PROTECTED CLOUDS:

Symantec solutions for consuming, building, or extending into the cloud

Confidence in a connected world. ✓Symantec™

BLUE SKIES AHEAD?
Yes—*if* you are protected when you move to the cloud.

Lately, it seems as if every enterprise has its head in the clouds. IT demands efficiency, business units demand flexibility, and end users demand convenience. Add growing budget pressures into the mix, and it's easy to understand why people are turning toward cloud computing. A recent survey of IT professionals found that by 2014, 75 percent of respondents plan to pursue a private cloud computing strategy, and 50 percent of organizations are already using some form of SaaS as part of their application strategy.[1]

But it's not all sunshine up there. An October 2011 study of more than 3,700 IT professionals in 35 countries exposed significant gaps between expectations and results in four key areas: time-to-provision, scalability, efficiency, and security.[2]

Private/Hybrid: Goals Missed[3]
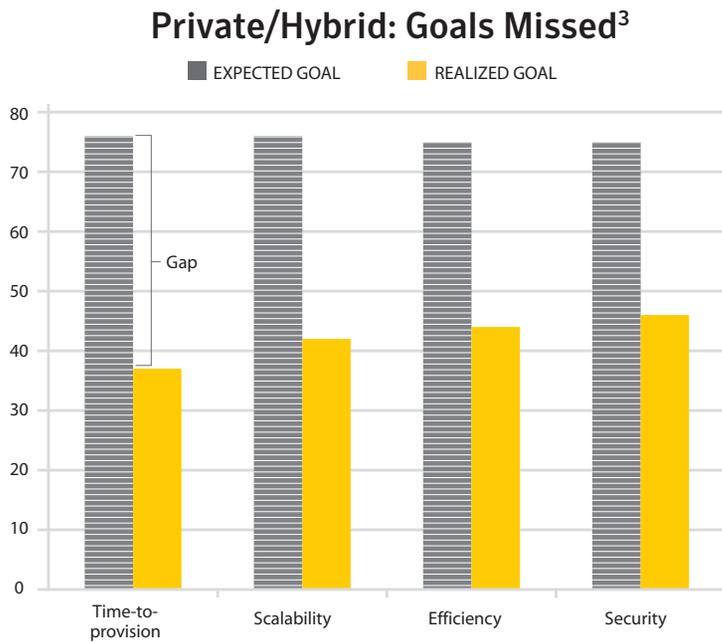
In every area of cloud ambition, enterprises are experiencing significant gaps between what they want and what they get.

1. Gartner, "Hype Cycle for Cloud Computing 2012," Gartner Research, August 2012.
2. Applied Research and Symantec, "2011 Virtualization and Evolution to the Cloud Survey," October 2011.
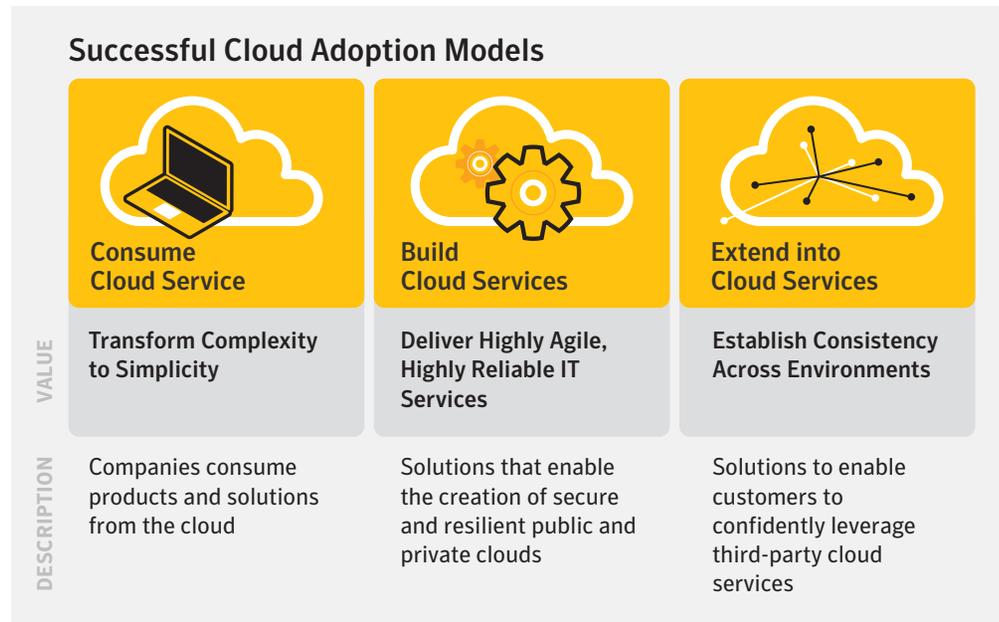3. Ibid

Reach for the cloud from more solid ground

The reality is that your path to a protected and confident cloud may be scattered with potholes. While the move to the cloud often yields operational efficiencies and business agility, it must not increase your availability or security vulnerabilities. Your enterprise must remain protected in the move to the cloud.

