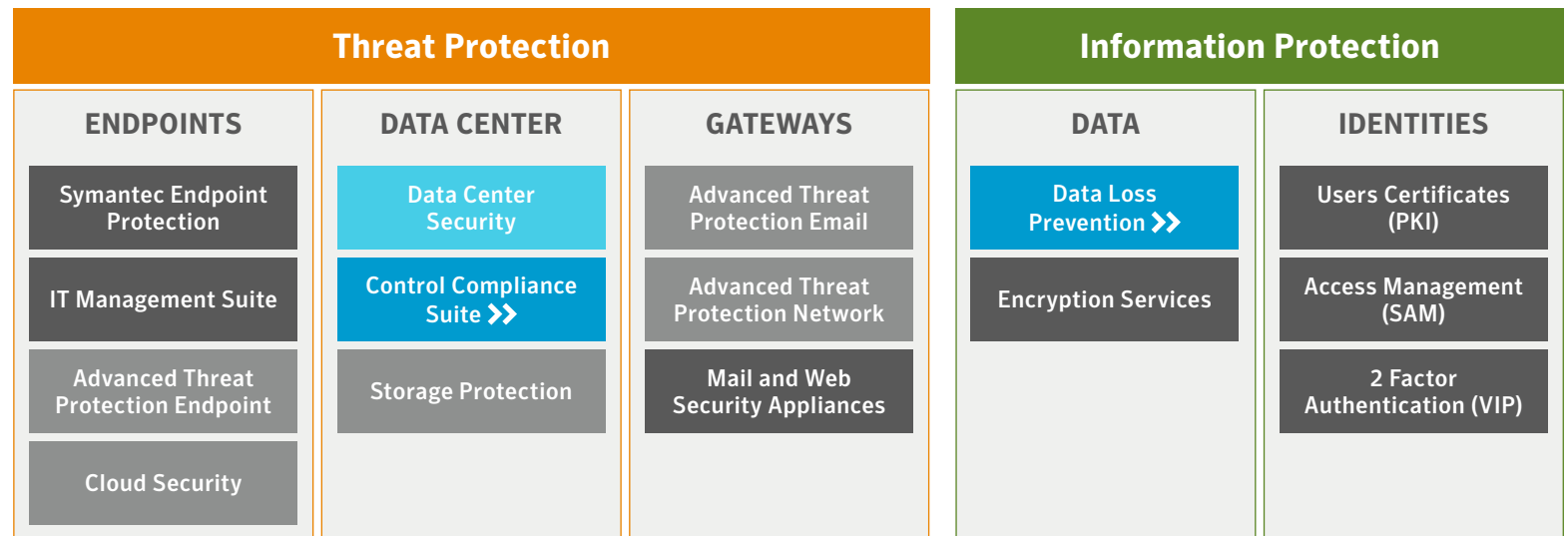
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# OVERVIEW OF SYMANTEC SOLUTIONS AND KEY FOCUS AREAS IN THE HP AGILITY ALLIANCE



## Cyber Security Services

Monitoring, Incident Response, Simulation, Adversary Threat Intelligence



## Unified Security Analytics Platform

**KEY:** ■ Focus solutions/services ■ Other available solutions ■ In controlled release or upcoming solutions  
(Symantec FY16)



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# SALES PLAY 1: DATA LOSS PREVENTION

## 1 What is it?

DLP discovers, monitors and protects sensitive corporate information – and that can't be achieved correctly through software alone. It requires an overall strategy that spans management, control, and business processes.

This is where our combined strengths excel.

[Learn more about HP DLP Services  
powered by Symantec solutions >>](#)

[Read the HP DLP Capability Fact Sheet >>](#)

## 2 Why customers need it

Not a day seems to go by without a news report about another data breach, where credit card details, healthcare records or other sensitive data is compromised. Our customers are aware of the increasing frequency of these breaches and the need to take preventative steps.

[State of Privacy: The Data Trust Gap >>](#)

Additionally, they need to take action to comply with new laws on the matter. In particular, the upcoming European General Data Protection Directive makes strict demands on how data is stored and managed with large, revenue-based fines for those that fail to comply.

