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## Symantec pulls Veritas into Information Integrity vision as Microsoft looms

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MARKET DEVELOPMENT

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### Event Summary

- Less than a month after completing the biggest acquisition in the software industry's history, and eager to prove the synergies of the deal, Symantec has unveiled the first offerings combining its own technology with that of Veritas.
- As expected, the first integrated offering will be around email archiving and security, and it stretches across a wide variety of products aimed at keeping email running. Full product integration will take at least six months.
- Symantec will push ahead with its 'information integrity' strategy, which it outlined last year as its top-line messaging for targeting enterprises with joint offerings, combining information security (Symantec) with information availability (Veritas).

### The 451 take

Given that it's less than a month since the deal was completed, the fact that Symantec is providing product integration roadmaps is an important step in winning over the hearts and minds of all stakeholders. Integrated offerings around specific applications or business functions such as email will be crucial in helping Symantec's enterprise sales team open new doors and, crucially, position it for the expected Microsoft threat. But Symantec is challenging the 'silo' mentality of how technologies supporting applications such as email are currently purchased, and it will have to move slowly to avoid alienating customers. Also, Symantec must decide where Veritas' utility computing mantra fits within its information integrity strategy.

### Details

**Symantec's** Email Security and Availability Solution isn't a product itself, but rather a collection of capabilities that, when implemented together, can keep email systems running, protected, secure and managed over their lifecycle. It encompasses a number of individual products, including data reduction outside the firewall with Symantec's 'anti-spam router'; risk reduction and internal email protection with Symantec Mail Security; and records retention, discovery and retrieval with the **Veritas** Enterprise Vault and Accelerator tools. Underpinning this is Veritas' stack of foundation products for email backup, clustering, DR and storage management.

The products won't be integrated overnight, although some work is already under way around spam retention. Symantec's focus is to ensure in the short term that the products are interoperable and that the respective sales and support teams are up to speed. In the next six months, Symantec will work to further integrate the email security and archiving elements for compliance-related data, and beyond that will add new value, such as compliance-oriented workflow and dynamic rules sharing across the message store and archive. It will also provide common licensing and integrated virus scanning. Symantec plans to release similar integration efforts on a quarterly basis. Next up will be regulatory compliance and business continuity.

## Competitive landscape

The message Symantec is pushing is a fairly simple one: customers want a single place to go for critical applications such as email. Symantec also claims market leadership in each category. Additionally, Symantec notes that the large security players, such as **Trend Micro**, **Computer Associates** and **Network Associates**, don't stretch into the storage space, while the backup and recovery, storage management and email archiving specialists, such as **EMC** and **IBM**, don't have the security domain expertise.

Of course, the elephant in the corner is **Microsoft**, which is on a security spending spree and is clearly Symantec's biggest threat. Recent purchases include **Sybari Software**, which makes antivirus and anti-spam software for email, as well as anti-spyware player **Giant Company Software** and, most recently, email security specialist **FrontBridge Technologies**. FrontBridge's messaging protection software, which also provides instant-message archiving and spam filtering, will be integrated directly into Exchange.

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