Cloud outages and cloud breaches can be avoided with an approach that aligns with your IT investment strategy. Three patterns of successful cloud deployments have emerged: consuming cloud services directly, building cloud services, and extending your existing IT to leverage other third-party cloud services. These models differ in key success factors, required skills, vendor capabilities, and investment priorities.
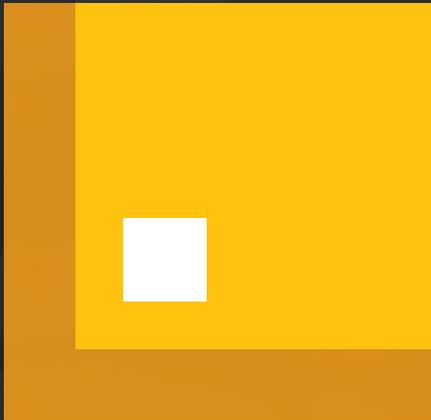
Whether you want to consume services directly, build your own cloud for internal operations or external reach, or extend into third-party clouds safely and efficiently, Symantec delivers a path to a protected cloud that helps you be more confident in your cloud.

Successful Cloud Adoption Models

	Consume Cloud Service	Build Cloud Services	Extend into Cloud Services
VALUE	Transform Complexity to Simplicity	Deliver Highly Agile, Highly Reliable IT Services	Establish Consistency Across Environments
DESCRIPTION	Companies consume products and solutions from the cloud	Solutions that enable the creation of secure and resilient public and private clouds	Solutions to enable customers to confidently leverage third-party cloud services

1

CONSUME CLOUD SERVICES:

Simplify IT with hosted services

One model of cloud computing that enterprises have embraced is hosted services. Through this model of the cloud, businesses can consume more services without assuming more responsibilities for purchasing, installing, managing, and maintaining new hardware, systems, or software. Directly consuming cloud-based services requires up-front evaluation and ongoing oversight to ensure your information remains safe and available.

Segments by Cloud Service Models

Traditional IT	IaaS	PaaS	SaaS
Application	Application	Application	Application
Data	Data	Data	Data
Runtime	Runtime	Runtime	Runtime
Middleware	Middleware	Middleware	Middleware
O/S	O/S	O/S	O/S
Virtualization	Virtualization	Virtualization	Virtualization
Servers	Servers	Servers	Servers
Storage	Storage	Storage	Storage
Networking	Networking	Networking	Networking

▮ **You manage**　　▮ **Provider manages**

Businesses look to simplify their IT by relying on cloud service providers to deliver more and more of the IT stack. In this model, the provider must ensure your information remains protected.

Pre-integrated SaaS solutions with unparalleled customer support

A cloud-based solution is only as good as its ability to deliver upon its promises. In the business-critical areas of security and data protection, Symantec provides a backbone of strength that makes it safe to consume services from the cloud. Get the services you want, the way you want them:

- **Proven:** With Symantec, your services are backed by industry-leading service level agreements (SLAs)—24x7x365 customer support. Symantec has a track record of more than 11 years of success delivering services in more than 100 countries.

- **Pre-integrated:** Select among 16 SaaS-based solutions designed and pretested to work with each other *and* with your current infrastructure investments.

- **Performance-driven:** Start small and grow. Symantec cloud services scale with your enterprise, delivering the performance you need as you need it.

Symantec solutions available through the cloud

Security Incident and Event Management
- Symantec™ Managed Security Services

Communication Security
- Symantec™ Email Security.cloud
- Symantec™ Email Encryption.cloud
- Symantec™ Instant Messaging Security.cloud

Data Protection and Management
- Symantec Enterprise Vault.cloud™
- Symantec™ Email Continuity.cloud
- Symantec Backup Exec.cloud™

Authentication Services
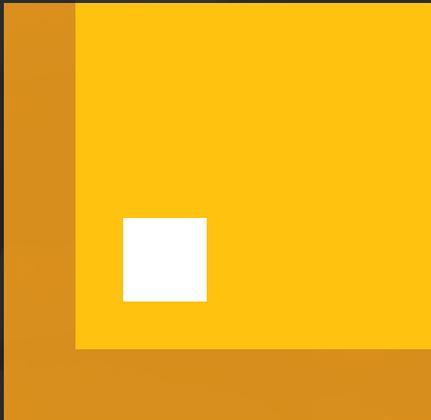- Symantec™ Validation and ID Protection Service

End User Protection
- Symantec™ Web Security.cloud
- Symantec™ Endpoint Protection.cloud

2

BUILD CLOUD SERVICES:

Assemble and deliver protected cloud services

Many enterprises want the agility and efficiency promised with cloud computing, but they still desire the visibility and control they have in their data center. Symantec allows you to build your public and private cloud on the best foundation possible—the investments in architecture, systems, and knowledge you've already made.

