Tech Data 2011 Security Partners Sales Playbook:

How to build security offerings into your practice

Check Point Software Technologies

Check Point Software Technologies is a worldwide leader in securing the Internet. Making Internet communications and critical data secure, reliable and available everywhere has been and continues to be their on-going vision. They're committed to staying focused on real customer needs, to developing new and innovative security solutions and to keep redefining the security landscape.

Company Milestones

Established in 1993 by Chairman and CEO Gil Shwed, Check Point first pioneered the IT security industry with FireWall-1 and its patented Stateful inspection technology, which is still the foundation for most network security technology today.

Ever since the company began, Check Point's pure focus has been on IT security. Adapting to customers' changing needs, the company has developed numerous technologies to secure the use of the Internet by corporations and consumers when transacting and communicating. In 2006, Check Point created a unified security architecture using a single management console, unified security gateways and the first and only single agent for endpoint security. In early 2009, Check Point introduced another breakthrough security innovation with its Software Blade architecture: a dynamic, revolutionary architecture that delivers secure, flexible and simple solutions that can be fully customized to meet the exact security needs of any organization or environment.

Today, Check Point is the only vendor to deliver Total Security for networks, data and endpoints, unified under a single management framework. Their core competency resides in eliminating complexity from security and solving the security maze for our customers by bringing more, better and simpler security solutions.

The foundation of Check Point's success is their customer-driven philosophy, continuous technological innovation and their relentless and pure focus on providing comprehensive, innovative security.

PureAdvantage Partner Program

At Check Point they know that partnerships are critical to the success of their customers. We are a 100-percent channel-driven company and our channel programs are recognized as some of the best in the security industry. See how you can benefit from the Check Point valued partner programs.

Check Point enables its partners to deliver intelligent security solutions based on its Unified Security Architecture, which allows enterprises of all sizes to improve security, reduce cost and complexity, and ensure that their security systems easily adapt to new and evolving threats. Partnering with Check Point—a security market leader—gives you the opportunity to provide the well-proven, intelligent and innovative security solutions for every market segment and any size business.

The Check Point PureAdvantage Program provides a global framework that enables you to:

- Grow your business, selling market-leading Check Point network and data security solutions.
- Boost your profitability as you advance program levels, through multi-tiered margins and sales incentives.
- Increase market awareness with the Check Point Co-op Marketing Program, one of the most generous programs in the industry.
- Access Check Point partner resources, a set of comprehensive sales, marketing, and training tools.

As a Check Point partner, you will enjoy the benefits of being associated with the most trusted name in security and be able to offer your customers Check Point's some of the best security products available. To learn more, visit http://www.checkpoint.com/partners/overview.html.

McAfee

McAfee, a wholly owned subsidiary of Intel Corporation, is one of the world's largest dedicated security technology companies. McAfee delivers proactive and proven solutions and services that help secure systems, networks and mobile devices around the world, allowing users to safely connect to the Internet, browse and shop the web more securely. Backed by its global threat intelligence, McAfee creates innovative products that empower home users, businesses, the public sector and service providers by enabling them to prove compliance with regulations, protect data, prevent disruptions, identify vulnerabilities and continuously monitor and improve their security. McAfee is relentlessly focused on constantly finding new ways to keep their customers safe.

McAfee Security Connected Mitigates Risk, Maximizes Business Efficiency
Security enables business—finally!

McAfee® Security Connected enables businesses to optimize security every day and reduce risk while driving compliance and improving operational efficiencies—everywhere: from mobile devices and endpoints to mission-critical networks and servers; from hosted services in the cloud to supply-chain processes between partners; and from virtual desktops and servers to applications and databases.

A fundamental shift in enterprise computing is occurring. The evidence is all around us: server virtualization, Software-as-a-Service, cloud computing, business use of Web 2.0 applications, employees using personal devices for business and vice versa.

As with any change of this magnitude, this shift in the traditional IT model presents both opportunities and risks. Security Connected is designed to help you take advantage of the former while avoiding the latter.

