



The Symantec Open Collaborative Architecture

Customers are dealing with an explosion of information and employing multiple solutions to secure and manage their information. The result is a multitude of management consoles, agent components, storage and database requirements that pose training, management and support challenges. Enabling collaboration and interoperability across these solutions takes considerable time and energy.

The Symantec Open Collaborative Architecture directly addresses these issues by simplifying these requirements.



Rob Clyde
VP of Technology
Office of the CTO
Symantec Corporation

As Vice President of Technology, Rob Clyde sets the technology vision and strategy for Symantec, a world leader in providing solutions to help individuals and enterprises secure and manage their information. Rob and his team identify emerging technologies and which ones might be of interest to the company. Over his career, Rob has been involved in over two dozen acquisitions. In late 2006, Rob identified the strategic nature of the Altiris architecture and its potential as a basis for Symantec's open

What is the Symantec Open Collaborative Architecture?

Rob Clyde: The Symantec Open Collaborative Architecture is a technology direction for Symantec to create greater interoperability between Symantec solutions and third-party solutions. The Open Collaborative Architecture—an open, standards-based set of guidelines and technologies for interoperability—allows customers to maximize their investments through easy management of the infrastructure with greater efficiency and control across more platforms.

The Open Collaborative Architecture prescribes an evolutionary approach to interoperability and solution building by using standard Web-services, Web-based security, workflow management and configuration management technologies to provide customers with greater flexibility to build complex, multi-disciplinary solutions that can be tailored to specific business needs. The Open Collaborative Architecture provides partners and customers with the ability to integrate their applications with the Symantec Management Platform (formerly the Altiris Platform). The Web services-based architecture provides data sharing and IT automation to streamline process execution and reduce the cost and risk of IT ownership.

Is the Open Collaborative Architecture a new product from Symantec?

Steve Morton: The Open Collaborative Architecture is not a new Symantec product, nor is it a new, built from the ground up, management framework. It is based on existing technologies that are already part of the Symantec portfolio. With the portfolio of products that Symantec has, there is an opportunity to tie a lot of standalone solutions together into a broader whole. As a result, Symantec can demonstrate immediate integration efforts and customers don't have to wait for years to achieve results.

Which of Symantec's products are currently integrated with the Open Collaborative Architecture?

architecture and drove the acquisition of Altiris.

Specialized teams within Symantec's Office of the CTO such as Symantec Research Labs, a comprehensive assembly of scientists innovating the next generation of technologies, and the Advanced Concepts Team, which creates innovative first generation security products, were founded under Clyde's direction.

With more than 25 years of information security experience, Clyde is a recognized industry authority and is a pioneer in the development of intrusion detection and policy compliance products. Clyde served as vice president of engineering for security management, assisting in growing the company from \$8M in 1994, to more than \$125M in 2000. Clyde earned a bachelor of science degree in Computer Science from Brigham Young University, where he graduated magna cum laude.



Steve Morton
VP, Product Management

Steve Morton: Several key technologies from across the portfolio support the Open Collaborative Architecture including endpoint security, data protection and server management. Integrated products include Symantec Endpoint Protection, Backup Exec System Recovery, Veritas Configuration Manager and Data Loss Prevention.

How is the Open Collaborative Architecture different than the other approaches that companies have been taking to date?

Rob Clyde: Nearly every major software vendor has touted integration throughout the last year. But they have either architected monolithic platforms or collaborate within a specific vertical market. Symantec differs with the Open Collaborative Architecture by using existing technologies that are a part of the Symantec portfolio to build on customers' existing IT investments so that a wholesale replacement of the existing infrastructure is not required.

For example, the option is available to integrate with the centralized management console while still retaining an existing management console or using Symantec's Management Console. Another example of the many options the Open Collaborative Architecture can provide is through the use of Workflow. The Workflow server can be used as part of the delivery of a product or can have individual Workflow components that are delivered with the product. With as many choices and flexibility that the Open Collaborative Architecture offers, teams are not forced into a situation where major surgery has to be done on a product in order to collaborate.

What are the customer benefits of integrating Symantec's products into the Open Collaborative Architecture?

Steve Morton: There are a number of benefits, with the first being the ability to gain greater value from Symantec products since the products are able to share information, workflow, tasks, etc., thus decreasing complexity. Because of this end users have fewer steps, don't have to enter the same information over and over again and can leverage that underlying information.

The Open Collaborative Architecture reduces IT management costs through standardization and automation and provides a better infrastructure reliability and tighter security controls. It helps to minimize the risk of making changes to the IT environment and standardizes the IT processes and shares information across multiple departments and teams.

Faster time to market is another benefit to the customer as well as the ability to leverage Internet technologies and Web services for larger scale deployments. End users will have the benefit of being able to streamline processes in order to align with industry standards such as ITIL. Using the Open Collaborative Architecture will also enable better operational

Endpoint Security & Management Symantec Corporation

Steve Morton has more than 14 years experience in IT software product strategy and management as well as a strong background in selling to IT buyers. At Symantec, he has built world-class product marketing and management teams that have defined IT lifecycle management and service-oriented management to help fuel the rapid adoption of Symantec's endpoint management technologies.

Prior to Symantec, Steve was a senior product manager at Peregrine Systems giving him significant experience in asset and service management technologies. He also held senior positions in services and support management for Knowlix and Open Market.

Steve has spoken at numerous industry events on systems management topics including the service desk and asset management and level 0 self-help technology. Steve is also the host of Symantec's ManageFusion user conference keynote which is done in a talk-show format and is the lead singer of the Symantec house band, ManageThis! He has a bachelor of science degree from the University of Colorado.

decisions, and take the guesswork out of assessing the impact of changes and will provide improved regulatory compliance and audit tracking abilities.

What third-party solutions integrate today with the Symantec Management Platform? What are your plans for integration with third-party products?

Steve Morton: Symantec currently has more than 60 commercial partners participating in the Symantec Developer Program that have built solutions on top of the Symantec Management Platform. Partners include a range of solutions from security to network management to hardware management. Symantec continues to work with companies interested in providing integrated solutions for greater interoperability.

What is the Symantec Developer Program?

Steve Morton: The Symantec Developer Program is our program designed to help partners and end users integrate onto the Open Collaborative Architecture. It is a subscription-based program that provides SDKs, support services, and a developer community to help Symantec customers and partners leverage and integrate their software solutions with the Symantec Management Platform using the Open Collaborative Architecture. The Open Collaborative Architecture provides a rich set of services such as a centralized management database, client/server communications and policies driven by Symantec notification services, and workflow integration. Vendors won't have to do a lot of the initial work and can get a lot of immediate benefits as the Open Collaborative Architecture is used. The Symantec Developer Program provides customers and business partners with access to the interfaces and documentation for these valuable services.

What benefits will a member gain through the Symantec Developer Program?

Steve Morton: Membership in the Symantec Developer Program helps customers and partners extend the value of their software solutions through integration with the Symantec Open Collaborative Architecture. Depending on the membership level chosen, this includes access to a centralized online community with developer forums, Software Development Kits (SDKs), technical support and training, supplemental documentation, marketing support, and product certification testing. It's a holistic program that ensures vendors are successful with the products brought to market.

Where can I go to get more information about the Symantec Developer Program?

Steve Morton: Visit the Symantec Developer webpage at <http://www.symantec.com/partners/theme.jsp?themeid=sdp>.

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