

SUSE Linux Enterprise Server

What is it?

- Highly flexible, interoperable and manageable operating system for enterprise computing
- Reliable, secure, scalable Linux platform to cost-effectively deliver a range of high-performance compute services, both physical and virtual

What customer problems does it solve?

- Deliver more computing services while cutting operating budgets
- Add compute capacity for increasing business demands without increasing the cost of space and electricity
- Manage complex, heterogeneous IT systems holistically

Why should customers buy this product?

- Lower TCO with an enterprise-quality Linux operating system that is energy-efficient and industry standard
- Improve resource utilization with virtualization capabilities included in SUSE Linux Enterprise Server
- Reduce complexity: standardize on fewer operating systems, manage heterogeneous IT environments through a single interface

Which products are the main competitors?

- Red Hat Enterprise Linux
- Sun Solaris
- Microsoft Windows Server

What are the top 3 Novell advantages?

- The fastest-growing enterprise Linux platform available in the market today
- Only enterprise Linux distribution endorsed by both SAP and Microsoft
- A flexible, open platform that supports a wide range of workload types and runs on all major processor architectures, maximizing long-term options and choice

Who is using this product successfully?

- Casio
- Office Depot
- Siemens IT Solutions and Services

Why should I sell this product?

- Capitalize on your customers' interest in open source capabilities to sell additional hardware, software and services
- Add Linux and its many capabilities—including virtualization—to your customers' current investments without replacing existing infrastructures
- Replace aging or expensive proprietary hardware with commodity servers

More information:

www.novell.com/products/server

www.novell.com/partners/secure/enablement



SUSE Linux Enterprise Server for System z

What is it?

- SUSE Linux Enterprise Server operating system for IBM System z servers
- Highly available and highly reliable Linux platform that takes advantage of IBM hardware and software features

What customer problems does it solve?

- Introduces mainframe customers to new sets of applications that normally do not run on the mainframe
- Allows users to run various application mixes on a single computer with no user intervention
- Automatically provides disaster recovery capability, reducing customer downtime

Why should customers buy this product?

- For an alternative, cost-effective host for server virtualizations
- To reduce space and power costs by as much as 80 percent when compared to x86 servers with comparable compute power
- To save software licensing costs when licensing on a per processor basis

Which products are the main competitors?

- Red Hat Linux Server

What are the top 3 Novell advantages?

- Novell has the most experience with Linux on the mainframe in the industry
- Novell provides better tools for taking advantage of Linux for the mainframe, such as the Starter System for System z
- Novell dominates the Linux for mainframe market

Who is using this product successfully?

- Nationwide Insurance
- Baldor Electric Company
- EBS Building Society

Why should I sell this product?

- Provide a low-cost alternative to x86 server virtualization for customers that already have a mainframe
- Leverage server virtualization opportunities in large institutions that are potentially interested in distributed Linux as well as Linux for the mainframe

More information:

www.novell.com/linux/mainframe

www.novell.com/partners/secure/enablement



SUSE Linux Enterprise Server Priority Support for SAP Applications

What is it?

- Joint, seamless technical support from Novell and SAP
- A single point of entry for support that enhances and simplifies the SAP support experience

What customer problems does it solve?

- Disconnected support between vendor applications and the operating system they run on
- Support “blind spots” not covered between vendors
- Working with multiple vendors to get a problem solved

Why should customers buy this product?

- Seamlessly integrates support for the entire SAP infrastructure, from the OS to the application
- Allows both vendors to thoroughly understand each customer’s unique configuration
- Enables technical support to quickly solve any issues that might occur

Who are the target customers?

- Customers running SAP applications on SUSE Linux Enterprise Server who do not yet have priority support
- Customers migrating their mission-critical SAP workload from UNIX to Linux who need to maintain their service levels
- Customers running SAP applications on other Linux distributions; SAP recommends SUSE Linux Enterprise Server for Linux deployments

What are the top 3 Novell advantages?

- Operating system certified with and endorsed by SAP
- Optimizes the performance of SAP workloads
- Seamless support of SAP applications

Who is using this product successfully?

- Café Coffee Day
- UNITOP Group
- Baldor Electric Company

Why should I sell this product?

- Leverage SAP customer base to provide exclusive protection
- Inspire confidence in SAP application sales
- Thoroughly support your SAP customers

More information:

www.novell.com/products/server/sap.html

www.novell.com/partners/secure/enablement



SUSE Linux Enterprise Real Time

What is it?

- Real-time operating system based on the SUSE Linux Enterprise platform
- OS for reducing latency and increasing the predictability of time-sensitive applications

What customer problems does it solve?

- More rapidly respond to changing business needs and market conditions
- Lower costs and reduce dependency on expensive, proprietary real-time solutions
- Increase services availability and improve resource utilization

Why should customers buy this product?

- Respond quickly to change, deliver superior quality of service, and lower costs
- Latency in the millisecond range for time-critical applications like trading algorithms, manufacturing and process control applications, etc.
- Greater predictability in applications, computer simulations, and high-performance risk management algorithms for media and data streaming, Monte Carlo simulations, etc.

Which products are the main competitors?

- Red Hat Enterprise MRG
(Messaging Realtime and Grid)
- Sun Solaris

What are the top 3 Novell advantages?

- Delivers highest throughput and lowest latency for Reuters Market Data System (RMDS), the most-used market data application for financials
- Enables fine-grained analysis and tuning to pinpoint bottlenecks and shield key resources for high-priority processes, optimizing performance
- Supported by major ISVs, runs on a variety of industry-standard hardware platforms (x86/x86-64)

Who is using this product successfully?

- Thomson Financial
- ThyssenKrupp Electrical Steel
- UMB Financial Corp

Why should I sell this product?

- Increase your average deal sizes by including high price point SUSE Linux Enterprise Real Time subscriptions in your sale
- Open conversations with new customers in vertical sectors that depend on real-time applications and processes (financial, manufacturing, defense and more)
- Increase credibility with your customers by including cutting-edge enterprise Linux solutions in your portfolio, solidifying your role as a trusted, strategic IT adviser

More information:

www.novell.com/linux/realtime

www.novell.com/partners/secure/enablement/



SUSE Linux Enterprise Point of Service

What is it?

- Low-cost, reliable and flexible platform for retail environments
- A robust operating system for point of service (POS) devices, in-store servers and the central administration server

What customer problems does it solve?

- Expensive, outdated operating systems don't support new applications
- High maintenance costs of old platforms consume too much budget
- Older hardware requires smaller operating system footprint

Why should customers buy this product?

- Simplify the management of in-store servers and POS devices
- Greatly reduce software purchase and maintenance costs
- Support current applications with a modern, flexible platform backed by a network of hardware, application, consulting, training and support vendors

Which products are the main competitors?

- IBM 4690 Operating System
- Microsoft Windows Embedded for Point of Service

What are the top 3 Novell advantages?

- Lowest-cost operating system platform for the retail environment
- Operating system images can be built centrally and deployed locally
- Small image footprint can extend the life of older POS systems

Who is using this product successfully?

- Burlington Coat Factory
- Hannaford Brothers
- Pep Boys

Why should I sell this product?