Leverage the Security Connected Platform

The Security Connected architecture takes key elements of security and makes them modular, manageable and effective.

- McAfee Global Threat Intelligence™ delivers one of the industry's most comprehensive, real-time threat protections, providing deep visibility into current and emerging online dangers so that McAfee products activate countermeasures ahead of threats.
- Network Security combines real-time threat awareness, award-winning intrusion prevention technologies and an optimized management platform for a very comprehensive network defense.
- Content Security patrols email, web and data usage both inside and outside the network, whether users are in the office or working remotely. It ensures a productive workforce with critical protections that flex to fit your evolving security architecture.
- Endpoint Security integrates system security, virtualization security, mobile protection, email security, web safety and access control to let you guard endpoints against the latest threats with fewer IT resources.
- Security Management provides constant visibility into your security, risk and compliance profile.

SonicWALL®

Guided by its vision of Dynamic Security for the Global Network, SonicWALL develops advanced intelligent network security and data protection solutions that adapt as organizations evolve and as threats evolve. Trusted by small and large enterprises worldwide, SonicWALL solutions are designed to detect and control applications and protect networks from intrusions and malware attacks through award-winning hardware, software and virtual appliance-based solutions.

SonicWALL, Inc. provides intelligent network security and data protection solutions that enable customers and partners around the world to dynamically secure, control and scale their global networks. Built upon a shared network of millions of global touch points, SonicWALL Dynamic Security begins by leveraging the SonicWALL Global Response Intelligent Defense (GRID) Network and the SonicWALL Threat Center that provide continuous communication, feedback and analysis regarding the nature and changing behavior of threats worldwide. SonicWALL Research Labs continuously processes this information, proactively delivering defenses and dynamic updates that defeat the latest threats. Leveraging its patented Reassembly-Free Deep Packet Inspection™ technology in combination with a high speed, multi-core parallel hardware architecture, SonicWALL enables simultaneous, multi-threat scanning and analysis at wire speed and provides the technical framework that allows the entire solution to scale for deployment in high bandwidth networks. Solutions are available for the SMB through the Enterprise, and are deployed in large campus environments, distributed enterprise settings, government, retail point-of-sale and healthcare segments, as well as through service providers.

Partner Program

SonicWALL's Medallion Partner Program enables partners to grow profitable businesses based on our comprehensive offering of high-performance security products and services. With our unique value innovation strategy, SonicWALL gives our Medallion Partners a ready market and the potential for strong margins and recurring revenues.
Benefits of the program include:

- Channel Dedication - SonicWALL is dedicated to the channel and totally geared towards your success.
- Programs and Tools for Partner Success - SonicWALL's partner program and supporting sales and marketing tools make it easy to build a profitable business based on our products and services.
- Products Built for Business - SonicWALL products and services meet the comprehensive security needs of today's businesses.
- Profitable Recurring Revenue - SonicWALL helps its partners enhance the bottom line with a unique recurring revenue business model.
- Passionate People - SonicWALL teams up with our partners every step of the way. Your success is our mission.

Symantec

Symantec is a global leader in providing security, storage and systems management solutions to help consumers and organizations secure and manage their information-driven world. Their software and services protect against more risks at more points, more completely and efficiently, enabling confidence wherever information is used or stored.

Endpoint security:

Comprehensive security for all your endpoints.
Improve threat monitoring and reduce the administrative burden of protecting endpoints against known and unknown threats.

- Prevent intrusions and stop attacks before they reach endpoints
- Protect endpoints from known and unknown threats using advanced threat prevention
- Prevent unauthorized access to resources and gain visibility into security event information

Messaging Security:

Inbound and outbound message protection.
Messaging security provides protection against external threats over inbound and outbound email, instant messages and SharePoint collaboration with integrated antispam, antivirus and advanced content filtering.

