

SEP SBE 12.1 EOL and SPS SBE 4.0 EOL



OVERVIEW

Overview

On May 4th 2015 Symantec EOL'd Symantec Endpoint Protection Small Business Edition 12.1 (SEP SBE 12.1). All existing customer licenses have been converted to SEP SBE (formerly known as SEP SBE 2013) on a 1:1 ratio. Customers can either choose to use the on premise or cloud version of SEP SBE both of which are subscription-based licenses.

On May 4th Symantec also EOL'd Symantec Protection Suite Small Business Edition 4.0 (SPS SBE 4.0). The Suite consisted of SEP SBE 12.1, Symantec Mail Security for Exchange 7.5 and Symantec System Recovery Desktop Edition. Moving forward, all products formerly in this suite will be available to renew and order separately and customer's licenses of SEP SBE 12.1 have been converted to SEP SBE on a 1:1 ratio per above.

Key Milestones

Dates	SEP SBE 12.1	SPS SBE 4.0
End of Life	May 4 th 2015	May 4 th 2015
New License SKU Obsoleted (12M, 36M) <i>(Customers/partners may no longer transact new licenses and/or initial maintenance)</i>	Nov 4 th 2015	Oct 4 th 2015 <i>(Shorter time due to fact that System Recovery Desktop will be on Veritas ordering system post Oct 5th company split)</i>
Renewal SKU Obsoleted (12M, 36M)	July 5 th 2016	
End of Limited Support Life	Nov 4 th 2017	Oct. 4 th 2015 <i>(Post Oct. 4th 2015, System Recovery Desktop will be on Veritas systems and customers will receive support on each individual product of the bundle that they renew)</i>
End of Support Life	July 5 th 2018	

Price Increase and Promo

Customers renewing their **SEP SBE 12.1** maintenance on SEP SBE will incur a price increase. We are introducing a promo, offering a 25% discount to these customers to offset the price increase. This promo code may only be used on the *first renewal* after this EOL (within the next 3 years).

Customers renewing their **SPS SBE 4.0** licenses will incur a more significant price increase. We are introducing a 40% promo on SEP SBE and Mail Security to offset this price increase. This promo code may be used on any purchase of SEP SBE and Mail Security, however these products must be purchased together to receive the promotion. Symantec System Recovery Desktop Edition will not utilize the promo code. Prior to October 4, 2015 customers will be able to renew System Recovery Desktop Edition on the Symantec Protection Suite Small Business Edition SKUs. After October 5, 2015, customers will need to use Veritas Renewal SKUs.

Promo Details	Products
Promo Code: PM-001064	SEP SBE 12.1 <ul style="list-style-type: none">25% discount on renewal price for SEP SBE (on prem/cloud)Applicable for 1st renewal within next 3 years SPS SBE 4.0 <ul style="list-style-type: none">25% discount on renewal price for SEP SBE (on prem/cloud)25% discount on renewal price for Mail Security for Exchange 7.5Applicable for 1st renewal within next 3 years

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Promo Code: PM-001205	SEP SBE + Mail Security <ul style="list-style-type: none"> 40% discount on any purchase of SEP SBE + Mail Security (MSRP and channel buy price) Applicable to new and renewal orders Expires April 3, 2016
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Benefits of Moving to SEP SBE

While these promos are designed to offset the price increase, you should also ensure that customers are aware of the below benefits of moving from SEP SBE 12.1 to SEP SBE (on premise or cloud).

- With the new entitlement, customers will now have the option of managing their endpoints *either* on premise or in the cloud
- Additional benefits of moving to the cloud include
 - Reduced cost (no server necessary)
 - Accessible from anywhere with an internet connection
 - Automatic updates pushed directly to clients from the cloud
- By moving to SEP SBE, customers will continue to benefit from the latest content updates and Symantec's investment in SEP SBE
- For a new customer, or a customer with a growing business, a subscription model makes it much simpler to purchase and to predict the cost of future purchases

What to Sell

Customer currently has Symantec Endpoint Protection SBE 12.1

Customer renewing...	Options	Price	Promo	SKU to sell
Before (or on) 5 July 2016	1. Renew on SEP SBE for 12/24/36M	Increase	25% off	SEP SBE annual subscription (Ex: 7SGAOZH2-XI1E[A],[B],[C],[D],[E],[F])
	2. Renew on SEP SBE 12.1 for 12M	No change	-	SEP SBE 12.1 renewal (Ex: F4GFOZF0-EI1E[A],[B],[C],[D],[E],[F])
After 5 July 2016	1. Renew on SEP SBE for 12/24/36M	Increase	25% off	SEP SBE annual subscription (Ex: 7SGAOZH2-XI1E[A],[B],[C],[D],[E],[F])

Customer currently has Symantec Protection Suite SBE 4.0

Customer renewing..	Options	Price	Promo	SKU to sell
Before (or on) 4 Oct 2015	1. Renew one or more components of bundle individually (with SEP SBE) for 12M	Increase	25% off	SEP SBE annual subscription (e.g. 7SGAOZH2-XI1E[A],[B],[C],[D],[E],[F]) and/or Mail Security SKUs (e.g. ARRVWZZ0-ER1E[A])*
	2. Renew on SPS SBE 4.0 for 12M	No change	-	SPS SBE 4.0 renewal (e.g. 2QZAOZF0-EI1E[A],[B],[C],[D],[E],[F])
September 7 2015 – April 3 2016	1. Renew or purchase SEP SBE + Mail Security for 12/24/36M	Increase	40% off	SEP SBE + Mail Security (Promo Code: PM – 001205)
After 4 Oct 2015	1. Renew one or more components of bundle individually (with SEP SBE) for 12/24/36M	Increase	25% off	SEP SBE annual subscription and/or Mail Security SKUs (e.g. ARRVWZZ0-ER1E[A])*

*Customers may also renew the individual Symantec System Recovery component (e.g. V2ATWZZ0-ER1E[A]), but note that this does not qualify for the 25% promotion.

For additional information on this EOL, please refer to the FAQ located on our migration site: go.symantec.com/sbemigration