- Replace expensive legacy POS operating systems with a modern, low-cost platform that you can complement with additional products and your professional services
- Deploy a modern operating system that enables your customers to upgrade applications or install new applications while you generate services revenue
- Use the POS deployment as a stepping stone to a larger sale of data center, security or end user computing solutions, leveraging Novell's broad solution portfolio and ecosystem of hardware and application partners

More information:

www.novell.com/products/linuxpointofservice
www.novell.com/partners/secure/enablement/



Novell Business Service Manager

What is it?

- A dashboard that integrates multivendor silos of IT and business data into a single, real-time view for centralized management
- Application and service impact monitoring that dynamically links business services to their underlying IT components
- Integrated, sophisticated analytics that allow organizations to reduce IT outages by at least 50 percent

What customer problems does it solve?

- Silos of IT management data make it difficult to find the root cause of problems
- No connection between IT issues and how they impact the business
- Without an end-to-end picture of the IT infrastructure, the potential impact of an IT change is difficult to predict

Why should customers buy this product?

- Shortens outage duration by at least 50 to 70 percent
- Improves IT staff productivity by as much as 33 percent
- Reduces overall operational costs by up to 30 percent

Which products are the main competitors?

- BMC Service Assurance
- HP Business Technology Optimization/Business Availability Center
- IBM Tivoli Business Service Manager

What are the top 3 Novell advantages?

- Superior analytic tools integrated into a role-based, single-view dashboard that is interactive and intuitive to use
- Powerful object-oriented technology automatically generates a real-time, state-driven model of the IT infrastructure
- No rip-and-replace—Novell Business Service Manager integrates with virtually any IT management or business data source of information

Who is using this product successfully?

- Verizon Business
- Morgan Stanley
- GE

Why should I sell this product?

- Give your customers a way to quickly isolate, prioritize and remediate IT issues before they affect user services
- Modular, scalable solution leverages existing infrastructure and investments, making it cost-effective to deploy and operate
- Deploys quickly—often in 90 days or less

More information

www.novell.com/bsm

www.managedobjects.com

www.novell.com/partners/secure/enablement



Novell myCMDB

What is it?

- Web-based, federated, complete Configuration Management Database (CMDB) solution that's easier to use and more accurate than other CMDBs available today
- Advanced analytics, modeling and visualization integrated with Web 2.0 principles and structured social networking
- A user-friendly CMDB that enables and encourages widespread usage, fostering greater accuracy

What customer problems does it solve?

- Planned changes to the IT infrastructure cause up to 60 percent of IT outages
- Planned changes fail because IT doesn't have an end-to-end view of the IT infrastructure, so changes can't be accurately modeled
- Many CMDB projects fail because of data inaccuracy caused by the difficulty of using and contributing to the database

Why should customers buy this product?

- Lowers the risk of making change in complex environments
- Provides an interactive, visual environment that encourages widespread contribution to the CMDB
- Ensures the right balance of people, process and technology working together to ensure change process compliance and CMDB accuracy

Which products are the main competitors?

- BMC Atrium CMDB
- HP Universal CMDB
- IBM Tivoli CCMDB

What are the top 3 Novell advantages?

- First-to-market Web-based application combines Web 2.0 and structured social networking principles to enhance CMDB usability, accessibility and accuracy
- Incorporates Facebook*-style interactivity, Google*-like context-search capabilities and Wikipedia*-model information quality-management with advanced analytics and reporting
- Often takes less than 90 days to deploy an initial CMDB project

Who is using this product successfully?

- Major telecommunications services
- Major financial services

Why should I sell this product?

- Give customers the ability to manage the most complex infrastructures, from data center structures to cloud-based configurations
- Transform customer CMDBs into valuable, user-friendly environments that drive CMDB adoption and accuracy
- Show the value of applying social networking to CMDB processes

More information

www.novell.com/bsm

www.managedobjects.com

www.novell.com/partners/secure/enablement



Novell Business Experience Manager

What is it?

- A cost-effective solution for application-performance monitoring
- A tool for monitoring end-user response for any Web-based application that also measures performance and proactively prevents degradation

What customer problems does it solve?

- IT only knows about performance problems when users—and customers—complain
- Existing tools for resolving performance issues are expensive and don't offer a full range of monitoring
- Tools that are not integrated (even from the same vendor) cannot correlate results easily or effectively

Why should customers buy this product?

- Simulates user transactions and transaction loads against application and IT infrastructure components
- Provides an easy and accurate performance-monitoring solution at a much lower price point than the competition
- Identifies and resolves performance problems before they impact business

Which products are the main competitors?

- BMC Application Performance and Analytics
- HP System Availability Management
- IBM Tivoli Monitoring for Transaction Performance

What are the top 3 Novell advantages?

- A single solution for active, passive and application monitoring
- Does not require an agent or an appliance, which lowers TCO
- Leverages existing performance monitoring solutions, so it's the perfect complement (or low-cost replacement) for today's expensive performance-monitoring solutions

Who is using this product successfully?

- Charles Schwab
- Morgan Stanley
- Verizon Wireless

Why should I sell this product?

- Provide active, passive and application monitoring at a lower price than competitors charge for just one capability
- Offer a cost-effective solution: customers can monitor as many unique end-to-end transactions as they require—and don't have to pay for each monitoring data/timing point
- Help customers make better-informed decisions about where to invest in future IT projects

More information

www.novell.com/bsm

www.managedobjects.com

www.novell.com/partners/secure/enablement



Novell Business Service Level Manager

What is it?

- Real-time service level agreement (SLA) monitor that eliminates monthly trouble ticket analysis
- Management tool that automatically measures and reports on IT service-level quality in real time, with SLA breach warnings to help find and fix IT issues

What customer problems does it solve?

- Monitoring IT effectiveness and SLA compliance manually is expensive and time-consuming
- Standard SLA processing is slow, resulting in delayed responsiveness
- Traditional mechanisms report only that SLAs are in or out of compliance, with no trend analysis

Why should customers buy this product?

- Notifies IT immediately about impending SLA breaches through a pop-up window on desktops or handhelds
- Identifies areas for service delivery improvement through SLA trend analysis
- Helps IT fix service-level problems before users experience performance or availability degradation

Which products are the main competitors?

- BMC Service Optimization
- HP Business Service Management
- IBM Tivoli Business Service Manager

What are the top 3 Novell advantages?

- Integration of both IT- and business-service metrics for reports that are meaningful to business decision-makers
- Sophisticated algorithms that integrate both real-time and predictive monitoring to provide exact calculations on when an SLA will breach
- The flexibility to choose any service, component or metric as the basis for an SLA

Who is using this product successfully?

- Highmark Blue Cross Blue Shield
- General Electric
- Becton Dickenson

Why should I sell this product?

- Provide real-time transparency into the IT services your customers receive
- Show the quality of service you're delivering, as you deliver it, in terms that are meaningful to your customers
- Help customers understand how IT services improve their business by creating SLAs that guarantee delivery of the services they need

More information

www.novell.com/bsm

www.managedobjects.com

www.novell.com/partners/secure/enablement



Novell myMO Dashboard

What is it?

- Web 2.0 compliant, role-based dashboard for IT infrastructure and business health so managers can see the performance of critical business applications and services
- Real-time, customizable interface for visibility into job-specific IT information and business metrics

What customer problems does it solve?

- Business and IT managers are being held to higher levels of accountability
- IT management and operations data aren't presented in meaningful ways
- Customers don't understand the real-time impact of IT on their business

Why should customers buy this product?