[Download the Symantec Internet Security Threat Report to  
understand more about the Threat Landscape >>](#)

The argument for DLP for data stored in the cloud is also well evidenced in statistics.

A recent report by Netskope found that a massive 89.6% of cloud apps used by enterprises lack in areas of security, audit and certification, SLA, legal and vulnerability required for safe enablement.

[Netskope Cloud Report >>](#)

## 3 The Opportunity

HP has invested in this overall strategy, basing services on Symantec DLP technology, to include risk assessment, implementation and operation, and becoming one of the most certified partners with this solution. This offers great upsell and cross-sell opportunities for both companies.

The new version DLP 14 offers, for the first time, the opportunity to protect sensitive information in the cloud.

## 4 What's next?

Symantec and HP are currently preparing the next step for DLP: moving the service itself into the cloud with DLP.cloud, hosted by HP in their worldwide data centers.

Stay tuned for more information.

“SYMANTEC IS HP'S LEADING PARTNER FOR DATA LOSS PREVENTION AND WE HAVE WON MANY PROJECTS TOGETHER. DRAWING ON OUR SOLUTIONS AND DELIVERING STRENGTH, WE ARE IN A GREAT POSITION TO EXPLOIT OPPORTUNITIES IN NEW AND EXISTING ACCOUNTS.”

**Jeff Hales**, Security Consulting Global Offering Lead,  
HP Data Protection & Privacy



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## SALES PLAY 1: DATA LOSS PREVENTION

### How do the leading analysts see Symantec DLP?

**For the 8th time:** Symantec is named as 'leader' in the Gartner Magic Quadrant for Content-Aware Loss Prevention.



### Our competitors are giving up – let's convert their customers!

According to Gartner, the closest competitor is EMC (RSA). But not any longer as on March 20, 2015 RSA announced that they have stopped investing in this area. This is our joint chance to convert RSA DLP customers to the HP DLP Service powered by Symantec.

Given that RSA will continue to support DLP through December 2018, we do not expect customers to make the switch immediately, but given the complexity of these projects, they would be well advised to start their migration plans now.





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# SALES PLAY 1: DATA LOSS PREVENTION

## Next steps – start selling today!

Symantec/HP sales teams should identify RSA customers for DLP opportunities as well as companies who are preparing for the upcoming EU regulation GDPR (General Data Protection Regulation).

1. Read and understand the RSA Takeout material:

[8 Reasons to Switch to Symantec DLP >>](#)

[DLP Cheatsheet >>](#)

[Partner Sales Cheat Sheet >>](#)

Ask your Symantec Alliance Partner Manager for more detailed competitive information.

2. Make yourself familiar with the GDPR:

[EU General Data Protection Regulation >>](#)

[The Evolution of Data Privacy:  
3 things you didn't know >>](#)

[The Evolution of Data Privacy:  
3 things you need to consider >>](#)

3. Download these key resources to find out more and get selling today:

[DLP 14 What's New >>](#)

[DLP for Cloud datasheet >>](#)

[Securing your Enterprise in the Cloud brief >>](#)

[HP Symantec DLP client presentation >>](#)

4. Use this internal case study to understand how Symantec and HP solutions helped Shell. [Win at a glance >>](#)

5. More Wins at a Glance are available at:

[HP/Symantec Agility Alliance Portal >>](#)

6. Look into getting [Account and Marketing Development Funds](#) to create a marketing campaigns and activities and start generating new business. [See How >>](#)



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## SALES PLAY 2: COMPLIANCE

### 1 What is it?

The Compliance service we offer together provides business-aware security and risk visibility through continuous assessments of security controls and vulnerabilities. It's based on the Symantec Control Compliance Suite (CCS) with design, implementation, assessment and compliance reporting services from HP.

#### HP Outsourcing with CCS

The Standard Manager Module of CCS is a key component of SLAs and can be used for policy enforcement.

### 2 Why customers need it

Enterprises are seeking to build a solid IT Governance, Risk and Compliance program to meet their industry regulations. This is a top, board level investment for Enterprises. At the same time, they are looking to modernise their data center by migrating to a software-defined data center.

New laws and directives globally and in Europe also require the demonstration of baseline security standards and frequent audits. The Compliance Service supports these efforts in an automated and therefore cost-efficient way.

