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# NORTON SMALL BUSINESS

# Introducing Norton Small Business

## Product description

Norton is getting back into the small business segment with the introduction of new Norton Small Business. With decades of experience in cybersecurity, and leveraging our N360 portfolio as the basis for this new product, we are a perfect partner to protect business devices and customer data. Above and beyond, NSB extends the longevity of PCs with optimization software and offers additional tools to safeguard privacy and security while online.

## Why is this important?

- Small businesses up to 10 employees are **\$4B opportunity** (US market comprising \$1.2B) - 2022 data.
- Norton aims to compete more aggressively in the SB segment, leveraging its history + strong brand.
- This first step to meet the needs of VSBs. By FY25, we'll expand our offering to address larger small bizs.

## How does this fit in our portfolio?

- **New Norton Small Business** with 2 plans:
  - **Norton Small Business** competes aggressively against products typically priced at £100 or less (top seller).
  - **Norton Small Business Premium** adds more features for those looking for a comprehensive offering.



# Target Audience

**Primary Target:** Very Small Businesses w/ NO IT (VSB no IT)

**Secondary Target:** Sole Traders, SMB no IT



**SOHO**  
(Small office, home office)



**Sole Traders**

- Business with no employees (eg freelancer)
- Utilizes consumer products for business
- Less enthusiastic about features speaking to 'business' needs



**VSB no IT**

- **Very** small business owners without an IT department
- ~2-10 employees (including owner)
- Concerned about risks posed by employees' online behavior
- Provide employees with computers, but don't want to spend time setting it up



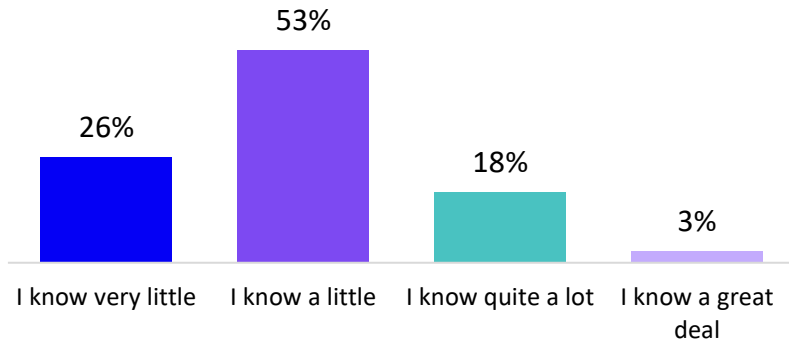
**SMB no IT**

- Small business owners without an IT department
- ~11-20 employees
- Outsources help for IT tasks once in a while
- (Hypothesis) Looking for device management for better security

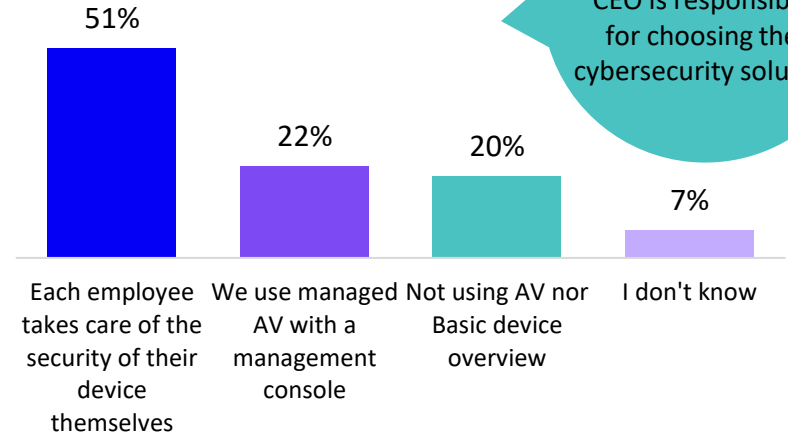
# Customer Insights

Most VSBs + SMB no IT do not know much about security, and management is not centralized

### Cybersecurity knowledge (All)



### Online security management (All)



In 67% of businesses the owner/founder/CEO is responsible for choosing the cybersecurity solution

Cybersecurity knowledge (All) - SC1 How knowledgeable would you consider yourself on the current state of the cybersecurity landscape? (n=1,011)

Online security management (Rebased to all) - SC5 How is the online security managed in your business? (n=1,011)