- Empowers business and IT management with the accurate information necessary to run a successful and competitive business
- Provides an actionable, relevant, end-to-end view of the complete business service based on both historical and real-time information
- Integrates network, systems, application management, asset and configuration data with business information to provide a complete picture of business health in one dashboard

Which products are the main competitors?

- BMC Dashboards for BSM
- HP TransactionVision
- IBM Tivoli Netcool/OMNIbus

What are the top 3 Novell advantages?

- Customize dashboards to any user role to present critical job-specific information in a single view
- Leverage Business Service Management integration to display key IT or business metrics
- Implement complex, integrated dashboards through simple point-and-click operations—no scripting required

Who is using this product successfully?

- Progress Energy
- US Customs and Border Patrol
- Wincor Nixdorf

Why should I sell this product?

- Provide an integrated tool that gives IT and business executives a clear view of their organization's health
- Help customers align IT and their business with a customizable view that clearly shows the value IT provides
- Develop custom dashboard solutions for your customers without costly scripting

More information

www.novell.com/bsm

www.managedobjects.com

www.novell.com/partners/secure/enablement



PlateSpin. Recon

What is it?

- A sophisticated workload profiling, analysis and planning solution that provides new levels of intelligence, visual analysis and forecasting for optimizing the data center

What customer problems does it solve?

- Zero visibility into resource utilization and availability
- Heterogeneous environments make it difficult to analyze data center needs and plan for efficiencies
- Data center managers have only “best guesses” to identify underutilized or under-protected servers and allocate sufficient resources for current and future needs

Why should customers buy this product?

- Take the guesswork out of complex server consolidation, disaster recovery, capacity planning and green data center initiatives
- Optimize the data center with accurate workload profiling
- Increase visibility across multiplatform environments and better manage the entire virtual infrastructure

Which products are the main competitors?

- VMware Capacity Planner

What are the top 3 advantages?

- It's the only solution that bridges intelligence gathering and project implementation
- It allows the data center to securely perform data collection, analysis and reporting without sending data offsite
- It supports Windows, UNIX and Linux on physical and virtual hosts

Who is using this product successfully?

- nVidia
- Cisco
- Essent

Why should I sell this product?

- Capitalize on consolidating servers in complex multiplatform environments
- Dramatically reduce the cost of managing your clients' virtual infrastructure
- Shift the revenue balance in favor of your professional services

More information:

www.platespin.com/products/powerrecon

www.novell.com/partners/secure/enablement/



PlateSpin. Migrate

What is it?

- Workload portability and migration solution that migrates server workloads over the network between physical servers, virtual hosts and image archives

What customer problems does it solve?

- Imbalances between server workloads and resources create underutilized or overtaxed servers—wasting computing, network, power and cooling resources
- Moving workloads between disparate hardware and across hypervisor platforms is difficult and time-consuming

Why should customers buy this product?

- Get the flexibility to move and rebalance workloads in any direction among a broad range of physical and virtual hosts
- Continually match workload service level requirements with available resources
- Rapidly reconfigure, relocate and optimize workloads

Which products are the main competitors?

- VMware Converter
- Vizioncore vConverter

What are the top 3 advantages?

- It supports the broadest range of migration options:
 - Multiple operating systems, including Microsoft 64- and 32-bit Windows, SUSE Linux Enterprise & Red Hat Linux
 - Multiple virtual hosts, including VMware, Microsoft, Virtual Iron, SUSE Linux Enterprise with Xen, and Citrix XenServer
 - Multiple image formats
- It supports all migration possibilities: physical to physical, physical to virtual, virtual to virtual, virtual to physical, etc.
- It enables fast workload migrations with the confidence of fully tested target workloads

Who is using this product successfully?

- AXA Tech
- Norwich Union
- Essent

Why should I sell this product?

- Leverage your customers' existing virtualization technology with a solution that works with what they have today
- Capitalize on continuing services potential beyond one-time migration, including resource adjustment and disaster recovery solutions
- Shift the revenue balance out of soft costs (cooling, hardware purchases, power consumption) in favor of your professional services

More information:

www.platespin.com/products/platespinmigrate
www.novell.com/partners/secure/enablement/



PlateSpin. Protect

What is it?

- Simple, flexible and cost-effective solution for protecting physical and virtual workloads in the data center
- Workload protection solution that replicates and rapidly recovers server workloads by streaming them over the network to an available virtual machine host

What customer problems does it solve?

- Excessive spending on complex disaster-recovery clustering solutions for high-end mission-critical servers
- Typically, only 20 percent of data center servers are well-protected; 80 percent are underinsured against catastrophe
- Unprotected servers may not be mission critical, but cost money during downtime and slow, manual recovery processes

Why should customers buy this product?

- Virtual infrastructures provide flexible, affordable backups for production workloads, restoring workloads to any virtual or physical recovery environment, including dissimilar hardware
- Incremental imaging provides multiple recovery points in case of data corruption
- Quickly test recovery plans without disruption to the backup process, bringing simplified, auditable testing to disaster recovery and availability procedures

Which products are the main competitors?

- DoubleTake
- Acronis TruImage
- VMware Virtual Consolidated Backup

What are the top 3 advantages?

- Single product enables flexible image backup, hardware-independent restore, and consolidated recovery using virtualization as a recovery platform for both physical and virtual workloads
- No need to maintain multiple hardware platforms or operating system licenses
- Unmatched restore flexibility

Who is using this product successfully?

- Nationwide Building Society
- Ville Montréal – DTI
- Dayton Superior

Why should I sell this product?

- Provide a compelling alternative to expensive clustering solutions for the entire data center
- Make disaster recovery affordable with multiple hardware-independent virtual recovery environments
- Boost services revenue by eliminating the need for software redundancies

More information:

www.platespin.com/products/platespinprotect
www.novell.com/partners/secure/enablement/



PlateSpin Forge.

What is it?

- A disaster recovery hardware appliance that provides out-of-the-box protection for server workloads

What customer problems does it solve?

- High cost of complex disaster-recovery clustering solutions leaves less budget for the rest of the data center
- Typically, only 20 percent of data center servers are well-protected; the remaining 80 percent are at risk
- Unprotected servers may not be mission-critical, but still cost money during downtime and slow, manual recovery processes

Why should customers buy this product?

- It is the most cost-effective solution for SMEs and branch offices to gain protection on par with large data centers
- To protect whole server workloads—both system and data volumes—within a single bootable recovery environment using virtualization
- For consolidated workload protection and rapid recovery with no need for costly duplicate hardware and software

Which products are the main competitors?

- No direct competitors as a disaster recovery appliance
- Competing technologies include:
 - Software file and VM backup (Symantec Backup Exec, Acronis)
 - High availability (DoubleTake, XOsoft)
 - Storage backup (NetApp, EMC)

What are the top 3 advantages?

- All-in-one appliance—a complete disaster recovery solution right out of the box
- Fast, one-click failover to a virtual machine during production outage minimizes business disruption and data loss
- Intuitive, easy-to-use Web-based user interface

Who is using this product successfully?

- Small to mid-sized customers
- Branch offices and remote locations
- Hosted service providers

Why should I sell this product?

- Provide a compelling alternative to expensive clustering solutions
- Make disaster recovery simple and affordable with an appliance solution
- Simple plug-and-play design and Web-based user interface is ideal for branches and remote locations with no IT staff on site

More information:

www.platespin.com/products/forge/

www.novell.com/partners/secure/enablement/



PlateSpin. Orchestrate

What is it?