### 3 Opportunities:

**Delve into the opportunities outlined below, and the available resources:**

#### HP Compliance Reporting Service (CRS).\*

HP's new Compliance Reporting Services (CRS) are based on Symantec CCS.

Learn more by downloading the CRS presentation from the HP Security Governance, Risk Management and Compliance Practice.

[CRS Presentation >>](#)

[See the CRS Capability Fact Sheet >>](#)

#### ESM to CCS migration

Some enterprise customers still have Enterprise Security Manager, a CCS predecessor deployed, or they are still running CCS in the old ESM mode. This presents a great opportunity to migrate.

#### DCS as Compliance play – protecting Windows 2003 Servers

[End of Life means end of compliance. See the solution brief >>](#)

#### CCS and existing HP ArcSight deployments

These solutions integrate tightly to improve business intelligence for Risk & Operations Management.

[This solution qualifies for marketing development funds >>](#)

\*to initially be introduced in Germany, with other countries to follow.



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## SALES PLAY 2: COMPLIANCE

### How to sell it?

Compliance is complicated. Our joint customers need consulting and management services to help them deploy CCS properly. Suggest running a compliance and risk assessment so you can understand the specific requirements of your customer, and demonstrate the value our joint offerings can make. Start by understanding the specific requirements of customers and lead with compliance and risk assessments to show the value of our offering.

### Next steps – start selling today!

#### Symantec/HP sales teams should:

1. Identify companies in regulated industries (such as Finance, Healthcare, Pharma) who are under compliance pressures, as well as companies who are preparing for the upcoming EU regulation GDPR (General Data Protection Regulation).
2. Make yourself familiar with the GDPR.

[The Evolution of Data Privacy: 3 things you didn't know >>](#)

[The Evolution of Data Privacy: 3 things you need to consider >>](#)

3. Identify the right buyer personas in your target accounts: Chief Compliance Officer and CISO.
4. See the internal case study to understand the value we can bring to customers with our Compliance Service.

[HP and Symantec internal case study >>](#)

### Opportunities

#### Cross-selling with DLP

Our CCS and DLP services are closely aligned, providing you with great cross-sell opportunities.

Compliance reports can identify urgent needs to deploy DLP, while customers who buy DLP are risk aware making them good prospects for compliance reporting and remediation offerings.

Both solutions and their respective services should be integrated into a larger offering for key accounts.

