



Ptak, Noel & Associates

Convergent Trends Changing IT Operations

Symantec: Enhanced Email Security and Availability Benefit the Enterprise

Shortly after completion of the VERITAS acquisition, Symantec is announcing the first fruits of the merger. With this announcement, Symantec demonstrates the business reasons behind the combination of these two successful companies to become the fourth largest software company. The newly announced solutions focus on the task of addressing Email security and assured availability. Let's examine the enterprise challenges Symantec identifies and then review the plan to deliver a solution able to resolve them.



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What's the Issue with Email?

Email has become the de facto 'official' repository of enterprise records and data. Information and documents once collected in filing cabinets, information audit trails, strategy development and tactical implementation – all of the history of enterprise processes and policies now reside in Email. In most cases, this happened without planning or foresight – it just evolved over time as Email became the dominant form of corporate communication.

Today, Email also represents a corporate asset as well as a potential liability. Improper handling, illegal or proscribed contents, bungled archiving and restoration – have the potential to result in major headaches for management, in the form of legal liabilities, and the significant legal costs in the form of litigation and/or fines for the enterprise. As a result, Email now requires the same formal protection, security and availability, as has previously been the unique characteristic of written records.

The explosive growth in the volume of enterprise Email is well known. Statistics on its growth are widely available as is documentation of the threats posed by spam, viruses, deliberate sabotage attempts, and accidental damage. For these reasons as well as legal requirements, legislated compliance, and operational imperatives – today's enterprises require structured solutions and processes to manage Email.

As shown in Figure 1 below, assuring Email security and availability requires implementing and managing three functions. The three management functions focus on efforts to:

1. Keep Email Running – The infrastructure that underlies the delivery of email services requires active maintenance and protection. This represents a major operational task.
2. Keep Email Protected – The implementation and management efforts required to stop and track spam, block viruses, assure e-mail are uncontaminated and free of phishing, and other threats to the integrity of the Email itself. These threats must be addressed both externally (i.e. blocking them before they enter the enterprise) and internally (i.e. neutralize and minimize damage from threats and problems that have entered the enterprise Email system.)

3. Manage the Email Lifecycle – Email records, for both legal and legislated reasons, must be available and accessible for some period of time. This involves managing the integrity, and accessibility of enterprise Email records including archiving policies and requirements, record indexing and structure, and processes for searching and retrieving records.

