Industry-leading solutions for transforming data centers into drivers of business value and innovation

Symantec™ in the Data Center
In today’s wired world, all companies depend on enterprise applications and the Web to conduct mission-critical business. That’s why having IT systems that are reliable, responsive, and resilient enough to adapt to changing conditions without slowing or stopping operations is the key to success. With a portfolio of industry-leading infrastructure management and optimization solutions, Symantec can provide the broad array of solutions you need to protect your business information and applications and run your data center more efficiently and cost-effectively.
Growth and profitability demand an IT infrastructure that enables companies to take full advantage of the innovative new business processes and applications that customers, partners, and employees expect.
Today’s always-on business promises growth and profitability—but there are obstacles in the way

For many organizations, the difference between success and failure lies in the ability to support business operations that leverage the efficiencies of the Internet and Web services. Growth and profitability demand an IT infrastructure that enables companies to take full advantage of innovative business processes and applications that their customers, partners, and employees expect—and they expect the applications and services to operate seamlessly, quickly, and without failure.

But IT managers often find that data center bottlenecks stand in the way of success. In their drive to improve performance and control costs, managers are constantly challenged by increasing complexity, which makes infrastructure management more costly and burdensome. And, because business conditions and requirements change frequently, it has become nearly impossible to manage IT resources in a manner that encourages innovation and enhances ROI.

The objective? To transform your data center infrastructure

If your organization can simplify and standardize its data center infrastructure, there are many potential rewards to be had. In fact, a common infrastructure opens the doors to a wealth of opportunities.
**New business models.** With the ability to rapidly deploy new applications, your company can invent profitable new ways of doing business. By leveraging business intelligence and data mining more effectively, for example, you can enhance innovation to gain a competitive edge and drive business value.

**Growth initiatives.** Aligning your organization’s IT capabilities with its changing business needs will position your company for growth. Powerful Web-centric services make it easier to collaborate with business partners and make customer interactions more efficient and effective, thereby helping you increase customer satisfaction and grow market share.

**Enhanced profitability.** Effective and efficient data center operations can save you money by enabling your organization to better allocate its capital, technical, and human resources. For instance, when CRM and ERP systems are running optimally, your overall business operates more efficiently and cost-effectively. Your organization can also gain economies of scale through the consolidation, standardization, and virtualization of servers, storage, applications, and other infrastructure elements. And an IT infrastructure that is agile and responsive will help you take better advantage of opportunities for collaboration that can further enhance profitability.

There are many opportunities to improve your organization’s competitive position and transform IT into a driver of business value and innovation—if you can meet the objective of having a data center infrastructure that is simplified and standardized. Symantec can provide virtually everything needed to help you get there.
Symantec can help you get what you need to improve your organization’s competitive position and transform IT into a driver of business value and innovation.
The first step:
Set the right priorities

Opportunities are waiting to be seized. But first you need to set your priorities for the data center. At Symantec, we believe that the key to creating an IT infrastructure that promotes business growth and profitability is best arrived at by implementing a strategy for optimizing operations across the three essential elements of data center management: protection, standardization, and service delivery.

1. Protection. Start with the basics. To sustain the continuous availability of information, systems, and applications, you need to protect the entire data center infrastructure—from clients to storage. A sound data protection solution should provide for tiered service levels encompassing support for mission-critical applications and remote offices. For leading-edge protection, you need to develop high availability and recovery strategies to prepare for risks such as system failures, human error, and natural disasters. And you have to test your plans to ensure timely business recovery.

How do you optimize the essentials?
Analysts estimate that large enterprises spend up to 80 percent of their data center budgets on maintenance. The way to control costs is to build an infrastructure that leverages policy-driven management to automate routine tasks, maintain service levels, and align IT priorities to business needs. For an optimized data center, you need to deploy a standard set of management tools that help you get the most out of your existing infrastructure—tools that promote the efficient utilization of resources; streamline the management of data, storage, and servers; and enhance application performance.
2. **Standardization.** Growing IT complexity is driving up costs and undermining service. The key to mastering the complexity lies in standardizing on a software infrastructure that supports every platform in the data center. The standardization of server and storage management improves IT productivity via the creation of repeatable processes, which leads to greater agility, better service, and the ability to align IT resources with business objectives. Plus, consolidation lowers the risk of failure and downtime and can significantly reduce hardware, software, and storage costs. By enabling IT to master data center complexities, a standardized toolset can free your staff to focus on more value-oriented projects.

