

Confidence in the Cloud

Five Ways to Capitalize with Symantec

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Overview

Cloud computing is gaining significant traction as a new IT delivery model with potential business and financial benefits. Because cloud computing is still relatively new, organizations are grappling with what this emerging delivery model is, what some of the potential barriers are, and how best to take advantage of it. IT managers, therefore, need to understand how to capitalize on the benefits while mitigating potential risks so they can have confidence in the cloud.

Symantec is helping customers capitalize on the advantages of cloud computing in five distinct ways:

- Providing hosted services to businesses and consumers
- Enabling enterprises to build their own private cloud infrastructures with Symantec software and services
- Offering cloud-ready Symantec software through third-party cloud-infrastructure providers
- Enhancing Symantec software to interoperate with cloud-based services
- Offering consulting services for cloud strategy development

As a market leader in security, storage management, data loss prevention, compliance, endpoint management, backup and archiving, Symantec is positioned to support its customers' cloud initiatives across multiple IT disciplines. By taking an information-centric approach to securing and managing information, Symantec can help organizations protect information assets as they adopt cloud computing to optimize costs and IT service delivery.

For the vast majority of organizations, the transition to the cloud will not be a clean break, but rather a gradual movement of applications, services, and supporting infrastructure into the cloud. Symantec enables customers at all stages of this transition.

Hosted services lower costs and simplify IT

Symantec offers hosted services for any organization that wants to lower costs and simplify IT administration by using applications that run on shared infrastructure in the cloud. Symantec customers benefit from the flexibility to choose hosted, on-site, and hybrid deployment models for a variety of security and information management needs.

- As a leader in Software-as-a-Service (SaaS), Symantec delivers hosted messaging security, Web security and email archiving and continuity to more than nine million business users in more than 100 countries through Symantec™ Hosted Services (formerly MessageLabs™ offerings).
- More than nine million consumers enjoy the benefits of Symantec SaaS offerings through Norton™ Online Backup, available separately and also included in the Norton 360™ All-In-One Security.

Leveraging infrastructure software for private and public clouds

Symantec provides market-leading software and services to help service providers and enterprises build out their own public and private cloud infrastructures. In addition to leveraging our own software to deliver our Hosted Services, including the largest SaaS storage infrastructure in the world, we work with leading Web companies, SaaS vendors, Telcos, and other service providers to help them build, protect, and manage some of the largest and most sophisticated cloud infrastructure environments anywhere. Symantec provides solutions for security, compliance, availability, storage management, data protection, and endpoint virtualization for the highly virtualized and scalable environments required for cloud computing.

- **Security and compliance** The cloud model requires secure interfaces between users and endpoints, endpoints and backend infrastructure, and between services. Each of these interfaces presents a set of challenges: technical, operational, and contractual. Symantec security, access control, and compliance solutions secure and manage the information on both sides of these interfaces.
- **Availability** Public and private cloud providers depend on system availability. Symantec solutions for clustering, replication, and automated high availability and disaster recovery (HA/DR) enable service providers to deliver the appropriate level of availability for the service being delivered.
- **Storage management** Virtualized, scalable environments require optimized storage management that provides visibility into allocation and utilization. Symantec storage management solutions provide scale-out file systems that can leverage low-cost commodity servers and storage and make massive scalability possible. Symantec™ FileStore information services platform helps customers build and manage internal cloud storage capabilities as application needs change.
- **Data protection** Backup also needs to be optimized for the virtual environments typical of cloud infrastructure. Symantec solutions support multiple virtualization technologies and offer advanced management and reporting that help cloud administrators handle their data protection challenges. Symantec deduplication and archiving solutions enable efficient offline data management, disk-based replication, tiered storage, and retention.
- **Endpoint virtualization** End-users of cloud-based services can benefit from the rich applications delivered through endpoint virtualization. These virtualized, portable workspaces are secure client environments that are

insulated from the underlying client OS and patch levels. Symantec endpoint virtualization solutions allow applications to be centrally managed and streamed to users on demand.