- Virtual machine management that helps data center managers keep IT resources working together and focused on business priorities
- Automated systems management that distributes workloads across different virtual devices for optimal performance

What customer problems does it solve?

- Creation and management of virtual stacks is slow and error prone due to many manual interventions
- Managing heterogeneous virtual environments without a unified management tool is difficult and costly
- Data center resource usage is hard to control and track

Why should customers buy this product?

- Less cost: optimizing resource allocation improves data center performance and reduces costs
- Less complexity: a single product can manage heterogeneous virtual machines and virtual machine storage repositories
- Less risk: PlateSpin Orchestrate automates data center related operations via policies, which guarantees consistency and repeatability

Which products are the main competitors?

- VMWare Virtual Infrastructure
- Microsoft System Center VMM
- Citrix XenCenter

What are the top 3 Novell advantages?

- Customizable, policy-based automation
- Unified heterogeneous virtual machine management
- Data center resource usage optimization

Who is using this product successfully?

- New Zealand Supercomputing Centre
- NEXTO

Why should I sell this product?

- Solves real-world data center related problems
- Can be customized to interface with existing customer, third-party and legacy systems
- Unified management allows customers to introduce Open Source virtualization at their own pace

More information:

www.platespin.com

www.novell.com/partners/secure/enablement/



Novell GroupWise.

What is it?

- A highly connected, collaborative workspace that leverages Web resources to enhance individual and group communication
- Collaboration and productivity software adaptable to user work habits

What customer problems does it solve?

- Too often, only “power users” know how to make the most of the system to boost their own productivity
- Users can't extend scheduling, busy searches and shared calendars to anyone outside their organizational boundaries
- Decision-makers are facing an expensive and difficult upgrade to Exchange 2007

Why should customers buy this product?

- Enhance productivity by connecting users to RSS feeds, wikis, blogs and Web pages
- Enable teaming and conferencing capabilities
- Interact with users outside the company just as effectively as those inside
- Reduce IT management workload with a more efficient system that reduces time spent on support and maintenance

Which products are the main competitors?

- Microsoft Exchange
- IBM Lotus Notes
- Other Linux e-mail

What are the top 3 Novell advantages?

- Dashboard Home View makes connections visible and accessible; other solutions use cumbersome folders for connections
- It's the only Integrated Collaboration Environment supported on Windows, Linux, Mac and WebAccess
- It supports all major mobility platforms and devices, including BlackBerry

Who is using this product successfully?

- Whitelaw Twining
- TRW
- Federal Office of Economics and Export Control (BAFA)

Why should I sell this product?

- Leverage the extreme high cost of migrating to Exchange 2007 to introduce a comparable but significantly less-expensive alternative
- Make more on services-based revenue and upsell products that work with GroupWise (such as Novell Teaming + Conferencing)
- Take advantage of growing interest in interoperability, Linux and Web 2.0 capabilities

More information:

www.novell.com/products/groupwise

www.novell.com/partners/secure/enablement/



Novell Teaming + Conferencing

What is it?

- Collaborative applications (automated workflows, blogs, wikis, desktop sharing, white-boarding and real-time conferencing) that bring users together in highly interactive team workspaces
- Social networking within the enterprise where subject matter experts are easily identified and new team workspaces can easily be formed

What customer problems does it solve?

- E-mail, calendaring and instant messaging are not enough to foster team collaboration
- Most solutions for teaming don't work with existing infrastructures and require greater expenditures
- Organizations are spending too much time and money on travel as a means for interaction

Why should customers buy this product?

- For an enterprise-ready team and community-based collaboration platform at one-fifth of the cost of Microsoft SharePoint
- For self-service collaboration across enterprise social networks with minimal IT intervention
- To leverage their existing IT investments and to reduce IT and travel costs

Which products are the main competitors?

- Microsoft SharePoint
- IBM Sametime, Sametime Unyte
- IBM Project Bluehouse

What are the top 3 Novell advantages?

- Co-exist with SharePoint to deliver secure team and community-based collaboration across mixed IT work environments
- Easily automate document-free advanced workflows without the need to hire experts to implement and maintain
- Reduce costs with interoperability and support for Microsoft Office file formats

Who is using this product successfully?

- City of Dublin, Ohio
- Copenhagen Business School
- Georgetown University, McDonough School of Business

Why should I sell this product?

- Retain the loyalty of existing Novell GroupWise[®] customers by upselling team collaboration
- Sell to Microsoft customers to augment SharePoint's capabilities with contextual collaboration of team and community workspaces that work across mixed environments
- Add teaming for SUSE[®] Linux Enterprise Server customers, and give NetWare[®] customers a good reason to migrate to Novell Open Enterprise Server

More information:

www.novell.com/products/teaming

www.novell.com/partners/secure/enablement



Novell Open Enterprise Server

What is it?

- Workgroup operating system that is easy to deploy and manage
- Proven networking services of NetWare. (file and print, storage, management) combined with the advantages of SUSE. Linux Enterprise Server

What customer problems does it solve?

- Difficulty controlling infrastructure costs
- Management of mixed IT environments
- Limited choices in supported hardware and software for NetWare

Why should customers buy this product?

- Leverage existing investments in resources and technology while gaining streamlined management for mixed IT environments
- Run NetWare workloads while taking advantage of the benefits of Linux
- Move to Linux at their own pace to take advantage of open source hardware and software benefits

Which products are the main competitors?

- Microsoft Windows Server 2003, 2008

What are the top 3 Novell advantages?

- Unmatched interoperability to streamline management of mixed IT environments (including Windows, Linux, Macintosh and NetWare)
- High-value, cost-saving storage capabilities
- Optimized virtualization to extend NetWare loads

Who is using this product successfully?

- AsureQuality
- CECI Engineering Consultants, Inc.
- First American Title Holding Company
- City of Assen, The Netherlands

Why should I sell this product?

- NetWare customers need an upgrade path as their hardware options decrease
- Customers don't want to spend money on infrastructure; upgrading is better than migrating
- Customers will get real-dollar benefits from cost-saving innovations running on Linux

More information:

www.novell.com/products/openenterpriseserver
www.novell.com/partners/secure/enablement/



Novell Open Workgroup Suite

What is it?

- Complete collaboration and productivity package—from operating system to management tools to office applications—that includes Novell Open Enterprise Server, Novell ZENworks. Configuration Management, Novell GroupWise., Novell Teaming, SUSE. Linux Enterprise Desktop and OpenOffice.org Novell Edition

What customer problems does it solve?

- The cost and complexity of a comparable infrastructure are often prohibitive to most organizations
- Restrictive license agreements in high-cost, single-vendor solutions consume valuable budget resources and limit flexibility
- The proprietary component dependencies required for implementing new technologies (such as SharePoint) are unaffordable

Why should customers buy this product?

- Empower their workforce with next-generation collaboration innovations without overspending on proprietary software
- Integrate with existing products and technologies
- Accommodate platform and collaboration preferences with flexible options for Linux, NetWare, and Windows servers

Which products are the main competitors?

- Microsoft Core CAL
- Microsoft Professional Desktop Platform
- Microsoft Enterprise Desktop Platform

What are the top 3 Novell advantages?