- Correlate security logs with real-time, actionable intelligence to address new messaging threats quickly and minimize risks
- Block viruses and other external threats from SharePoint collaboration sites to maintain employee productivity
- Improve Exchange and Domino performance and minimize network downtime by reducing the volume of processed messages
- Choose from a range of delivery options, including on-premise, hosted, managed service, appliance and hybrid implementations

Web Security:

Inbound and outbound Web protection.
Secure and manage Web traffic by filtering Web malware threats, blocking URLs with inappropriate content, and preventing confidential data loss over Web protocols.

Security Management:

Protect business interactions, information and IT infrastructure.
Optimize security processes to identify vulnerabilities and protect against attacks.

The New Symantec Endpoint Protection. Peek into the Future.
Unrivaled security. Blazing performance. Built for Virtual Environments.

Be one of the first to try Symantec Endpoint Protection 12, shipping later this year. Join the BETA now at go.symantec.com/SEP12beta_Techdata.

3 for 2 Endpoint Security Offering
Offer available through July 4, 2011

Many organizations operate without appropriate security measures in place for their desktops or laptops—even though the safety of their business information could depend upon it. This hole in their security represents an opportunity for you. For a limited time, customers who buy or renew a two-year maintenance license for any of the products listed below will get an additional year free. For more information, visit: http://go.symantec.com/3for2-protection-promo.

Trend Micro
We Secure Your Journey to the Cloud.

As a global leader in cloud security, Trend Micro develops Internet content security and threat management solutions that make the world safe for businesses and consumers to exchange digital information. With more than 20 years of experience, Trend Micro is recognized as a market leader in server security for delivering top-ranked client, server and cloud-based data protection solutions that stop threats faster and protect data in physical, virtualized and cloud environments.

Since its inception in 1988, Trend Micro has pioneered innovative technologies and services that protect users against threats on new and emerging platforms and devices. As the newest platform change, cloud computing revolutionizes the way people share and make access to digital information. By extending Trend security to virtualized and cloud-computing environments, businesses and consumers can securely take advantage of new technologies in the public or private cloud.

Powered by the Trend Micro™ Smart Protection Network™ cloud security infrastructure, Trend Micro's solutions stop threats in the cloud, delivering proactive protection faster than any other security vendor. Test results confirm the effectiveness of Trend Micro's security from the cloud, with Smart Protection Network-powered solutions blocking more than 4 billion threats daily for customers worldwide.

By providing security "from the cloud" with our industry-leading Trend Micro Smart Protection, Network and security "for the cloud" with our server, data storage and encryption technologies, Trend is a great choice for securing your journey to the Cloud.

With more than 20 years of global leadership, Trend Micro delivers proven security that fits into every IT infrastructure and meets the ever-changing needs of our customers. Unlike other companies who diversify or narrowly specialize, Trend Micro has grown into one of the largest security vendors in the world while maintaining a singular focus on Internet content security and threat management.

Through the Trend Micro Rewards Partner Loyalty program, you can earn 5 percent cash back on every qualified new license software sale, payable up to the first 750 seats, plus 2 percent on every Deep Security & other CPU-licensed software sale. There's almost no limit to the amount you can earn. The more you sell, the more you'll earn!

Worry-Free Remote Manager

Trend Micro has an innovative way for you to manage and monitor all of your Worry-Free Business Security customers through one integrated web-based console. The "Worry-Free Remote Manager" keeps you connected to your customers and helps increase profitability by reducing the costs of servicing customers as your business grows.

Managed Service Provider (MSP) Program

The Trend Micro MSP program now offers a pay-as-you-grow licensing and pricing option for most Trend Micro software. The flexible payment program aligns with a partner's service provider business model and monthly billing cycle, thus allowing the opportunity to only pay for the number of licenses used during a given month. This program is currently available to authorized partners.

Webroot

Webroot produces both home and enterprise internet security services. We are headquartered in Broomfield, Colorado, and employ approximately 450 people globally in operations across North America, Europe and the Asia Pacific region. Our main products are Web and email internet security services for businesses, and antimalware, privacy and identity protection for consumers.