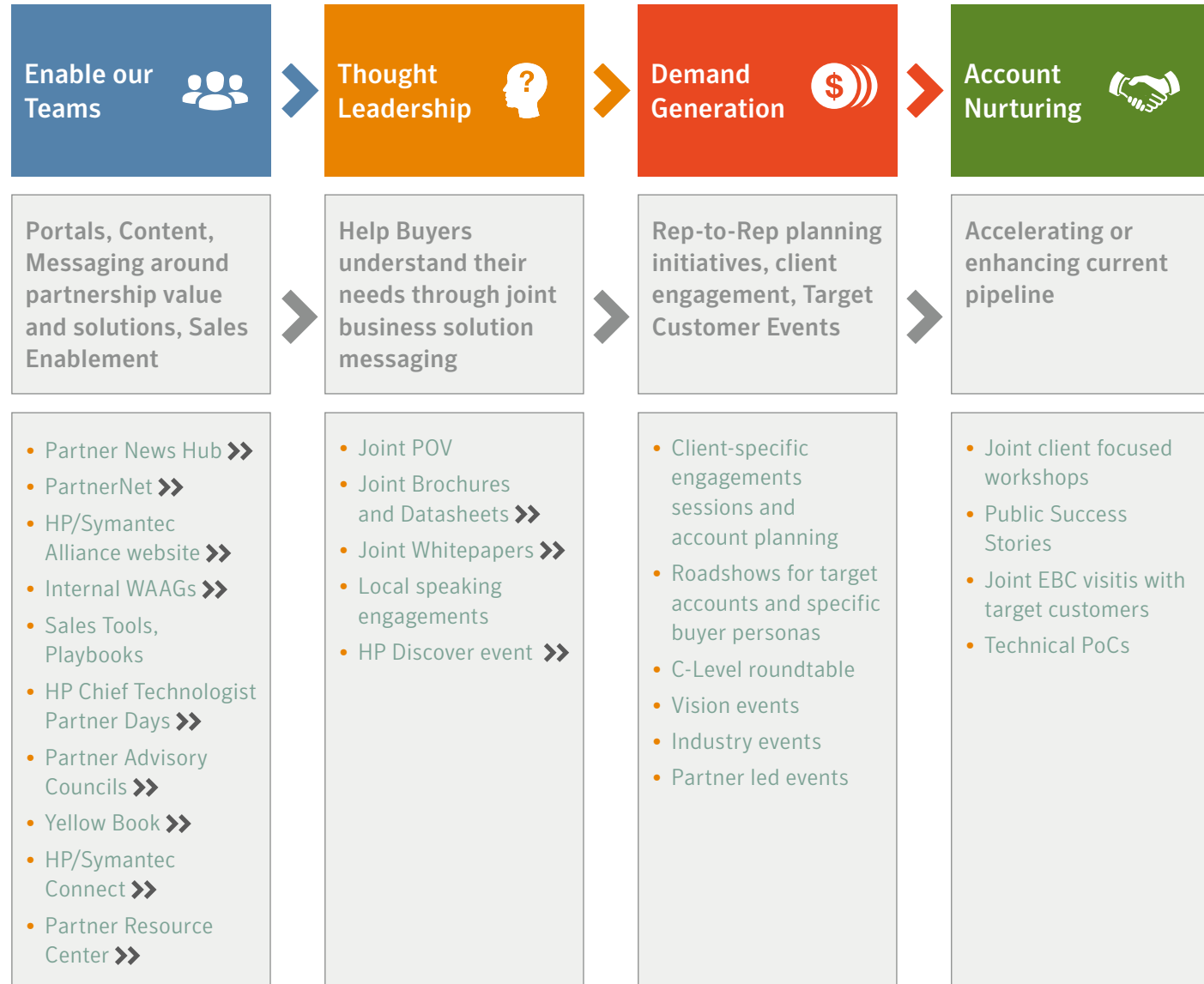
Learn more how CCS and DLP complement each other and provide greater value for our customers.

[Find out more >>](#)



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# JOINT MARKETING FOR MUTUAL SUCCESS



**Our road to revenue:** Each marketing phase can be funded by the Agility Alliance. See the [next page](#) for details.



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# MARKETING AND ACCOUNT DEVELOPMENT FUNDS

You can apply for funds to enable the joint sales teams, generate demand and increase sales of the solutions detailed in this kit.

[Get a general overview about the HP-Symantec Joint Alliance funds and processes >>](#)

The funds can be requested either by HP or by Symantec, but the activities need to be jointly supported and executed. The flow below describes the process when Symantec requests the funds and control the activities.

## Account Development Funds (ADF)

ADF is spent on Sales Enablement and Joint Team Activities. ADF is a tool of the HP Agility Alliance, of which Symantec is a member.

- 1 Symantec Field Marketing Manager works with local Symantec and HP Alliance Managers to complete a Statement of Work and ADF Request form.

[HP Symantec ADF request form >>](#)

## Marketing Development Funds (MDF)

MDF is spent on Thought Leadership, Demand Generation and Account Nurturing. MDF activities are driven and controlled by Symantec.

- 1 Symantec Regional Field Marketing Manager plans a marketing activity and works with the Alliance Manager for HP to complete an MDF Statement of Work and Request form.

[HP Symantec MDF request form >>](#)

- 2 The ADF or MDF request form is sent to Symantec and HP for joint approval.
- 3 If approval, funds are released. If declined, direction on what needs to change for successful reconsideration is provided.
- 4 Open the PO and highlight that this is ADF or MDF, so that the amount will be 'reclassified' to an HP Agility cost centre.

[Download the more detailed EMEA ADF/MDF guidelines >>](#)



THE SYMANTEC AND HP AGILITY ALLIANCE

## CONTACTS

Symantec and HP contacts around the world that you can work with on enterprise security projects and sales.

### Symantec

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[Download the most current list of Global and EMEA  
Symantec and HP contacts within the HP Agility Alliance >>](#)