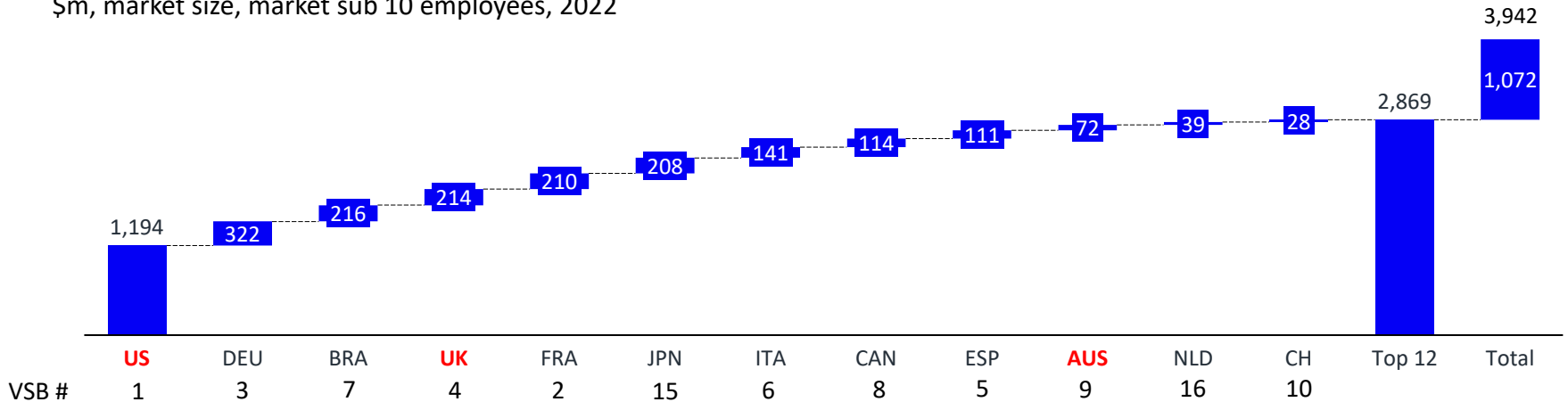
Person responsible for cybersecurity (All) - SC7 Who is responsible for managing and monitoring cybersecurity in your organisation? (n=1,011)

# Market Insights

Sub 10 employee market is \$3.9bn, growing 8%

Top 12 momentum markets for VSB is \$2.87bn (17% Direct, 7% Telco/Retail, 42% Reseller/VAR, 34% MSP) growing at 9%

\$m, market size, market sub 10 employees, 2022



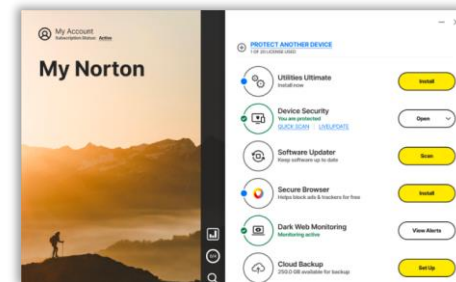
Note: Ranked top geos by bookings value for both small business and consumer  
Source: Gen Reporting, FY21, Analysys Mason SMB Tech Tracker

# Norton Small Business



**Why?** Cybercriminals target small businesses like yours because they are easy prey.

**Value proposition** **24/7 triple-lock cybersecurity for your team**  
Let us help you protect your business, wherever you are. Feel confident that your day-to-day online activities, employees' devices, and customer data are getting the protection they need.



**Benefits / KSPs (3-4)**

**Protect your business like a pro (without having an IT pro)**  
You don't need an IT specialist or cybersecurity knowledge to use Norton Small Business. It's easy to install and runs in the background on Windows, Mac, Android, and iOS — allowing you to focus on your business.

**Reduce security risks related to your employees' online activities**  
No company is too small to be a target of cybercriminals. Secure your business with robust security and equip your employees with tools to give them the freedom to work remotely, even on mobile devices.

**Keep your business PCs performing at their best for longer**  
Computers lose performance over time unless they're well-maintained. Automated cleaning and optimization helps keep your Windows PCs running at peak efficiency for better performance.

**Disaster-proof your business-critical data**  
Data loss due to hardware failure or ransomware attacks can be devastating. Using an antivirus and keeping three separate backups of your data is the best practice to avoid that. Norton Small Business allows you to have an additional backup in our cloud and recover important files when needed.

Supported platforms: Win, Mac, Android, iOS/iPadOS

Product page: [LINK](#)  
ACT: [LINK](#) + [Feature Avail. Matrix](#)  
Others: [Support](#)

# Norton Small Business – Product Overview

	Features	New NSB	New NSB Premium
<b>Entitlement</b>	Device count	6D/10D/20D	10D/20D
	Price FP / RNW	FP - £74.99/£89.99/£119.99 RNW – £89.99/£129.99/£199.99	FP £89.99/£149.99 RNW £199.99/£299.99
<b>Essentials</b> Features we must have to have the right to play	Antivirus and firewall	●	●
	Password manager	●	●
	Standard device overview	●	●
	Webcam protection	●	●
	Secure browser	●	●
<b>Differentiators</b> Differentiate from competitors	VPN		● (Unlimited)
	Cloud backup	250GB	500GB
	Software updater	●	●
	Utilities (PC Cleanup/Speedup)	●	●
<b>Advanced</b> Appeals to those more concerned about cyber safety	Driver updater		●
	Dark Web Monitoring	●	●

# Gen<sup>TM</sup>

[GenDigital.com](https://GenDigital.com)