

New Email Protection SaaS Plans & Pricing

Frequently Asked Questions – Barracuda Partners

Overview: What's New?

What is the change?

Barracuda will be replacing existing Email Protection bundles (Essentials Compliance, Essentials Complete, Total Email Security, Total Email Protection) with optimized three-tier 'Good-Better-Best' Software as a Service (SaaS) plans and pricing.

Why are we introducing new plans and pricing for Barracuda Email Protection?

Our new Email Protection plans are better aligned to customer needs and buying preferences based on an extensive market research study. The new plans will enable you to accelerate your Email Protection SaaS business with a focus on Office 365 and to provide enhanced security for your customers.

What are the new Barracuda Email Protection Plans?

New Barracuda Email Protection plans are Advanced, Premium and Premium Plus.

CAPABILITIES	ADVANCED	PREMIUM	PREMIUM PLUS
Spam and Malware Protection	✓	✓	✓
Attachment Protection	✓	✓	✓
Link Protection	✓	✓	✓
Email Continuity	✓	✓	✓
Email Encryption	✓	✓	✓
Data Loss Prevention	✓	✓	✓
Phishing and Impersonation Protection	✓	✓	✓
Account Takeover Protection	✓	✓	✓
Automatic Remediation	✓	✓	✓
Domain Fraud Protection		✓	✓
DNS Filtering		✓	✓
Threat Hunting and Response		✓	✓
Automated Workflows		✓	✓
SIEM/SOAR/XDR Integration		✓	✓
Cloud Archiving			✓
Office 365 Backup			✓
Data Inspector			✓
Attack Simulation			✓
Security Awareness Training			✓

What are the benefits for customers and Barracuda partners?

Customers will benefit from simpler and straightforward SaaS plans which are aligned to their willingness to pay. Barracuda partners will be able to accelerate their email protection business growth with simpler sales process and one story to tell, and be able to offer an enhanced security posture to their customers.

Why are we calling these 'Plans' instead of 'bundles'?

'Plans' is the industry accepted terminology for "good-better-best" SaaS solutions. 'Plans' are a group of capabilities that solve a problem. 'Bundles' is a group of standalone solutions that are offered as a deal, usually for the short term. We want to move away from the 'bundles' approach.

When will the new Barracuda Email Protection plans launch?

The new Barracuda Email Protection Plans will launch on December 6th, 2021. A global press release will go out on December 7th, 2021 announcing the new plans.

What is the new pricing for Email Protection plans?

Please refer to the FY22-Q4 pricelist that will be posted on the Partner Portal on December 6th, 2021.

What do we offer to non-Office 365 customers?

You can create solutions from our current a la carte offerings. The following will work for non-Office 365 customers:

- Email Gateway Defense
- Domain Fraud Protection
- Cloud Archiving
- Security Awareness Training
- DNS Filtering (BCS)

Will this impact Barracuda MSPs?

New Email Protection plans will only be available for the Core business. MSPs will continue to sell existing Email Protection bundles (Essentials Compliance, Essentials Complete, TEP). The only change MSPs will see is the updated product branding in the UI. For example, Sentinel is now named Impersonation Protection.

What is our message to hybrid (Core + MSP) Partners?

New plans can be purchased through our Core business, there is no change to the MSP offerings at this time.



Plans and Capabilities

Does this impact Email Threat Scanner (ETS) in any way?

No change to ETS for customers or partners. It will work the same way it does today. Previously, prospects would leverage the ETS to trial Sentinel. We will continue to support this; prospects will now trial both Impersonation Protection and Domain Fraud Protection.

Are there any changes to functionality of a la carte subscriptions?

No changes to a la carte product functionality. The only adjustment is for Sentinel, which will now be sold as two capabilities: Impersonation Protection and Domain Fraud Protection.

What is SOAR/SIEM/XDR integration capability?

It uses our Incident Response public APIs and syslog events to integrate with a customer's SOAR, SIEM or XDR platforms.

Which BCS (Barracuda Content Shield) is included with in the Premium plan? BCS or BCS Plus?

Standard BCS is currently included within the Premium and Premium Plus plans. BCS Plus is not included in any of the packages. If a customer needs BCS Plus, they can purchase BCS Plus as an a la carte subscription add-on alongside an Email Protection plan.

What's going to happen to a user that buys "Advanced"? Will they see the DMARC and Incident Response capabilities in their UI even though they don't have access?

The customer will only see the capabilities included within their subscription. This means a customer with the Advanced plan will *not* see Domain Fraud Protection (DMARC) or the Incident Response capabilities (e.g. Automated Workflows) that are not included in the Advanced plan.

A la carte subscriptions

Will I still be able to sell a la carte subscriptions?

Yes, you will still be able to sell the following a la carte subscriptions either standalone or coupled with a plan. Note that the naming convention is changing to make it more descriptive on existing a la carte subscriptions:

- Email Gateway Defense (*formerly Essentials Security Edition*)
- Impersonation Protection (*formerly Sentinel*)
- Domain Fraud Protection (*formerly DMARC part of Sentinel*)
- Incident Response (*formerly Forensics and Incident Response*)
- Security Awareness Training (*formerly PhishLine*)
- Content Shield
- Cloud Archiving Service
- Cloud to Cloud Back Up
- Data Inspector



Will a la carte subscriptions be available as add-ons to the new plans?

Yes, all a la carte subscriptions will be available as an add-on to the new plans.

Are there any changes to the functionality of a la carte subscriptions?

No changes to a la carte product functionality. The only adjustment is for Sentinel, which will now be sold as two capabilities: Impersonation Protection and Domain Fraud Protection.