- Everything users need—from OS to e-mail—is bundled into a single purchase, with no further licensing costs
- Costs as little as one third the price of an equivalent Microsoft product stack for licensing alone; ongoing TCO benefits significantly minimize comparative costs
- Built-in virtualization capabilities deliver significant savings on hardware costs, rack space, cooling and power requirements

Who is using this product successfully?

- AsureQuality
- CECI Engineering Consultants, Inc.
- First American Title Holding Company

Why should I sell this product?

- Offer an alternative to customers who are forced into lengthy, costly projects focused on Microsoft product standardization
- Leverage the growing need for teaming and Web 2.0 capabilities
- Take advantage of many services opportunities deploying up to six full-version products

More information:

www.novell.com/products/openworkgroupsuite
www.novell.com/partners/secure/enablement/



Novell Open Workgroup Suite Small Business Edition

What is it?

- A bundle that includes everything your small-business customers need to be productive: SUSE Linux Enterprise Server, Novell GroupWise, SUSE Linux Enterprise Desktop, OpenOffice.org Novell Edition and select components from Novell Open Enterprise Server
- Full-featured, desktop-to-server Linux solution priced at a fraction of the cost of competing solutions

What customer problems does it solve?

- The cost and complexity of putting together a competitive infrastructure are often prohibitive to SMB customers
- The licensing definition of “small business” is often too small
- Proprietary vendor lock-in and forced upgrades are especially costly to small businesses

Why should customers buy this product?

- It has everything they need bundled into a single purchase, with no further licensing costs
- Most suite products run alongside existing systems—deploy suite components when and as it makes sense
- Save up to 80 percent on software acquisition costs compared to a Windows-centric solution

Which products are the main competitors?

- Microsoft Windows Small Business Server
- Microsoft Windows Essential Business Server
- Microsoft Windows Vista / Office

What are the top 3 Novell advantages?

- Supports up to 200 users per license
- Allows deployment of up to 5 physical servers to host collaboration services or any application that supports SUSE Linux Enterprise Server
- Includes virtualization: install as many virtualized SUSE Linux Enterprise Server guests as customers' hardware can support

Why should I sell this product?

- Offer a Novell alternative to your NetWare, and Novell Small Business Suite customers instead of expensive Microsoft migrations
- Use the integrated installation process to provide deployment and management services for your customers
- Take advantage of many services opportunities deploying up to four full-version products

More information:

www.novell.com/smallbiz

www.novell.com/partners/secure/enablement/



Novell ZENworks. Configuration Management

What is it?

- Automated software setup, updates, healing and migration for desktop computers
- Desktop configuration tool that makes Vista migrations fast and easy, and boosts IT productivity by an average of 45 percent

What customer problems does it solve?

- Difficult and costly Vista migrations, upgrades and deployments
- Traveling to manage geographically dispersed desktops
- Costly, time-consuming manual desktop management that may leave compliance gaps

Why should customers buy this product?

- Facilitate Vista migrations while preserving personal desktop and application settings
- Reduce or eliminate travel costs and the need to physically interact with desktop machines
- Automate management tasks, allowing IT to reallocate personnel resources and ensuring provable desktop compliance

Which products are the main competitors?

- Altiris (Symantec)
- LANDesk
- Microsoft

What are the top 3 Novell advantages?

- Automates and centralizes the deployment of applications and patches across the entire enterprise—regardless of geographic location—significantly reducing the cost and effort of operations
- Protects endpoints with policy-based security enforcement of desktops and devices
- Tracks and controls asset inventory, software usage and licensing compliance; scalable to large enterprise needs

Who is using this product successfully?

- Louisiana Department of Social Services
- Municipality of Gotland
- Municipality of The Hague

Why should I sell this product?

- Leverage Vista migrations, upgrades and deployments
- Shift the revenue balance in favor of your services with a solution that can significantly lower operational costs
- Buy the software and sell its management benefits as a service

More information:

www.novell.com/products/zenworks/configurationmanagement

www.novell.com/partners/secure/enablement/



Novell ZENworks. Application Virtualization

What is it?

- Virtualization tool that turns Windows, .NET and Java applications into self-contained applications that run in an isolated environment
- Pain-free deployment of virtualized applications via the Web, USB keys or the desktop management infrastructure

What customer problems does it solve?

- Keeping applications up to date in a distributed environment is extremely difficult
- Applications deployed to hard drives change registry keys and file-share settings without warning
- The leading cause of application failure is the conflicts that arise between new software installs and existing applications

Why should customers buy this product?

- Eliminate compatibility problems when deploying applications on the latest operating systems
- Deliver updates faster; a single click incorporates all the necessary components
- Eliminate UAC prompts and application failures on Windows Vista

Which products are the main competitors?

- Symantec Altiris SVS
- Microsoft Application Virtualization
- VMware ThinApp 4

What are the top 3 Novell advantages?

- There are no additional agents or device drivers to support
- No need to set up or manage virtual machines
- Virtual application is a single .exe file that runs self-contained and isolated from the PC's operating system and registry

Who is using this product successfully?

- Steinbach Credit Union
- Save Mart Supermarkets

Why should I sell this product?

- Tap into the growing market for application virtualization
- Solve an expensive, time-consuming problem for your customers—a solution that could open up more budget for your services
- Leverage UAC frustrations with a quick solution that could lead to greater Novell ZENworks® upsells

More information:

www.novell.com/products/zenworks/applicationvirtualization

www.novell.com/partners/secure/enablement/



Novell ZENworks. Patch Management

What is it?

- Automated patch management software that discovers security alerts, retrieves patches and deploys the correct patch to the appropriate machines—in time to prevent system downtime and file corruption caused by virus infections and unprotected machines

What customer problems does it solve?

- Patching is an expensive, time-consuming process
- IT must often select only the most critical patches—taking risks by leaving the rest of the enterprise unpatched and unprotected
- Proving security compliance without dynamic patch reports is difficult

Why should customers buy this product?

- Automatically applies all required updates and patches, reducing or eliminating the expense and effort of manual patching
- IT can afford to patch most or all of their systems, not just a select few
- Maintains and monitors patch compliance throughout the entire enterprise

Which products are the main competitors?

- Altiris (Symantec)
- Microsoft
- LANDesk

What are the top 3 Novell advantages?

- Provides patches for more than 40 operating systems, applications and software, including Windows
- Digital Fingerprinting ensures the continual compliance of each endpoint—leaving no systems open to attack, and assuring compliance
- Policy-based remediation is fast and accurate

Who is using this product successfully?

- Alvarado Independent School District
- Helix Financial
- Liaoning TV

Why should I sell this product?

- Leverage the need to protect systems from damaging attacks and costly clean-ups
- Assist in security compliance audits
- Shift the revenue balance in favor of your services

More information:

www.novell.com/products/zenworks/patchmanagement

www.novell.com/partners/secure/enablement/



Novell ZENworks. Asset Management

What is it?

- Integrated asset inventory tool that provides a complete and accurate view of software installations and license compliance
- Asset management for hardware and software inventory, network discovery, software compliance, contract management and actual software usage

What customer problems does it solve?

- IT budgets eroded on unnecessary licensing purchases
- Inability to effectively plan IT expenditures or negotiate licensing costs
- Inability to keep compliant with license tracking and government regulations

Why should customers buy this product?

- Reduce costs by knowing exactly what's on the system and how often (or if) it's being used
- Avoid costly noncompliance penalties when it comes to licensing policies and government regulations
- Leverage licensing negotiation power with exacting insight into IT resources

Which products are the main competitors?

