Benefiting from On Demand Software, Introducing Symantec Protection Network

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Jeff Kaplan, THINKstrategies
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Introduction
Information: Lifeblood of a Company
Protecting Information Top Concern

![Chart showing concerns by business size]

- **Improving data availability & recovery**
  - Very large business (n = 31)
  - Medium sized business (n = 60)
  - Small business (n = 134)

- **Managing more storage**
  - Resource utilization

- **Improving storage**
  - Resource utilization

Symantec Vision 2007
Limited Resources = Increased Risk

<table>
<thead>
<tr>
<th>Limited Resources</th>
<th>Increased Risk</th>
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</thead>
<tbody>
<tr>
<td>• Expertise</td>
<td>• Security</td>
</tr>
<tr>
<td>• Budget</td>
<td>• Data</td>
</tr>
<tr>
<td>• Time</td>
<td>• Downtime</td>
</tr>
<tr>
<td></td>
<td>• Compliance</td>
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</tbody>
</table>
Agenda

1. On Demand Software – Benefits & Opportunity
2. On Demand Software – Relevance to IT
3. Symantec Protection Network
4. Summary
On Demand Software – Benefits & Opportunity
On Demand Software (SaaS) Defined

Software,

- Designed to leverage the web.
- Delivered as a service.
- Hosted by the vendor.
- Priced on a subscription basis.
Key Business Drivers

Drivers

- Escalating competition
- Dispersed workforce
- Data explosion and risks
- Growing IT complexity
- Tightening budgets
- Intensifying focus on core businesses
- Increasing interest in ‘out-tasking’
Key Business Drivers & Benefits

Drivers

- Escalating competition
- Dispersed workforce
- Data explosion and risks
- Growing IT complexity
- Tightening budgets
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Biggest Benefits of SaaS
Survey Results (n = 117)

- Greater ROI & Cost-Effectiveness: 40%
- Improved App Reliability & Performance: 21%
- Lower Staff Support Requirements: 19%
- Systematic Updates & Upgrades: 12%
- Other: 8%

Source: THINKstrategies/Cutter Consortium 2006
Bottom-Line Impact of SaaS

On Premise Total Cost of Ownership

SaaS Total Cost of Ownership

No Capital Expenses

Faster Deployment / Lower Ongoing Support

Managed by Experts

20—40% Lower

Savings
Interest in SaaS Continues to Grow

SaaS Adoption
Survey Results (n = 117)

Source: THINKstrategies/Cutter Consortium 2006
Overall Market Growing 18%

Sources:
Saugatuck Technology; Saugatuck 2nd Annual SaaS Research Program Preliminary Research Findings; March 2007
Gartner Predicts 2007: Software as a Service provides a viable delivery model
Common SaaS Adoption Patterns

Consumer Experience Influencing Professional Preferences

Unilateral End-User, SBU Adoption of SaaS Solutions
On Demand Software – Relevance to IT
## Moving from SaaS 1.0 to 2.0

<table>
<thead>
<tr>
<th>SaaS 1.0</th>
<th>SaaS 2.0</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Simple, hosted apps</td>
<td>• Multidimensional apps</td>
</tr>
<tr>
<td>• Focus on business apps</td>
<td>• Includes IT management</td>
</tr>
<tr>
<td>• One size fits all, no customization</td>
<td>• Multiple configurations, more versatile</td>
</tr>
<tr>
<td>• Limited control and accountability</td>
<td>• Greater control and vendor accountability</td>
</tr>
<tr>
<td>• Proved the concept</td>
<td>• Producing greater value</td>
</tr>
</tbody>
</table>
### SaaS Expands from Business Apps to IT Management

<table>
<thead>
<tr>
<th>Back Office</th>
<th>Front Office</th>
<th>Inter Office</th>
</tr>
</thead>
<tbody>
<tr>
<td>ERP</td>
<td>CRM</td>
<td>Collaboration</td>
</tr>
<tr>
<td>Finance</td>
<td>SFA</td>
<td>SCM</td>
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#### BUSINESS APPLICATIONS