Can I still sell Sentinel standalone after new plans are available?

Yes, you can continue to sell Sentinel as standalone product. Sentinel is now comprised of two SKUs going forward:

- Impersonation Protection, which includes AI-enabled phishing and account takeover protection
- Domain Fraud Protection, which includes DMARC analysis and reporting

A customer can choose to buy one or both subscriptions moving forward. Please note Impersonation Protection is included in all new Email Protection plans.

If a customer purchases Impersonation Protection a la carte (outside of an Email Protection plan), what does their interface look like?

The UI will be branded with Impersonation Protection (it will no longer be called Sentinel). The interface will include phishing protection and account takeover protection. The additional add-on subscription of Domain Fraud Protection, if not purchased, will not be visible to the customer.

If a customer purchases Incident Response a la carte (outside of an Email Protection plan), what does their interface look like?

The UI will be branded with Incident Response ('Forensics' is being dropped from product name). Nothing else will change for Incident Response customers.

How/when will we update newly released Pro-Services documentation to align to new SaaS offerings?

Pro-Services SKUs and documentation for new plans will be made available after the new plans rollout.

Legacy Bundles and Existing Customers

What will happen with legacy bundles?

All old bundles will be available as 'renewals-only' starting March 1st, 2022. This means only existing customers with these bundles will be able to renew them. Old bundles will not be available for new purchase on or after March 1, 2022. Any new business opportunity that will not close by then should focus on the new Email Protection plans.

Overview Old Email Protection Bundles:

- Essentials Compliance Edition
- Essentials Complete Edition
- Total Email Security (TES)
- Total Email Protection (TEP)



Essentials Security Edition is basically Email Security Service and not a bundle. It will be renamed to Email Gateway Defense; customers will be able to purchase it as a standalone offering.

How long will existing quotes be honored for?

All existing quotes for legacy bundles will be honored until February 28th, 2022. If an opportunity for a legacy bundle is not closed-won by February 28th, 2022, then the in-flight quote will be updated on March 1st, 2022. We will update the legacy bundle quotes by mapping the exact a la carte subscriptions within the legacy bundle.

For example, an open TEP quote will become the following seven a la carte subscriptions on March 1st, 2022: Email Gateway Defense, Impersonation Protection, Incident Response, Domain Fraud Protection, Cloud Archiving Service, Cloud to Cloud Backup, and Security Awareness Training.

How do the new plans align/map to legacy bundles?

There is no direct 1:1 mapping from the legacy bundles to the new email packages. You can offer a la carte subscriptions.

What happens to customers with legacy bundles?

Customers with legacy bundles or a la carte subscriptions will be able to continue to renew their subscriptions.

Can an existing customer add users to their legacy bundles?

Yes, existing customers of legacy bundles and a la carte subscriptions will be able to add additional users. Existing customers will not be required to move to the new plans.

How long is the Q4 grace period to sell legacy bundles? Does this same grace period also apply to a la carte subscriptions like Sentinel and Forensics?

Legacy bundles will be available for new sale through February 28th, 2022. Starting on March 1st, 2022, legacy bundles will become “renewal only” and will no longer be available for new sale. All a la carte subscriptions will be available for new sale and renewal under their new SKUs and names on December 6th, 2021 (e.g. Forensics and Incident Response becomes Incident Response, and Essentials Security Edition becomes Email Gateway Defense). The descriptive name and SKU update for a la carte subscriptions will apply to both existing customers and prospects on December 6th, 2021.

Will we be moving our existing customers to the new a la carte SKUs and/or new plans?

We will not be moving any of our existing legacy bundle customers (Essentials Compliance, Complete, TES, TEP) to the new plans. Existing bundle customers can continue to renew or be upsold to the new plans.

Existing a la carte customers will be moved to the new corresponding a la carte SKUs. This will have no impact on product functionality or existing serial numbers. An example mapping is: Essentials Security Edition customers will be moved to Email Gateway Defense. This is the exact same product with a new descriptive naming that better resonates with prospects and customers.



Will it be possible to upsell an existing legacy bundle customer (e.g. TEP) to new packaging (e.g. Premium Plus)?

Yes. All existing legacy bundle customers can be upsold to the new packages and will maintain their existing serial number.

Pricing and Sales Operations

What is the minimum user count for all plans and for a la carte subscriptions?

Minimum user count for EMEA is 10 users. Security Awareness Training (formerly PhishLine) now has the same minimum user count as all other a la carte subscriptions (PhishLine minimum user count was previously 100 users).

Is there EDU pricing and SKUs for the new plans and a la carte subscriptions?

Yes, EDU pricing is available for new plans and updated a la carte subscriptions. Only Content Shield and Data Inspector a la carte do not have an EDU offering. Please refer to the Q4FY22 Pricelist.

Will there be a new serial number for new packages?

No, existing customers will continue to maintain their current serial number. For example, if a customer moves from TEP to the new Premium Plus plan, their serial number will not change.

How many activation keys are there per plan?

Activation keys will be based on number of subscriptions in each plan. It will be similar to how it works currently.

Will there be an international uplift on the pricing of the new plans?

It will vary but most uplifts are minimal if present. Please refer to the Q4FY22 Pricelist.

Will trials be available for new Email Protection plans?

A customer facing trial signup page will be available on Barracuda.com. In the short-term after launch, customers will need to sign-up for individual capabilities of each plan to get a trial. No single sign-on plan trial will be available immediately after the launch.

Will renewal SKUs be available for Email Protection plans? For example, Advanced plan renewing a year from now will be on Renewal SKU.

No, we will not be providing special renewal SKUs. Customers will renew on the standard subscription SKU.



