

**Q Why is Symantec acquiring Nukona?**

A Symantec has signed a definitive agreement to acquire privately-held, Nukona for its innovative mobile application management capabilities that enable organizations to completely separate personal and corporate data on both corporate or personally owned devices. By acquiring this technology, Symantec can further help IT organizations protect data and applications and embrace the “Consumerization of IT” and “Bring Your Own Device” (BYOD) trends.

In addition, the acquisition Nukona will complement the acquisition earlier this month of Odyssey Software, a provider of mobile device management (MDM). Odyssey provides the foundation MDM core to enroll and manage all necessary device settings across a broad range of platforms, while Nukona will provide an innovative approach to seamlessly deploy, secure and control applications without requiring the enterprise to manage the devices. By offering both mobile device and application management across multiple platforms, Symantec will offer one of the broadest solution-sets to truly solve BYOD use-cases. For more acquisition information go to: [http://go.symantec.com/Nukona\\_Odyssey](http://go.symantec.com/Nukona_Odyssey)

**Q What is Nukona?**

A Founded in 2010, Nukona is a privately-held company providing innovative enterprise mobile solutions that enable IT organizations to leverage the power and popularity of Consumer Devices. Nukona’s unique enterprise-grade mobile application management solution delivers an intuitive self service app store experience that embraces the native experience for the individual user, while also providing the level of management, control and security that IT requires to support data loss prevention and compliance on both personal and corporate devices. For more information: <http://www.nukona.com>

**Q How does this acquisition fit into Symantec’s mobile strategy.**

A Consumerization and access to information from mobile devices is leaving enterprise IT departments struggling with requirements of device choice, supporting a new era of mobile apps and the blurred lines between corporate and personal data. To address mobile access to enterprise data and applications, Symantec has outlined a comprehensive strategy that includes device management, application and data protection, threat protection and enterprise integration. Nukona enhances Symantec application protection efforts and complements device management by enabling customers to completely separate personal and corporate data. This allows personal devices to be used for business purposes while ensuring that the business apps and data are managed and secure.

Nukona is one of the many investments and innovations Symantec is delivering to help customers protect mobile data and applications across both corporate managed and personally owned unmanaged devices.

**Q What will this mean to Nukona customers?**

A Symantec intends to continue to offer and support Nukona’s App Center™. Nukona customers will also have access to additional information management and security solutions from one vendor – Symantec. We believe this strategy will provide Nukona customers with access to exceptional information management capabilities across all endpoints. For now, Nukona and Symantec customers should continue doing business as usual with each respective company, until otherwise advised. Any changes will be announced in advance.

**Q What will this mean to Symantec customers?**

A Symantec customers will be able to completely separate personal and corporate data on corporate or personally owned devices and confidently embrace the “Bring Your Own Device” (BYOD) trend. This separation of assets, will help customers keep corporate data secure and in control of the organization and personal data intact and in control of the device owner.

From their own private-branded app store or app center, organizations will now be able to quickly and easily deploy secure native and web apps. By securely distributing and managing mobile applications and content, Symantec customers will be able to address corporate data security concerns around data loss prevention, encryption and authentication on a per-application basis.

**Q Where are the synergies between Symantec’s and Nukona’s product offerings?**

A Nukona’s application management solution complements the Symantec mobile device management offering by enabling organizations to completely separate personal and corporate data on both corporate managed and personally owned unmanaged devices. Symantec Mobile Management enrolls and manages all necessary device settings across a broad range of platforms, while Nukona provides an innovative approach to seamlessly deploy, secure and control applications without requiring the enterprise to manage the devices.

Nukona also complements other Symantec technologies by managing and protecting mobile apps with policies, including authenticating users, encrypting sensitive files, preventing data leakage and selectively wiping corporate data. Furthermore, the flexibility of Nukona’s cloud or on-premise enterprise app-stores is in line with Symantec’s choice of delivery models.

**Q What products does Nukona currently offer?**

A Nukona is a provider of Nukona App Center™ a Mobile App Management solution supporting iOS and Android and HTML5. Nukona’s offerings include an Enterprise App Store for application distribution and in the enterprise edition a full Policy Manager that “wraps” both native and web applications with a management and security shell that allows IT to apply security policies without requiring any changes to the application. Policies can include user authentication, enforcing encryption and enabling restrictions that can prevent other common forms of data leakage, such as document sharing. Nukona’s solution allows personal devices to be used for business purposes while helping organizations ensure that the business applications and data are managed and secure.

<u>App Distribution &amp; Management</u>	<u>Corporate Policy Enforcement</u>	<u>Secure Content Center™</u>
<ul style="list-style-type: none"> <li>• Corporate-branded enterprise app store</li> <li>• Drag-n-drop app deployment</li> <li>• Intuitive administrative web portal user interface</li> <li>• Easy on-boarding with email invitations to new users and notifications of app updates</li> <li>• Customizable identities including full integration with identity infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>• Nukona Policy Engine automatically “bakes in” security &amp; policy for apps</li> <li>• No changes to existing apps required, no SDK’s, no API’s</li> <li>• Enforce or restrict user authentication, encryption, data storage, offline access, document sharing, copy/paste, other API’s</li> <li>• Nukona Secure Browser secures new and existing web apps</li> </ul>	<ul style="list-style-type: none"> <li>• Entitlement based document and content distribution to employees</li> <li>• Security and policies applied to content</li> <li>• Revoke, force update, data loss prevention on content that enterprise cares about</li> <li>• Same easy user experience as App Center™</li> </ul>