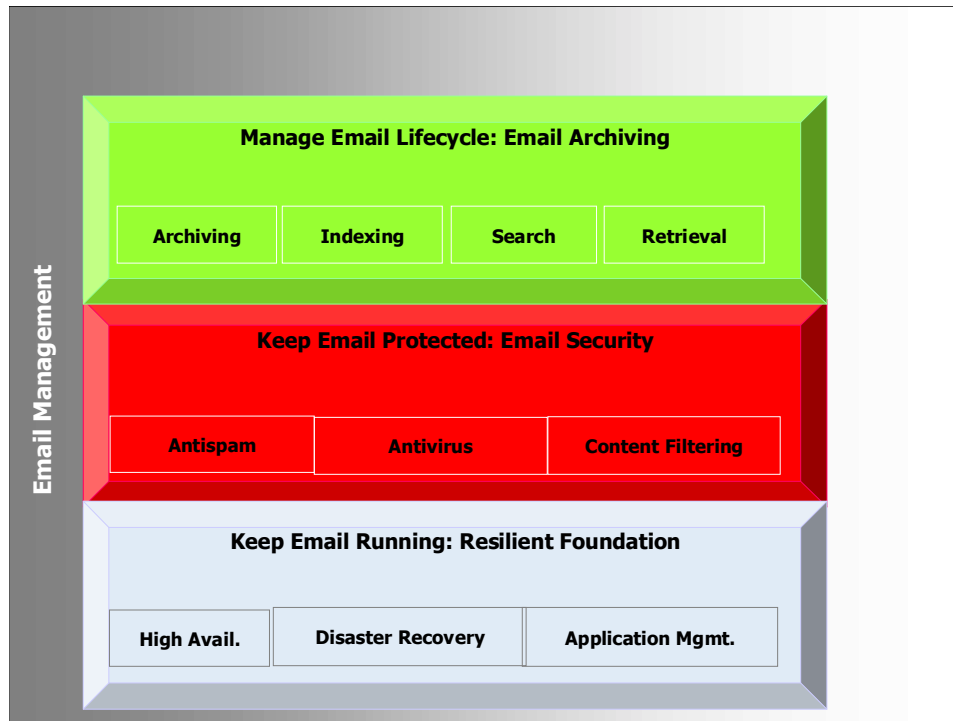


Figure 1. End-to-End Email Management

There exist a range of vendors today providing a variety of products that independently address each of these areas. Thus, Enterprises have a wide choice of sources for the functionality needed to address the challenge of managing business Email. The business problem with such an approach is that the enterprise ends up with either a large internal integration project or having to hire a third party to perform the integration. The problem facing the vendors is that more and more enterprises want a complete solution, not internal projects or third-party customization. Symantec will provide an integrated end-to-end solution that addresses all of these areas. Let's look at what they plan to do as well as what they deliver today.

The Symantec Solution

The Symantec solution combines products from both companies to provide a comprehensive solution that fits the needs and demands of today's resource constrained enterprise IT operations. Today's enterprise IT focuses on solving business problems. Regulatory compliance for management, tracking, access and retrieval forms a particularly complex problem. Email requires both monitoring and management to protect both the enterprise and its employees from a wide range of potential legal liabilities and threats. Today's enterprise IT wants complete solutions that install easily, quickly deliver payback and can

automatically operate according to enterprise policies. To meet these requirements, Symantec will provide a complete solution with automated workflows that can be adapted to enterprise specific needs. Symantec will continue to offer flexible implementations that fit the varying enterprise operational styles. Their solutions will be available in the following forms: as licensed software applications, appliance based, and hosted services.