3. **Service Delivery.** Mergers and acquisitions, regulations, and the explosive growth in data volumes. In today’s business environment, the only thing that can truly be anticipated is constant change. But despite the complications it imposes, change cannot be used as an excuse when IT service levels do not live up to growing expectations or more stringent service-level agreements (SLAs). To ensure the agility required to drive a competitive advantage, organizations need to focus on the operation of their data centers, both within administrative domains and from end to end. And they need to do it with solutions that ensure the availability and performance of business applications.

**Symantec: In complete alignment with your data center priorities—and your business goals**

The priorities for improving data center operations are straightforward. And so is the path to achieving your objectives—if you choose Symantec as your partner. Symantec is a pioneer in protecting the enterprise. And with the addition of Veritas’ industry-leading data center portfolio, Symantec can now help your business simplify and standardize its infrastructure and protect the applications you depend on every day.
Standardization and Consolidation

Symantec is the only company that offers a software infrastructure layer that is capable of supporting all major server and storage platforms, operating systems, and applications. By applying a single set of standard infrastructure management tools—as opposed to as many as 100 coming from different vendors—IT can master the complexities associated with data center administration. In addition to giving your organization extra flexibility in choosing a hardware platform, Symantec’s standardized software infrastructure is the engine that enables enterprises to consolidate, simplify, and automate data center operations. And as a bonus, Symantec’s unique capability allows you to take full advantage of reduced costs resulting from hardware commoditization.
The Symantec Data Center Foundation

Symantec’s market-leading infrastructure capabilities are based on the Symantec Data Center Foundation—the only integrated solution that allows enterprises to standardize on a consistent software infrastructure across application, server, and storage platforms. The Symantec Data Center Foundation includes Veritas NetBackup, Veritas Storage Foundation, Veritas Server Foundation, and Veritas i3 application performance management products. It consolidates server and storage management within and among data centers to help you maintain responsive, efficient, and continuous operations. By simplifying your environment, it increases the agility of your IT organization—all while helping protect information and applications and drive down costs. Two of the product families in the Symantec Data Center Foundation are:

**Veritas Storage Foundation™** for optimizing the performance, availability, and manageability of storage.

Veritas Storage Foundation can help you better leverage your existing storage resources, maximize your incremental storage hardware investments, and effectively manage data growth.

By providing complete visibility into the storage infrastructure, Veritas Storage Foundation enables organizations to benefit from a variety of operational and cost-cutting efficiencies in the data center:

- Improve the utilization of storage assets through a single window across the entire storage environment
- Accommodate data growth with an advanced architecture that facilitates scalability up to very large environments
- Consolidate storage resources and help cut costs via automated storage virtualization and data pooling capabilities

**Veritas Server Foundation™** for simplifying the deployment, patch, and upgrade processes that are needed to ensure server compliance. Veritas Server Foundation can help you optimize server utilization, maximize your server investments, and ensure application availability and disaster recovery preparedness.

By providing comprehensive discovery of servers and their settings and the ability to track changes and deploy fixes in real time, Veritas Server Foundation enables organizations to benefit from a host of efficiencies that optimize data center operations and improve application availability:

- Control policies and manage entire server environments—from edge to core—from a single console, using a standard management toolset
- Streamline failover routines for disaster preparedness and automate testing and recovery procedures
- Automate repetitive and time-consuming provisioning, configuration, and patch management tasks
Data Management and Protection

With data volumes growing nearly 60 percent annually, email traffic soaring, and new laws and governance policies clouding the landscape, today’s data center clearly needs a better system for managing and protecting data. Increasing complexity and distributed network infrastructures are driving demand for more effective solutions, including continuous protection and recovery and enterprise-wide backup management. And because of the massive volumes of data, new solutions have to be highly scalable and manageable, without breaking the bank—all criteria in which Symantec leads the way with its extensive portfolio of Symantec Data Center Foundation solutions, including:

Improving management and compliance in data center operations.
Veritas NetBackup™ delivers high-performance data protection that scales to protect the largest UNIX, Windows®, Linux®, and NetWare® environments. With today’s sharp focus on recovery preparedness, Veritas NetBackup—the recognized leader in data protection worldwide—is the first choice of today’s leading enterprise organizations.