<table>
<thead>
<tr>
<th>Data Protection</th>
<th>Security Systems Mgmt</th>
<th>Network Mgmt</th>
</tr>
</thead>
<tbody>
<tr>
<td>Storage</td>
<td>Remote Access</td>
<td></td>
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<td>...</td>
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#### IT MANAGEMENT
Symantec Protection Network
The Time is Right

Software as a Service
Growing adoption for "on-demand software." SaaS offerings complement existing investments

Extending to the IT infrastructure
Online services go beyond applications to offer complete IT infrastructure protection

Technological Advances
Technological advances combined with declining system, storage and bandwidth costs

Symantec Protection Network
Symantec Software…
Delivered As Online Services

- Easy to use, easy to manage
- Secure & proven from the trusted market leader
- Cost effective
- Pay-As-You-Go based upon services & capacity
Platform: Starting with Online Backup…

Online Backup Service

Service #2

Service #3

Service #4

Registration & Profile

Online Services Management & Application Logic (Portal)

Billing

Provisioning

Support

Data Centers & Operations
Online Backup Service

Online Backup

- Always-on protection
- Web-based application
- Accessible from anywhere
- Version history
- Secure data management
- Various recovery options

Customer Premise

Symantec Data Centers

Symantec Vision 2007
## Symantec Protection Network: Online Backup – Select Features

<table>
<thead>
<tr>
<th>Features</th>
<th>Benefit</th>
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<tbody>
<tr>
<td><strong>Always On Protection</strong></td>
<td>• Files are automatically protected as they are changed (copy-on-write backup capability coupled with scheduled snapshots). Supports Windows 2000, 2003, XP</td>
</tr>
<tr>
<td><strong>Web-Based Application</strong></td>
<td>• Ability to configure backups, restore data from any supported browser</td>
</tr>
<tr>
<td><strong>Accessible from Anywhere</strong></td>
<td>• Web-based nature enables access from any location via the internet</td>
</tr>
<tr>
<td><strong>Version History</strong></td>
<td>• Maintains history of file versions according to service plan</td>
</tr>
<tr>
<td><strong>Private Key Encryption</strong></td>
<td>• All customer data encrypted with private key (256 AES) and transmitted via SSL</td>
</tr>
<tr>
<td><strong>Redundant Data Centers</strong></td>
<td>• Application &amp; data in redundant data centers to ensure availability; Data Centers are SAS 70 audited.</td>
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<tr>
<td><strong>Reporting</strong></td>
<td>• Reports on alert history, backup/restore history, storage consumption, billing, etc.</td>
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<tr>
<td><strong>Alerting</strong></td>
<td>• Alert via Email, SMS, Voice for storage allocation, backup/restore failure, inactivity, new agent authorization, account management, etc.</td>
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<tr>
<td><strong>Backup Exec Integration (Future)</strong></td>
<td>• Ability to use Backup Exec to specific data to be written to offsite secure SPN locations (Offline Backup service offering with future Backup Exec release)</td>
</tr>
</tbody>
</table>
How It Works: Sign Up & Install

Sign Up (Partner-enabled)

www.spn.com

Download and Install Agent

Symantec Protection Network Data Centers
How It Works: Set Backup

Select and Configure

Customer (End User)

Integrated with BackupExec (Future)

Compression, Encryption and Transmission

Symantec Protection Network Data Centers
How It Works: Restore

Search or select

Customer (End User)

Retrieve and decrypt

Symantec Protection Network Data Centers
On Demand Software
New Solutions For IT Professionals

- New Challenges
- New Tools
- New Platform for Success

Information = lifeblood
Protection is critical

On demand can help better manage & reduce risk

Symantec Protection Network

To learn more visit www.spn.com & visit the product showcase
QUESTIONS & ANSWERS

Jeff Hausman, Symantec

Jeff Kaplan, THINKstrategies
Thank You