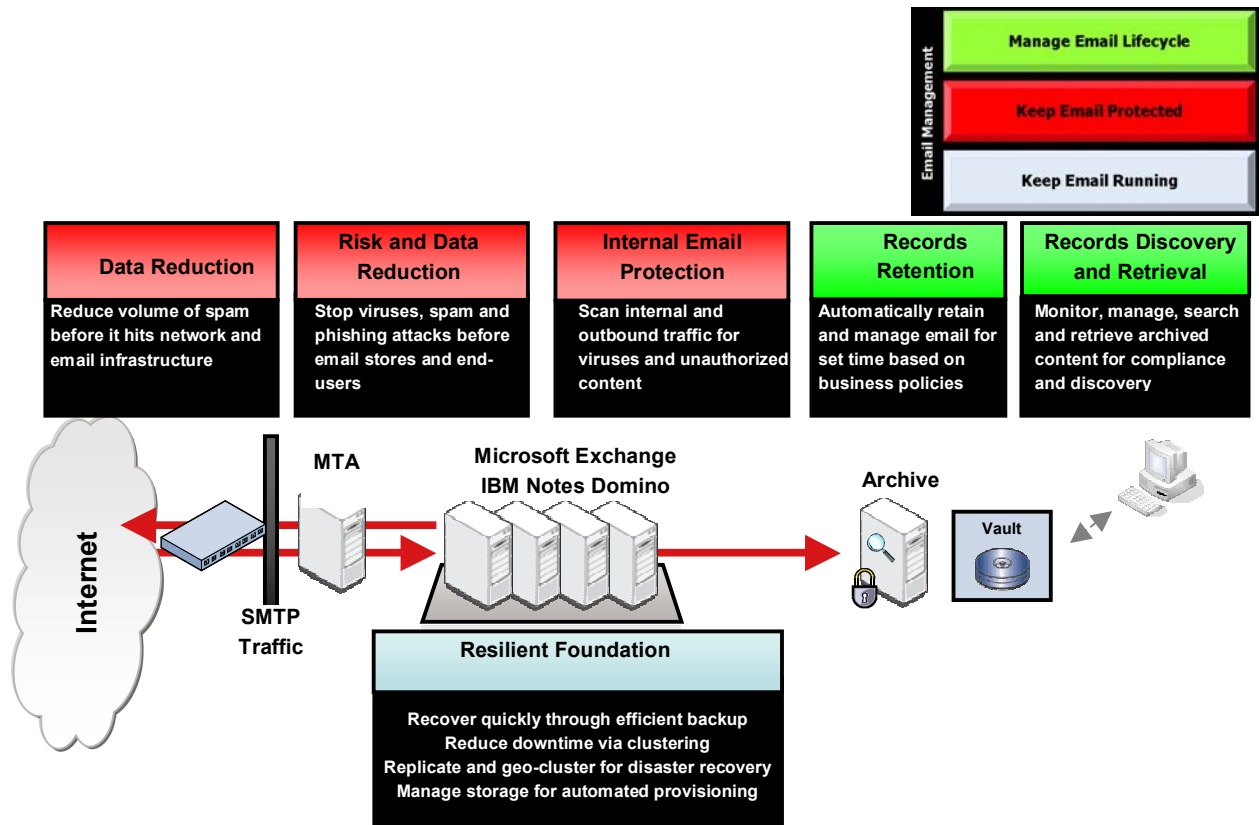


Figure 2 Email Management Solutions

As shown in Figure 2, Symantec’s unique solution leverages existing products to enable incremental value for customers on Day 1 of the New Symantec. The implementation plan to create a more integrated solution will arrive in phases over the next 12 months. The first phase of the solution appears as a loosely integrated, but fully tested and verified solution that assures all products perform smoothly together to meet enterprise expectations. The focus will be on assuring reliable and consistent interoperability of the complete solutions suite. Individual products for this first phase will include Symantec’s Mail Security product line (e.g. for SMTP, Domino and MS Exchange protection – across software, appliance and hosted service solutions); Enterprise Vault (EV) (e.g., Enterprise Vault Compliance Accelerator and Discovery from VERITAS); and NetBackup and Backup Exec (from VERITAS), and Storage Foundation (from VERITAS).

Symantec will leverage existing and emerging technologies as it continues to invest significant Research & Development effort to develop a robust infrastructure capable of delivering a global response to security threats. Phase 2 follows in about 6 months with the first true product integrations in the form of interaction between Email Security and Enterprise Vault. Phase 3 will provide significant enhanced value in the form of common compliance workflows, an ability to share rules and interface in real-time.

Symantec's goal with this comprehensive email solution is to:

1. Reduce overall infrastructure (network, servers and storage) costs,
2. Improve overall service levels (in terms of performance, availability and security),
3. Address critical policy needs (regulatory/policy compliance and legal discovery)

Symantec believes that no other company offers as complete a solution that addresses the total e-mail problem. Symantec delivers a complete approach based on real-life usage – not just a collection of products.

PNA finds much to like in Symantec's approach. Symantec identified pressing problems in managing business Email and responded with a truly comprehensive solution, which has no current match.

Symantec presents a realistic plan for implementation and integration. They explicitly acknowledge the differing needs and operational styles of enterprises, and offer solutions targeted to respond to these needs. PNA believes that Symantec needs to provide some additional aids to help enterprises recognize how they can start now to implement and benefit from these solutions. Business-oriented usage models that extend beyond compliance and migration concerns, and even explicit examples such aids will help hesitant enterprise executives and IT operations staff to see themselves as benefiting from Symantec's comprehensive approach and motivate purchase.

The Final Word

Ever since the VERITAS announcement, Wall Street has seemed intent upon punishing John Thompson and his team for daring to acquire out of a well-defined market niche. With the acquisition complete, the emerging first fruits of that decision demonstrate the wisdom and vision underlying the move. The combined product teams found significant synergy between the merged companies in Email and Email infrastructure management. Now the fourth largest software company is taking on the task of providing an integrated, end-to-end solution to manage and protect what has become the formal and official repository of company records. We think Symantec has a real winner here.

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About Ptak, Noel & Associates

With a belief that business and IT success are inseparably intertwined, Ptak, Noel & Associates works with its vendor and enduser clients to identify, understand, and respond to the implications and impact of today's trends and innovations on the future of IT Operations.

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About the Author

Richard Ptak has over 30 years experience in systems product management working closely with Fortune 50 companies in developing product direction and strategies at a global level. Previously Ptak held positions as senior vice president at Hurwitz Group and D.H. Brown Associates. Earlier in his career, he held engineering and marketing management positions with Western Electric's Electronic Switch Manufacturing Division and Digital Equipment Corporation. He is frequently quoted in major business and trade press such as Investor's Business Daily, The New York Times, The Wall Street Journal, Business Week, ComputerWorld eWeek, and InformationWeek. He is the author of "Manager's Guide to Distributed Environments," (John Wiley & Sons, 1998). In addition, Ptak was technical editor of "Cisco Internet Architecture Essentials Study Guide: Cisco Internet Solutions Specialist" by Mathew Recore, Jeremy Laurenson, and Scott Herrmann (Cisco Press, 2002). Ptak holds a master's in business administration from the University of Chicago and a master of science in engineering from Kansas State University.