Webroot is a leading provider of Internet security services for consumers and businesses worldwide. We are committed to making the digital world a safe place in which to interact and transact. Webroot pioneered the antispyware category with its award-winning Spy Sweeper® technology and continues to innovate to protect today's modern Internet user. Leveraging the cloud, Webroot delivers security with better manageability, better value and better protection than traditional security solutions. Webroot's services for businesses include Webroot® Web Security Service, which delivers industry-leading Web threat protection, Web filtering and Internet policy enforcement. We also offer content filtering, email encryption and archiving services. For consumers, Webroot delivers PCMag Editors' Choice award-winning antivirus solutions and comprehensive security suites that leverage cloud technology to protect you no matter where you connect to the Internet.

Axis Communications
Axis is an IT company offering network video solutions for professional installations. The company is the global market leader in network video, driving the ongoing shift from analog to digital video surveillance. Axis products and solutions focus on security surveillance and remote monitoring and are based on innovative, open technology platforms.

Beyond Trust
BeyondTrust is the global leader in privilege authorization management, access control and security solutions for virtualization and cloud computing environments. BeyondTrust empowers IT governance to strengthen security, improve productivity, drive compliance and reduce expense. The company's products eliminate the risk of intentional, accidental and indirect misuse of privileges on desktops and servers in various IT systems.

Fortinet
Fortinet's FortiPartner Program (FPP) is a global network of distributors and solution providers committed to providing world-class products, services and support to our customers. Fortinet's products and award-winning partner programs connect partners to the resources needed to develop expertise, grow business, increase customer satisfaction and maximize profitability.

HP
HP, founded in 1939, is one of the world's largest technology companies. HP simplifies the technology experience with a portfolio that spans printing, personal computing, networking, software, services, IT infrastructure and their networking security line, TippingPoint.

IBM Security
IBM can help you build a strong security posture through world-class solutions that address risk across each aspect of your business. IBM Security Solutions can allow you to securely, safely and confidently adopt new forms of technology to be leveraged for cost benefit, innovation and shorter time to market.

Ipswitch
Ipswitch File Transfer offers secure, managed file transfer (MFT) solutions that are fast to implement, easy to use, and backed by exceptional customer support. The popular WS_FTP and MOVEit products offer partners what they need to become a trusted, one-stop shop for customers needing to securely move and manage information.

Kaspersky
Kaspersky Lab develops Internet threat management solutions that protect systems from all forms of malicious software—whether in the office, at home or on the road. They help minimize risk by ensuring that systems are secure and available,

balancing the need to protect assets with the need to be productive.

Toshiba
Toshiba is one of the very few surveillance products manufacturers with a complete product line. This allows reseller partners to be confident leading with Toshiba because they know regardless of what their client ends up needing, Toshiba will have it. Toshiba offers network and analog cameras, network/analog and hybrid recorders, stand-alone recording software, 24/7 surveillance monitors and more!

TRENDnet
TRENDnet is a global provider of award-winning networking solutions to small and medium businesses and home users. Building networking solutions since 1990, TRENDnet's award-winning security systems and wireless networking solutions provide for true anywhere connectivity.

VASCO
VASCO designs, develops and manufactures two-factor authentication products for secure user login and secure online and mobile transactions. The product line consists of hardware, software, mobile and zero-footprint solutions. VASCO's core competency includes one-time password systems, electronic signatures and PKI-supporting products. A low total cost of ownership, simple installs and attractive margins set VASCO aside from competition.

WatchGuard
WatchGuard builds affordable, all-in-one network and content security solutions to provide defense in depth for corporate content, networks and the businesses they power. WatchGuard's winning extensible threat management (XTM) network security solutions combine firewall, VPN and security services to protect networks from spam, viruses, malware and intrusions. The new Extensible Content Security (XCS) appliances offer content security across email and web combined with data loss prevention for complete content protection.