Instead of locking your business into a single-vendor solution, or demanding a complete overhaul of your infrastructure, Symantec's cutting-edge storage, availability, security, and backup portfolio serves as the bridge between the infrastructure you have and the cloud capabilities you need.

The genius of a heterogeneous approach

In the real world of mixed IT environments, Symantec allows you to build clouds efficiently:

- **Your systems, your solution:** With Symantec, you can build your cloud with the hardware, operating systems, databases, and applications you currently have in place. As your ambitions grow, you're not locked into one "cloud in a box" solution—Symantec allows you to expand with the most efficient options available.

- **Secure and compliant virtual infrastructure:** Many clouds are built leveraging virtualization technologies, and Symantec provides deeply integrated, highly protected support for virtualization technologies such as VMware® and Microsoft Hyper-V®.

- **Keep your cloud up and running:** Reduce or eliminate downtime for mission-critical applications, and in the event of failure, automatically re-orchestrate business services running on different platforms.

- **Single console for complete control:** For maximum agility, Symantec provides centralized management and single-window visibility across any operating system platform or storage type, from application to backend device.

More than 200 of the world's biggest clouds, such as SalesForce.com, Amazon.com, Comcast, and Vodafone, either rely on or are delivered by Symantec.

Symantec solutions for building clouds

Build secure and compliant clouds
- Symantec™ Critical System Protection and Symantec™ Protection Suite to harden cloud servers
- Symantec™ Control Compliance Suite to ensure compliant clouds
- Symantec™ SSL Certificates and Symantec™ Web Security for secure cloud interactions
- Symantec™ Data Loss Prevention to determine which workloads should be private cloud
- Symantec™ Encryption for information security for cloud

Build resilient private clouds
- Symantec™ Application HA
- Veritas™ Cluster Server from Symantec
- Veritas™ Cluster File System from Symantec
- Symantec NetBackup™ and Symantec Backup Exec™
- Critical System Protection

Build Storage as a Service
- Veritas Storage Foundation™ from Symantec
- Veritas™ Operations Manager
- Symantec™ DataInsight for Storage
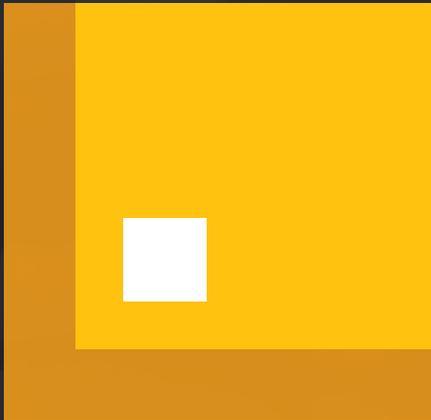- NetBackup and Backup Exec

Build public cloud services
- Backup, archive, and harden cloud-facing servers
- Deliver clean pipe and security controls automation
- Endpoint security and management service

3

EXTEND INTO THE CLOUD:

Public cloud interactions with private cloud control

New public cloud services go online every day, and they represent an attractive opportunity to seize new capabilities without imposing new demands on your internal systems. With the right connections, the open borders between private IT and public clouds can add agility to your operations.

But the wrong kind of connections—without control or visibility—can expose your enterprise to unwelcome risk. Worse, employees may be using unauthorized cloud services (for email or social media, for example), creating a "shadow IT" that escapes your detection—and your supervision.

Symantec helps you extend your existing IT investments and leverage third-party cloud services safely and efficiently. Through a centralized control point for all cloud interactions—public, private, or "shadow"—Symantec allows you to leverage the flexibility of public resources without sacrificing the consistency of your security and compliance controls.

Visibility and efficiency from the ground up

With Symantec solutions, businesses can accelerate the adoption of third-party public cloud services, minimize the risks of external cloud and mobile devices, and prove compliance for the cloud.

- **Intelligent interactions:** What's going out, in, and across? Symantec O$_3$™ supports most public cloud applications, giving you complete visibility and control over the what, who, and how of information movement.
- **Lighting up the shadows:** On-premise or in the clouds, your assets are protected wherever your data and employees go, even within the "shadows" of unauthorized cloud services.
- **Consistent compliance:** Symantec solutions can automatically detect and intercept sensitive data for management, applying consistent legal and regulatory controls to information without compromising the speed of business conduct and communications. End result: efficient operations with an audit trail of accountability.
- **Leverage third-party storage clouds:** Symantec backup solutions support several leading cloud storage vendors, allowing you to seamlessly leverage external cloud storage.