- Altiris Asset Management Suite
- Microsoft System Management Server
- LANDesk

What are the top 3 Novell advantages?

- Sophisticated recognition engine goes far beyond simple “header” or “.exe” tags and identifies versions, editions, suites, models and more
- Does more than scan hard drives—advanced auto-discovery process accurately identifies all the software running on the system
- No duplicates, overcharges, undercharges or reports of installs that don't exist

Who is using this product successfully?

- Sesame Workshop
- Toll Brothers
- Watts Water Technologies, Inc.

Why should I sell this product?

- When customers don't have to pay for software they're not using, they have more budget to spend on your services
- Leverage the need to keep licensing costs down, successfully navigate software audits and stay compliant with government regulations
- Offer insight into customer IT resources as a service

More information:

www.novell.com/products/zenworks/assetmanagement/
www.novell.com/partners/secure/enablement/



Novell ZENworks. Endpoint Security Management

What is it?

- A comprehensive set of policy-enforced solutions that protect endpoint devices, including Vista and XP desktops, laptops, smart phones, MP3 players, thumb drives and other portable devices

What customer problems does it solve?

- Mobile workforces and assets require security beyond the perimeter
- Moving data and access further from the core network increases the level of risk
- Lost endpoint devices account for 49 percent of data breach points

Why should customers buy this product?

- Comprehensive endpoint protection safeguards endpoints from the major causes of data breach and theft
- Centralized management console enables IT to govern, monitor and report on all endpoint security activities
- Enterprise-wide enforcement of policies facilitates compliance with regulatory requirements

Which products are the main competitors?

- Microsoft
- LANDesk
- Altiris (Symantec)

What are the top 3 Novell advantages?

- Centralized, policy-based security management for all endpoints
- Immediately identify and remediate against attempts to compromise endpoint security policies
- Built-in client self-defense mechanisms prevent security from being shut down at the endpoint

Who is using this product successfully?

- Municipality of Gotland
- Technicolor by Thomson

Why should I sell this product?

- Leverage the growing need to extend IT control and security to the mobile workforce
- Offer a comprehensive solution on an innovative architecture rather than a cobbled-together attempt that may fail to meet the need
- Establish relationship potentials with higher levels of decision-makers as data protection requirements move IT to align operations with business objectives

More information:

www.novell.com/products/zenworks/endpointsecuritymanagement

www.novell.com/partners/secure/enabement



Novell ZENworks. Network Access Control

What is it?

- Network access control and compliance solution with fast, pre-connect testing and post-connect monitoring of Windows and Macintosh computers
- Identity-based management controls that enforce security policies and perform remediation from a central console

What customer problems does it solve?

- Unauthorized access, malicious endpoint activity, compliance with security policies
- Multiple NAC technologies and options to choose from
- Complex enforcement and remediation across heterogeneous networks

Why should customers buy this product?

- Ensure that endpoints are secure, and be able to prove it
- Prevent unhealthy endpoints from spreading damage to the network
- Get the widest possible range of endpoint testing, enforcement and interoperability options

Which products are the main competitors?

- Cisco NAC
- Microsoft Network Access Protection

What are the top 3 Novell advantages?

- Vendor-neutral solution embraces all emerging NAC standards; Novell is a Microsoft NAP partner
- Scalability to support hundreds of thousands of endpoints
- Fast pre-connect testing doesn't interfere with end-user productivity

Who is using this product successfully?

- Robins, Kaplan, Miller & Ciresi LLP
- Fort Huachuca
- Symantec

Why should I sell this product?

- Connect with Microsoft customers who are looking for a NAC solution
- Offer a NAC solution that doesn't require expensive network infrastructure upgrades or architectural changes, and works in existing environments
- Leverage the need to keep compliant for endpoint computing

More information:

www.novell.com/products/zenworks/networkaccesscontrol/
www.novell.com/partners/secure/enablement/



Novell ZENworks. Handheld Management

What is it?

- Tool that standardizes, deploys, and manages software and configurations for handheld devices across the entire organization
- Management tool that centrally controls handheld devices, from data to applications and the overall security of each device

What customer problems does it solve?

- Proliferation of handheld devices has added significant burden to IT management
- Lost or stolen handhelds contain critical intellectual data that could be used by unauthorized parties
- Most handheld solutions only address management for a limited range of devices

Why should customers buy this product?

- Manage all handhelds holistically as well as individually
- Comply with corporate and government regulations by centrally backing up data stored on handheld devices
- Allow mobile employees to concentrate on doing business productively, with IT handling maintenance, configurations and support functions for handhelds

Which products are the main competitors?

- Altiris (Symantec)
- Microsoft
- LANDesk

What are the top 3 Novell advantages?

- IT can centrally administer and enforce policies on handheld devices—like password protection and corporate business policies
- Lockout and self-destruct capabilities protect intellectual property on lost or stolen devices
- It works with hundreds of handheld devices, including Palm OS, PocketPC, RIM BlackBerry and Windows CE

Who is using this product successfully?

- Gunderson Lutheran health care

Why should I sell this product?

- Centralized handheld management can reduce the burden on IT management and significantly lower support costs
- Customers can let users choose their own brand of handheld device—other solutions don't extend IT control over such a wide range of handheld choices
- The cost of the solution is much less than the cost of intellectual property losses when handheld-based corporate information is stolen

More information:

www.novell.com/products/zenworks/handhelds/
www.novell.com/partners/secure/enablement/



SUSE Linux Enterprise Desktop

What is it?

- All-in-one desktop Linux operating system and office productivity suite for the enterprise
- Cost-effective, enterprise-supported alternative to Windows
- Ideal for a range of thick clients including desktops, notebooks, netbooks, nettops and workstations

What customer problems does it solve?

- Windows and Office are expensive – high licensing costs, maintenance costs, and potential hardware upgrade costs (to get certain Vista features)
- Windows is the #1 target for viruses, malware, and spyware which significantly increases support costs and reduces enterprise productivity
- Patches, crashes and security protocols lower productivity for IT staff and end users

Why should customers buy this product?

- For a cost-effective, enterprise-ready alternative to Windows Vista and Microsoft Office
- To meet the needs of most users at a fraction of the cost
- For interoperability with existing systems and compatibility with their infrastructure

Which products are the main competitors?

- Microsoft Windows (Windows 7, Windows Vista, Windows XP)
- Microsoft Office (Office 2007, Office 2003, Office XP, Office 2000)

What are the top 3 Novell advantages?

- Significantly lower licensing costs
- Office suite included with OS
- Inherently more secure than Windows

Who is using this product successfully?

- Danville School District
- Belgian Ministry of Justice
- PSA Peugeot Citroën

Why should I sell this product?

- Help customers reduce high cost of Windows Vista and Microsoft Office so they can free up their IT budgets for value-added, strategic company initiatives
- Shift the revenue balance in favor of your services with low-cost software licensing
- Add Linux to your customers' current investments without replacing existing infrastructures

More information:

www.novell.com/products/desktop

www.novell.com/partners/secure/enablement/



SUSE Linux Enterprise Thin Client

What is it?

- Enterprise-quality desktop operating system ideal for thin client environments
- Linux thin client with customizable images based on user needs, roles and responsibilities

What customer problems does it solve?

- Fear of losing corporate data on thick client devices
- High cost of supporting fully loaded thick clients with applications users do not need
- Administrative burden of managing traditional, distributed PC environments

Why should customers buy this product?

