



■ Symantec Executive Q&A

Paving the Way for Enterprise Customers

How does a large Consumer Business Unit benefit enterprise customers like you?

By Alan Drummer

The consumer comes first at Symantec, and enterprise customers come out ahead because of it. To find out why, *CIO Digest* recently sat down with Janice Chaffin, Symantec's Group President for the Consumer Business Unit.

Q. Janice, would you give us a quick picture of what the Consumer Business Unit offers?

A. Janice: The consumer portfolio is becoming broader every day. We're known as the antivirus company because of Norton AntiVirus, but Norton Internet Security and Norton 360 are actually our flagship products and account for most of our consumer business. And we have some new products that we just added to our portfolio. For instance, we acquired a company called SwapDrive, Inc. in June. Their online backup product was fully integrated into Norton 360, which allows us to expand our online backup offerings.

Q. What other kinds of innovation are you planning for the Norton product line?

A. Janice: There are a number of exciting developments in store. First, Norton 360 by itself was an incredible innovation, particularly for consumers who want security, online backup, and PC tuning in one package. Norton 360 was the first consumer product to bring these capabilities together and make them easy for the average consumer to use.

Other types of innovation that are underway include a new Web-based family safety service that uses a collaborative approach between parents and children. This is something that hasn't been done before.

A big innovation in our 2009 products is enhanced performance. Security often takes the blame for slowing down PCs. Our goal with the 2009 products has been to make them lightning fast. This has meant completely redesigning some portions of our products. We have succeeded and we're pleased that customers clearly experience the difference.

Q. That's an interesting approach. One thing about consumers is that the technologies they use are changing fast. How is that affecting enterprise IT?

A. Janice: Consumers are constantly trying to use their latest technologies, such as iPods, iPhones, PDAs, and social media software, in enterprise environments. They're going to keep driving these capabilities into the enterprise—and it's a never-ending battle for CIOs.

Some say it shouldn't be a battle—enterprises should embrace many of these technologies because they can help boost productivity.

Q. How can Symantec help CIOs in taking on these challenges?

A. Janice: We have a number of products and technologies, and even consulting services, that can help enterprises understand how to take advantage of many new technologies. With Symantec Endpoint Protection and the integrated Symantec Network Access Control option, for instance, we're making it easier to enforce security and access policies for both managed and unmanaged endpoints.

Only about **four percent** of cross-site scripting vulnerabilities were patched during the last six months of 2007, which represents an enormous window of opportunity for hackers looking to launch attacks.

Compared to the first half of 2007, phishing attacks increased by **167 percent** in the second half of 2007. **Eighty percent** targeted brands were in the financial services sector.

Source: "Symantec Internet Security Threat Report: Trends for July 2007 to December 2007," Volume 8, April 2008.

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MARGOT HARTFORD

Chairman and CEO John W. Thompson divulged in a recent interview with *Computer Reseller News*.

What is on the horizon? Resellers will see more individual products, rather than suites, solving specific problems. SaaS is part of this trend. Current offerings include Symantec Online Backup and Symantec Online Storage for Backup Exec. Future

green initiatives for Symantec include a telephone service to help consumers make their home computers more energy efficient. Customers will also be able to call Symantec and get tips on reconfiguring their PCs to reduce power consumption.

[The urban desert bloom]

An oasis in a densely populated area, Symantec's Culver City,

California campus is an environmental showcase. In recognition of Symantec's transformation of the site, the U.S. Green Building Council (USGBC) recently awarded Symantec Culver City its LEED (Leadership in Energy and Environmental Design) Gold Certification.

As an award recipient, the site had to meet high standards for sustainability,

water and energy efficiency, use of low impact materials and resources, and indoor environmental quality.

The LEED certification program is the nationally accepted benchmark for the design, construction, and operation of high performance green buildings. Read the press release at go.symantec.com/leed_certification. >

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Q. About consumers—are they a bigger target for malicious threats than enterprises?

A. Janice: Yes. We know that consumers are the target for almost 90 percent of malicious attacks. One reason is they typically aren't protected as well as enterprises. Once a consumer machine is compromised, it can serve as a gateway for attacks on other machines, including those in enterprises.

Q. So how does this fact affect the R&D effort at Symantec?

A. Janice: We're focused on protecting consumers first, because they're the more frequent initial target of attacks. In the consumer business we are driven to develop responses as fast as we can—and then the enterprise group is able to adopt the security technologies we develop on a cycle that meets their requirements.

One feature introduced on the consumer side first is SONAR, a heuristic technology that discovers new malware on a computer without the need for virus definitions. Another feature is Browser Protection, which helps protect against drive-by downloads that use vulnerabilities in

the browser to insert malware on the system. Also, the performance improvements we made in Norton

2009 products—in the underlying engine, virus definition updates and scan times—all of these innovations started in the consumer group before being adopted by the enterprise group to enhance their products.

Q. Let's talk about the Symantec customer experience. What are some of the ways your group is working to enhance it?

A. Janice: We've been working hard to increase customer satisfaction during every touch point with the Norton products—during consideration, purchase, installation, renewal, and support. I am very proud of the significant improvements we have made in our support experience. Our goal is to make every customer a happy and loyal one by fixing their problems quickly and efficiently.

We've put the ability to connect with support right into our products. We call it one-click support. Customers simply click and a screen appears asking "how would you like to interact with us?" Choices include using the Web site,

email, chat, or phone. Customers can even request to be called back at a convenient time if they prefer.

Indeed, we recently received an award for our online support from the Service and Support Professionals Association (SSPA). This is the first industry recognition of the work we have done to improve support. We've seen customer satisfaction scores for support go up—and that really energizes us. We measure them very closely. And we're committed to taking those scores higher. ■

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>> Sixty-three percent of IT executives surveyed reported an increased threat over the previous year, while **82 percent** indicated they are now placing a higher priority around information security. In addition, respondents indicated that data breach is their **#1 concern**—a finding true for both private and public sectors.

More than half of federal and private sector respondents and one-third of state and local respondents named mobile security as a critical concern, though only **29 percent** noted plans to increase spending.

Source: "2008 Critical Connections Study: Public and Private Sector Information Security Priorities, Progress, Plans, and Perspectives," O'Keeffe & Company, July 2, 2008.



Podcast

Check out the Executive Q&A Podcast with **Janice Chaffin** at go.symantec.com/ciodigestchaffin

→ [Department of dirty tricks]

When events gather worldwide attention, they also attract spammers. Preying on compassion for survivors of the May 2008 earthquake in China, spammers spread messages with video attachments that released a Trojan horse. According to the July 2008 Symantec State of Spam report, the virus

gathered system information and email addresses by enticing victims with subject lines appearing as news headlines about the earthquake.

Using headlines about world events is a widespread ploy to get users to open spam. In another such attack, spammers took advantage of the interest in last summer's Beijing

Olympics to scam unsuspecting email users. A fraudulent message declared the recipient had won an Olympic lottery promotion. Users merely had to provide personal information to claim their "prize," putting them at risk for further scams.

In the past two years, spam levels have steadily climbed from 56 percent to 80 percent

of all email, the report says. While it's a mystery why people still open spam, one reason may be that spammers are doing their best to make messages appeal to emotions such as compassion and greed and users' interest in the world around them. Read the full report at go.symantec.com/dirtytricks.