Symantec solutions for extending into the cloud

Secure public cloud interactions
- **Symantec O$_3$:** The new control point for the public cloud that applies granular policies to internal and external cloud applications with context-based authorization.
- **Symantec™ Encryption Desktop, Powered by PGP™ Technology:** Enforces control against breach of data with encryption and helps enterprises achieve regulatory compliance outcomes.
- **Symantec™ Data Loss Prevention Network Discover:** Detects data transmission and data spill events to public clouds while managing breach risks and enforcing compliance.
- **Symantec™ Web Gateway:** Detects shadow IT projects and prevents Web-borne malware contamination.
- **Control Compliance Suite:** Establishes end user policy for cloud services, educates, measures participation, and more.
- **Symantec™ Security Information Manager:** Monitors access to cloud services, maps user identity and activity.
- **Symantec™ Mobile Management:** Proxy app traffic via gateway for mobile devices on LAN; removes apps by policy.
- **Symantec Strong Authentication Services:** Provides strong authentication of end users, controls breach risk from unauthorized third-party access.

Secure your shadows

Symantec solutions not only allow you to safely extend your business into the cloud, but help you secure the "invisible" cloud activities within your organization, including:

- Cloud file share services such as Dropbox™, Box™, Microsoft® Office 365, and more
- Social media activity on LinkedIn, Facebook, YouTube™, Twitter, etc.
- Cloud email services such as Google® Gmail
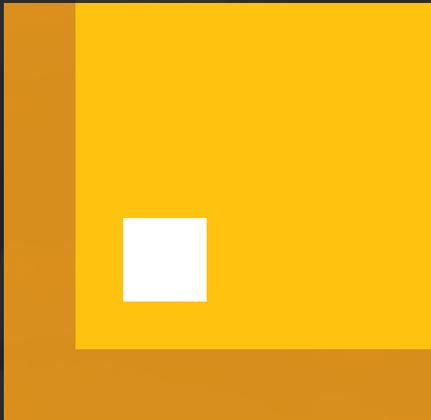- IaaS on the cloud, such as Amazon Web Services™

Symantec solutions for extending into the cloud

Backup and archive to hybrid clouds

- NetBackup and Backup Exec with OpenStorage Technology (OST)
- Backup appliances with cloud connectors
- Symantec Enterprise Vault™

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ARE YOU READY FOR THE CLOUD?

Cloud computing offers efficient ways for businesses to gain agility without adding unnecessary costs. But compromises in access, compliance, and risk have opened gaps between expectations and results. **Before you invest in the cloud, be sure you have solid answers to the following questions:**

1. Are you clear about why you are moving to the cloud? Will you consume cloud services, build private or public cloud services, or extend your IT to leverage external clouds?

2. How can you deliver highly agile IT as a service without exposing the business to **new risks**?

3. Are your vendor **service level agreements** sufficient to guarantee cloud service performance?

4. Are you confident that you can keep multitiered private cloud applications running on different platforms **highly available**?

5. Will you have to rebuild your infrastructure, or can you **leverage your current IT investments** to build the cloud you want?

6. Are you locked in to one platform vendor, or can your cloud **support a heterogeneous environment**?

7. Can you **see and manage** all data interactions between internal systems and third-party clouds?

8. Can you **control "shadow IT"** engagements by employees accessing unauthorized cloud services?

9. Are you able to ensure **consistent legal and regulatory** compliance across all cloud/internal interactions?

10. How can you leverage your **virtualization investments** to deliver private cloud?

For help in answering these and other cloud-related questions, talk to a Symantec cloud authority by visiting: www.symantec.com/cloud or by calling: 1 (800) 721-3934.

Symantec Cloud Security Essentials Training

The more informed you are, the more protected you'll be. The Symantec Cloud Security Essentials course covers the 13 domains of cloud security outlined by the Cloud Security Alliance and demonstrates the implementation of Symantec products to secure confidential data in the cloud. Lead your industry and prepare for the Cloud Security Alliance's Certificate of Cloud Security Knowledge exam with this unique training course.

For more information

Visit our website
www.symantec.com/cloud

To speak with a Product Specialist in the U.S.
For details on product coverage for your area, call toll-free +1 (800) 745-6054 or visit http://go.symantec.com

To speak with a Product Specialist outside the U.S.
For specific country offices and contact numbers, please visit our website.

About Symantec
Symantec protects the world's information and is the global leader in security, backup, and availability solutions. Our innovative products and services protect people and information in any environment—from the smallest mobile device to the enterprise data center to cloud-based systems. Our industry-leading expertise in protecting data, identities, and interactions gives our customers confidence in a connected world. More information is available at www.symantec.com or by connecting with Symantec at go.symantec.com/socialmedia.

For specific country offices and contact numbers, please visit our website.

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