- Stronger security through server-based computing that leaves data and applications safely in the data center
- Flexibility for rapidly creating images customized to user needs, roles and responsibilities
- Lower costs with Linux platform advantages and subscription-based licensing that charges only for updates and services

Which products are the main competitors?

- Microsoft Embedded CE
- Microsoft XP Embedded

What are the top 3 Novell advantages?

- Unbeatable security through strict lock-down capabilities and default read-only file access
- Small Linux OS footprint enables re-purposing of existing PCs into thin clients and saving on costs
- Broad runtime deployment options (USB, live CD, DVD, and over the network) and support for leading terminal services solutions (e.g., Windows Terminal services, Citrix XenApp)

Who is using this product successfully?

- Staybridge Suites
- Watts Water Technologies
- Windsor Unified School District

Why should I sell this product?

- Leverage server-side Linux offerings to enter new sales opportunities
- Shift the revenue balance in favor of your services with low-cost software licensing
- Extend the use of older hardware by offering a small-footprint solution

More information:

www.novell.com/products/thinclient

www.novell.com/partners/secure/enablement



Novell ZENworks. Linux Management

What is it?

- Linux software management solution that uses policy-driven automation to deploy, manage and maintain Linux resources
- Industry's most powerful, secure and manageable Linux management solution, with centralized control across Linux software configurations from servers to workstations

What customer problems does it solve?

- Need for enterprise-level Linux management tools
- Lack of centralized control for Linux devices
- High cost of having to travel to and manually manage machines

Why should customers buy this product?

- Consolidate the management of diverse Linux resources
- Leverage identities and policies to automate processes, control costs and optimize the value of IT resources
- Automatically back up and synchronize user files and data across multiple devices

Which products are the main competitors?

- Microsoft Systems Management Server (SMS)
- LANDesk
- Altiris

What are the top 3 Novell advantages?

- Automated, centralized management is proven to save: 70 percent on installs and upgrades, 51 percent on patch deployment, 65 percent on application management
- Provisioning servers and desktops takes hours, not weeks
- It can manage both SUSE® Linux Enterprise and Red Hat Linux distributions

Who is using this product successfully?

- Chiba Institute of Technology
- Indiana University
- Western & Southern Financial Group

Why should I sell this product?

- Leverage the ease and lower cost of automated, policy-based management
- Save customers the expense of traveling by selling a remote Linux management solution
- Put the cost savings into your own services-profit potential

More information:

www.novell.com/products/zenworks/linuxmanagement

www.novell.com/partners/secure/enablement/



Novell Identity Manager™

What is it?

- Automated user provisioning and password management across multiple systems
- Identity management for the entire user lifecycle

What customer problems does it solve?

- Reduce costs and ensure sustainable compliance
- Mitigate risk through automated provisioning of users and entitlements
- Responsiveness to changing business needs and user roles

Why should customers buy this product?

- To make sure new employees have access to the resources they need to start working
- To immediately revoke or change access when users change roles
- To automatically enforce and prove compliance with security policies
- To remove everyday tasks such as access changes and password resets from IT staff

Which products are the main competitors?

- Sun Java System Identity Manager
- Oracle Identity Manager
- CA Identity Manager
- Microsoft Identity Lifecycle Manager
- Courion Enterprise Provisioning Suite
- IBM Tivoli Identity Manager

What are the top 3 Novell advantages?

- Design tools and pre-configured policies that simplify administration and implementation
- Real-time synchronization of events across connected systems
- Integration of identity and access management with security information and event management

Who is using this product successfully?

- APACS
- Endress+Hauser
- Fraport AG
- GEHE
- Handelsbanken
- JAL Card
- Liverpool
- Tenológico de Monterrey
- Telecom New Zealand
- Vodacom

Why should I sell this product?

- The Identity and Access Management market is expected to reach \$12.3 billion by 2014
- Forrester estimates that in typical Identity Management deployments the ratio of services-to-product cost is between 3:1 and 8:1
- The modularity and out-of-the-box integration of Novell products means you can deploy a solution for customers' most pressing business challenges first—like user provisioning—then expand the solution into a more comprehensive offering

More information:

www.novell.com/products/identitymanager/

www.novell.com/partners/secure/enablement/



Novell Access Manager™

What is it?

- Comprehensive access management across business and technical boundaries
- Identity federation based on SAML, WS-Federation and Liberty Alliance standards

What customer problems does it solve?

- Secure access for employees, customers and partners
- Complete monitoring and reporting to support regulatory compliance
- Centralized, automated access control that lowers IT costs

Why should customers buy this product?

- To manage access control from one place and enforce it everywhere
- To securely share information with trusted business partners
- To grant users secure, single sign-on access to Web and enterprise applications—inside or outside the firewall

Which products are the main competitors?

- Oracle Access Manager
- IBM Access Management
- CA SiteMinder Web Access Manager

What are the top 3 Novell advantages?

- Novell is the only vendor that tightly integrates identity, access, single sign-on and security management products for a comprehensive solution that lowers implementation costs, improves return on investment and supports regulatory compliance
- Novell Access Manager integrates out-of-the-box with several leading identity stores including Novell eDirectory™, Active Directory and Sun One, and standard HTTP applications
- Novell is recognized as a leader in Web Access Management

Who is using this product successfully?

- AsureQuality
- Grupo Arcor
- National Chung Hsing University
- New York City Transit
- UMB Financial Corporation

Why should I sell this product?

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- The modularity and out-of-the-box integration of Novell products means you can deploy a solution for customers' most pressing business challenges first—like access management—then expand the solution into a more comprehensive offering

More information:

www.novell.com/products/accessmanager/

www.novell.com/partners/secure/enablement/



Novell SecureLogin

What is it?

- Enterprise single sign-on (ESSO) that simplifies and secures access to applications in multiplatform environments

What customer problems does it solve?

- Multiple passwords to remember
- Secure access to information and resources
- High costs due to password-reset calls to the helpdesk
- Unsafe mechanisms for remembering passwords

Why should customers buy this product?

- To gain the benefits of single sign-on without additional hardware or setup costs
- To ensure secure access to sensitive information with strong passwords and advanced authentication methods
- To comply with regulatory password requirements to protect sensitive information
- To strengthen security, lower IT costs and reduce helpdesk workload

Which products are the main competitors?

- CA Single Sign-On
- Passlogix v-GO Single Sign-On
- Sun OpenSSO

What are the top 3 Novell advantages?

- Fast ROI: customers can recover their investment in less than a year
- Enterprise ready: supports more than 30 terminal-based applications as well as Java-based, Web, healthcare, manufacturing and in-house applications
- Novell is a recognized leader in the Enterprise Single Sign-on market

Who is using this product successfully?

- Brasil Telecom
- Bronovo
- Ireland Department of Enterprise, Trade and Employment
- JAL Card
- Maine Medical Center
- New York City Transit
- Webster Bank

Why should I sell this product?

- The Identity and Access Management market is expected to reach \$12.3 billion by 2014
- Forrester estimates that in typical identity management deployments, the ratio of services-to-product cost is between 3:1 and 8:1
- The modularity and out-of-the-box integration of Novell products means you can deploy a solution for customers' most pressing business challenges first—like enterprise single sign-on—then expand the solution into a more comprehensive offering

More information:

www.novell.com/products/securelogin/

www.novell.com/partners/secure/enablement/



Novell Storage Manager

What is it?

