Shaping the Future of Information Protection Today

Many businesses today struggle to fully adopt current technology trends. The way we will conduct business in the future will all be in the cloud. It will all be mobile. And we will constantly be connected.

In previous columns, I’ve discussed the consumerization of IT and how key trends such as cloud, virtualization, and mobility are contributing to the information explosion. This unprecedented growth in information requires organizations to take new approaches in protecting their business-critical data today to prepare for the future. At the RSA Conference in February, I talked about the workforce of tomorrow and how their behaviors are transforming the way we work.

To harness the benefits of this transformation, we’re working on solutions to help customers seamlessly adapt to the growth in information and the evolving technology landscape. At RSA, we announced general availability of the first layer of Symantec O3, our cloud information protection platform. This initial layer, Symantec O3 Cloud Identity and Access Control, provides companies with a single, secure access point to cloud applications and services.

We also announced advances in our Symantec Enterprise Mobility strategy, which includes device security and management enhancements for iOS and Android platforms, as well as general availability of Symantec Data Loss Prevention for Tablets. These advances provide cross-platform, multi-application protection to help customers secure mobile data and enable business productivity across both corporate managed and personally-owned unmanaged devices.

On the virtualization front, we announced multiple security integrations with VMware that enable customers to proactively and completely protect their information, whether it’s in a physical or virtual environment. We also launched Better Backup for All. Our new backup and recovery solutions will help customers overcome the challenges associated with managing multiple products for virtual and physical infrastructures, significantly reducing the cost of doing backup. Our goal is to drive out up to 80 percent of operational expenses over the next five years.

In our cover story for this issue, France Telecom – Orange Group CIO Pascal Viginier provides insights into what the company’s IT organization is doing to help leverage transformative IT trends to drive business value. Readers will want to check out our two features as well. One provides a list of tips that IT organizations need to consider when preparing for the cloud—whether developing their own private cloud services or adopting services from the cloud. The other feature spells out strategies that IT organizations should consider when building and managing data retention and expiration policies, particularly from the standpoint of lower storage costs and reduced IT risk.

The IT landscape is constantly changing, presenting new ways of working that introduce new opportunities and challenges. Symantec ultimately wants you to be confident in facing these challenges by helping you protect what matters most to your organization—your information.

Regards,

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