Symantec by Broadcom

Carbon Black. by Broadcom

2 NEW WAYS TO WIN BUSINESS
SYMANTEC AND CARBON BLACK

PUT THESE MONEYMAKERS TO WORK FOR YOU

Add acclaimed cybersecurity solutions from Symantec and Carbon Black to your security practice—and introduce lucrative new revenue streams for upsells, cross-sells and greenfield wins.

Customers and prospects respond to these legendary brands, delivered from Broadcom's Enterprise Security Group and now available to you directly through TD-SYNNEX.

BROADCOM GIVES YOU MORE

More choices.
Cloud, on-premises, hybrid and everything in between: We give you multiple entry points into your customers' environment, which translates into just the right solutions for all your customers.

More innovation.
Broadcom's deep pockets and demonstrated commitment to R&D means you're selling the most consistently innovative products out there.

More resources.
From high-profile branding and events to campaigns-in-a-box, we give you everything you need to succeed.

More expert support.
Not only will your customers receive world-class service, but now they'll have more dedicated resources and focused support than ever before. The result is happy customers—making life easier (and more lucrative) for you.

More upside.
With Symantec and Carbon Black in your portfolio, it's nothing but upside. Deliver to your customers defenses designed to address the enterprise-level threats that even the smallest organizations face today. We know from experience: With Broadcom, customers keep coming back—and you'll keep going to the bank.

SELL MORE, MAKE MORE
With one of the broadest security portfolios available today, you now have multiple ways to increase sales.

UPSELL
No matter where your customers are on their cybersecurity journey, you'll be able to take them to the next level.

CROSS-SELL
You'll gain the tools and training to not just re-up customers, but to add groundbreaking new solutions to their environment.

NEW BUSINESS
Acquire new logos—and displace existing installs—with award-winning solutions from Symantec and Carbon Black.

CUSTOMERS SHOP SECURITY SOLUTIONS BY USE CASE
Now you have legendary solutions to address all of them

Symantec
by Broadcom

- ✓ Strength in on-premises solutions for web security, DLP, Endpoint, and ZTNA
- ✓ Ideal for large commercial and enterprise accounts with more complicated environments
- ✓ Great fit for orgs that manage own data centers with significant compliance requirements
- ✓ Growing or mature SOC

Carbon Black.
by Broadcom

- ✓ Cloud-first solutions for Endpoint, EDR and MDR
- ✓ Ideal for mid-market & SMB accounts
- ✓ A great fit for smaller, more agile orgs with cloud environments that want quicker, simpler solutions
- ✓ No SOC or emerging SOC

Symantec
by Broadcom

Greater visibility and control	Symantec Global Intelligence Network sees threats across control points, while Adaptive Protection sets up policies to block 450+ unauthorized actions
Secure all control points	Web, endpoint, email, cloud and private application protection stops attacks across your environment
Multi-layered threat prevention	Symantec protection engines leverage threat intel to stop new threats
Lock down data wherever it lives	Symantec Data Loss Prevention helps identify sensitive data in-motion, in-use or at rest
Protect users everywhere they go	Symantec secure web gateway (SWG) protects users from malicious websites and payloads
Protect high-value data	Symantec DLP solutions help customers discover sensitive data, monitor its use, and protect it everywhere it goes
Managed and unmanaged device protection	Access application with agent-based and agentless solutions
Hybrid, Data-centric SASE	Users get consistent, friction-free protection from on-premises and cloud solutions

Carbon Black.
by Broadcom

Shrink the attack surface	Carbon Black App Control protects often overlooked assets
Shut down novel and evolving threats	Carbon Black EDR detects and stops advanced and lateral attacks
Stop malware and ransomware	Carbon Black Cloud makes it easy to stop attackers before they get what they came for
See what's happening across endpoints, networks, workloads and users	Carbon Black EDR delivers widespread visibility into every corner of an environment
Cut dwell time	Carbon Black EDR finds and stops breaches fast, giving attackers less time to work
Minimize alert fatigue	Carbon Black EDR analyzes contextual data and quality detections so customers can focus only on what matters
Prevent lateral movement	Carbon Black EDR detects and to evasive threats so bad guys can't hide from security teams
Implement a default/deny security posture	Carbon Black App Control only allow app and file activity once it's trusted

GO GET IT.
Discover what Symantec and Carbon Black can do for your customers—and your sales. Reach out to TD-SYNNEX today and get everything you need to win that business.