- Secure, automated storage management for the enterprise
- Policy-driven provisioning, management, archiving and disposal of user and group storage based on roles

What customer problems does it solve?

- Storage management and hardware costs
- File system security and regulatory compliance
- Efficient allocation of storage resources for individuals and groups

Why should customers buy this product?

- To save thousands of hours of manual work on storage-management tasks
- To be confident that storage is secure and compliant with regulations
- To automatically migrate storage without impacting productivity

Which products are the main competitors?

- IBM Tivoli Storage Manager
- CommVault Simpana Suite
- Veritas CommandCentral from Symantec

What are the top 3 Novell advantages?

- Stronger security: both identity- and policy-based storage management
- Automated lifecycle management reduces costs associated with managing storage as users change roles and locations
- It is hardware-agnostic and supports Linux, Windows and NetWare® environments

Who is using this product successfully?

- Alvarado Independent School District
- Catholic Healthcare West
- Cobb County School District
- Municipality of Baerum

Why should I sell this product?

- The Identity and Access Management market is expected to reach \$12.3 billion by 2014, representing a tremendous revenue opportunity for Novell partners
- The product can be deployed within a few days, speeding the return on investment
- The modularity and out-of-the-box integration of Novell products means you can deploy a solution for your customers' most pressing business challenges first—like storage management—then expand the solution into a more comprehensive offering

More information:

www.novell.com/products/storagemanager/
www.novell.com/partners/secure/enablement/



Novell Compliance Management Platform

What is it?

- Identity, access and security management products with proven tools to simplify the implementation of compliance management solutions
- Components include:
 - Novell Identity Manager for user provisioning, roles-based access control and password management
 - Novell Sentinel™ for real-time security and event monitoring
 - Novell Access Manager™ for Web access management
 - Tools for identity tracking, reporting and deployment

What customer problems does it solve?

- Compliance with regulatory requirements
- Cost of manually preparing for compliance audits
- Real-time security monitoring and remediation of policy violations
- Automating manual, error-prone processes
- Knowing who has access to what, when they access, and if they are authorized

Why should customers buy this product?

- To more efficiently prepare for, and successfully pass, compliance audits
- To assure security with real-time, holistic views of all network events across the enterprise
- To automatically protect their business from internal and external threats

Which products are the main competitors?

- Oracle
- IBM
- Sun
- Computer Associates

What are the top 3 Novell advantages?

- The only solution that integrates identity and access information with security information and event management technology
- The industry's most comprehensive solution for compliance management
- It accelerates the deployment and lowers the cost of compliance management

Why should I sell this product?

- Global spending on compliance-related applications and services exceeded \$32 billion in 2008
- Approximately 33 percent of the growth in GRC spending is for technology, while 28 percent is for services
- The modularity and out-of-the-box integration of Novell products means you can deploy a solution for customers' most pressing business challenges first—like compliance automation and validation—then expand the solution into a more comprehensive offering

More information:

www.novell.com/products/compliancemanagementplatform/
www.novell.com/partners/secure/enabement/



Novell Access Governance Suite

What is it?

- A suite that improves access governance by aligning business processes with IT policies
- Components (available individually or as a suite) include:
 - Novell Roles Lifecycle Manager for simplified, effective access control
 - Novell Compliance Certification Manager for automated monitoring, reporting and remediation of access privileges

What customer problems does it solve?

- Enterprise-wide visibility into all user access privileges
- Integration with existing user provisioning infrastructure
- Simplified roles management
- Proof that policies are functioning according to requirements

Why should customers buy this product?

- Automated access management eliminates error-prone manual procedures
- IT security teams can manage constant changes to user access requirements while speeding up access delivery
- Customers can enforce enterprise security business rules while allowing business unit-specific access policies

Which products are the main competitors?

- Sun Role Manager
- Oracle Application Access Controls Governor
- CA Eurekify
- SailPoint IdentityIQ

What are the top 3 Novell advantages?

- Novell covers the full identity and access management governance lifecycle—not just role mining or role management
- Automated data acquisition and normalization lowers the cost and improves the efficiency of IT security administration
- Because it requires less configuration than competing products, the Novell solution offers significant savings

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More information:

www.novell.com/products/accessgovernancesuite/
www.novell.com/partners/secure/enablement/



Novell Sentinel™

What is it?

- Real-time monitoring, reporting and policy enforcement system
- Integrated security information and event management (SIEM) software

What customer problems does it solve?

- IT costs, security risk and regulatory compliance
- Automated correlation and analysis of events from all data sources
- Enterprise-wide remediation tracking and error prevention

Why should customers buy this product?

- To get a single view of security and compliance activities across the enterprise
- To detect security threats and compliance violations in real time
- To resolve security incidents efficiently
- To prove to auditors that IT controls are working as required

Which products are the main competitors?

- Arcsight Enterprise Security Manager
- RSA/EMC (Formerly Network Intelligence) enVision
- LogLogic
- Symantec Security Information Management (SSIM)
- Cisco Security Monitoring, Analysis and Response System (MARS)

What are the top 3 Novell advantages?

- Novell offers the most scalable and effective real-time event analysis
- Novell is the only vendor with market-leading SIEM and IAM products, integrated to provide identity-centric monitoring
- While competitors focus on platform- or device-centric network intelligence, Novell emphasizes integration

Who is using this product successfully?

- bwin
- Fairfax County Public Schools
- Handelsbanken
- Swisscard AECS AG
- Telecom Argentina

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- The modularity and out-of-the-box integration of Novell products means you can deploy a solution for customers' most pressing business challenges first—like compliance automation and validation—then expand the solution into a more comprehensive offering

More information:

www.novell.com/products/sentinel/

www.novell.com/partners/secure/enablement/



Novell Privileged User Manager

What is it?

- Provides fine-grain control of superuser and root privileges, limiting when, where and how authorized users can interact with the system
- Allows administrators to perform their jobs without exposing full superuser account credentials
- Tracks and audits privileged user activity across the organization, with detailed keystroke logging and smart risk analysis

What customer problems does it solve?

- IT administrators and others must execute commands that require elevated privileges
- Organizations needlessly expose their systems by granting full rights to root accounts
- Uncontrolled superuser access leaves the data center open to back-door entry, especially when these passwords are rarely changed

Why should customers buy this product?

- Controls access to root accounts by delegating privileged access based on specific authorization, time and place
- Limits corporate susceptibility to unauthorized transactions and information access
- Protects administrators and corporate assets by closing a dangerous security loophole

Which products are the main competitors?

- Centrify DirectAuthorize
- CA Access Control
- Symark PowerBroker

What are the top 3 Novell advantages?

- Real-time checks against policy assure user activity is valid and authorized
- Fast forensic analysis speeds resolution, which translates to cost savings
- 100 percent keystroke logging records every action users take at the privileged level

Who is using this technology successfully?

- Large UK-based bank
- Large US-based insurance and financial institution
- Nintendo

Why should I sell this product?

- Protect your customers' data from breach via privileged accounts—the primary target for hackers and disgruntled employees
- Sell to a variety of customers: this actionable, real-time privileged user security can be centrally managed regardless of underlying platform
- Provide unparalleled deployment speed and easy updates—a strong competitive advantage

More information

www.novell.com/pum

www.novell.com/partners/secure/enablement