Cloud-ready software simplifies deploying Symantec solutions in the cloud

Symantec provides cloud-ready software for deployment in private clouds and through third-party cloud-infrastructure providers. Symantec also provides the security, storage management, and other solutions that organizations rely on in their data center and extend them into customer-selected cloud environments.

- Symantec is working with leading providers to include our solutions to customers who are leveraging Platform-as-a-Service or Infrastructure-as-a-Service. When customers configure their virtual environment for storage, servers, databases, etc., they can select Symantec technologies to deploy and run on that stack.
- Additionally, Symantec is enabling customers who wish to use a "Bring-Your-Own-License" model in which they use existing off-the-shelf Symantec software and successfully deploy and manage it on third-party cloud platforms.

Cloud-enabled Symantec software enhances IT capabilities

As the cloud model evolves and matures, interoperability between on-premise software and cloud-based services will enhance flexibility for IT managers. Symantec believes that the cloud computing model will become a composite of services working together in a way that best meets the service-level requirements and portfolio procurement objectives of an organization. "On-ramps to the cloud" can provide increased flexibility because organizations can decide which security and other services they want to manage and procure on-premise versus in the cloud. They also increase functionality by leveraging cloud services to add incremental value to existing infrastructure.

Some examples of what Symantec is delivering on now and in the future:

- Infrastructure security is inherently a cloud-based delivery model; once security software is installed on a client device or gateway, it is continually updated with virus and spam definitions and other preventative security updates. At Symantec, these updates are based on knowledge derived from monitoring the threat landscape and heuristics such as reputation-based risk assessments collected, analyzed, and delivered from the cloud to devices all over the world. Symantec customers already have a choice in how much or how little of their email security they want to manage in the cloud versus on-premise. Symantec anticipates offering customers the option to move endpoint security management completely to the cloud as well.
- Symantec offers cloud-based storage as a backup target in our market-leading backup products. For example, customers using Symantec Backup Exec™ System Recovery can back up to an on-premise or remote tape or disk target, or to Symantec Online Storage™ for Backup Exec cloud-based service.
- Symantec supports interoperability between both hosted email security and on-premise data loss prevention (DLP). To support this type of hybrid environment, Symantec™ Data Loss Prevention v10 now interoperates with Symantec hosted email security and other third-party email security solutions, for maximum deployment flexibility.

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- Symantec Storage Foundation™ on-premise products already leverage cloud-based Veritas™ Operations Services from Symantec for up-to-date scanning and assessment of storage and HA/DR configurations, using a cloud-based repository of thousands of known configurations, patches, and vulnerabilities to communicate with and update on-premise environments.
- In the future, Symantec anticipates the opportunity for customers to leverage Symantec's advanced HA/DR and clustering software to replicate and fail over to third-party cloud-based DR sites, and is working with leading service providers to enable these scenarios.

Cloud strategy development reduces risk and maximizes cloud benefits

In addition to technology offerings, Symantec™ Consulting Services offers Cloud Strategy Development services to help organizations define the value of cloud services in their environments and translate an organization's business needs into actionable strategy for most cloud service delivery structures. Symantec also layers lifecycle management around these services to reduce risk, and avoid common mistakes and pitfalls.

Symantec provides services in:

- Data migration to help organizations classify and prioritize their mission-critical data before migrating, which helps manage the related risks, security issues, and complexities of migrating data while controlling costs.
- Data center migration to help large enterprises manage the benefits, risks, and complexity of migrating a data center.
- Future-state architecture to help define the IT architecture required to ensure that IT and business strategies are aligned.

For more information on Symantec's cloud approach and products, visit <http://www.symantec.com/cloud>, or go to our newsroom at <http://www.symantec.com/news>.

About Symantec

Symantec is a global leader in providing security, storage and systems management solutions to help consumers and organizations secure and manage their information-driven world. Our software and services protect against more risks at more points, more completely and efficiently, enabling confidence wherever information is used or stored.

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