A total backup and recovery solution, Veritas NetBackup offers comprehensive protection from the desktop to the data center. It's a solution that improves manageability in several ways:

- Consolidate all backup and recovery operations and leverage real-time troubleshooting and reporting technologies via a single management tool
- Take advantage of both tape and disk storage with snapshot-based protection, off-site media management, and automated disaster recovery
- Protect business-critical data, databases, and applications with the latest technologies, including advanced encryption

Veritas NetBackup PureDisk™ Remote Office Edition offers the industry’s first secure, storage-optimized data protection for remote offices. It combines disk-based backup with global, single-instance storage to improve performance and reduce the storage and bandwidth consumption of backups.

By eliminating remote office tape and backup administration costs, NetBackup PureDisk enables the hands-off management of remote office data.

- Leverage flexible administration capabilities from any location via Web-based management tools
- Recover remote files with drag-and-drop simplicity
- Streamline administration with fewer media, storage, and network resources to manage

Veritas CommandCentral™ Storage not only manages the storage infrastructure but also provides an end-to-end view of applications and data. It identifies the data you have in your environment and helps ensure that it is placed in an appropriate storage tier.

By providing a consolidated view of data and storage capacity, Veritas CommandCentral Storage improves your data environment:

- Quickly take control of data via an integrated SRM engine with automated file discovery
- Make better informed plans for storage growth
- Gain an immediate ROI by reclaiming wasted storage space and postponing new hardware purchases
Availability and Performance

Over the past few years, the growth in Web-based applications such as online banking, ERP, and CRM has been astronomical. Along with their popularity has come corresponding growth in the amount of data they generate as well as increased complexity. The popularity of these applications stems from the convenience and service they deliver to customers and the cost savings and revenue opportunities they offer to businesses. That's the reason IT organizations typically get their biggest ROI on applications and not hardware.

Since profitability often depends on applications that automate and drive efficiencies in business processes, many organizations are looking for new ways to prevent slowdowns and ensure the continuous availability of their mission-critical applications. And for good reason: faster, more responsive transactions can mean...
increased revenue, higher productivity, more customer satisfaction, and lower overall service costs.

Improving application service levels and cutting costs via business efficiencies: That’s the thinking behind the Symantec Data Center Foundation product suite.

**Veritas i³™** application performance management solutions provide complete, end-to-end visibility into key business application environments—all the way from the client to storage. Designed to help you identify, isolate, and proactively correct the root causes of unpredictable bottlenecks and outages, it is today’s leading software solution for monitoring, analyzing, and tuning the performance of online applications.

Veritas i³ solutions support today’s top enterprise applications, databases, storage environments, and middleware, as well as custom applications. In your organization, it can help you:

- Accelerate ROI by ensuring that applications scale with business growth and leverage existing IT investments
- Mitigate the risk of application failures and slowdowns that impact compliance with SLAs
- Gain insight and intelligence to improve business processes and speed the deployment of new applications in the future

**Veritas™ Configuration Manager** automatically discovers server and software configurations, dynamically maps dependencies, and tracks changes in real time to ensure the integrity of data center assets. Its powerful analytics and reports deliver valuable, actionable information:

- Gain visibility and control over data center assets
- Simplify dependency mapping and configuration information
- Improve server administration with real-time change detection and notification

**Veritas™ Cluster Server** is the industry’s leading multi-platform clustering solution. It is ideal for reducing planned and unplanned application and database downtime. Veritas Cluster Server can deliver high availability across the entire data center environment:

- Support a broad variety of specialized applications from leading independent software vendors
- Support SAN, LAN, MAN, and WAN connectivity with integrated high availability and recovery spanning local, metro, and global data center architectures
- Test disaster recovery plans with proven automated solutions
Symantec’s data center management approach can help transform IT from a reactive cost center into a proactive engine of revenue generation and business growth.
If the technologies are more complex, you need a simpler—and better—way to manage them

Data centers are complex, costly, and hard to manage, but the role they perform has never been more critical. The tools they enable provide unprecedented access to information, which is empowering organizations like never before. But the same technologies generate so much data and are so complex that organizations are struggling to keep their heads above water. The flood of information demands better ways to protect and manage it.

What’s required are solutions that help you ensure that your data center assets are always secure and available, all while keeping costs under control. If you can find a solution that does just that, you’ll also discover the key to transforming IT from a reactive cost center into a proactive engine of revenue generation and business growth. That is the vision of Symantec’s data center management strategy.

**Transforming data centers into drivers of business value**

Symantec has a long-term vision for empowering enterprise responsiveness by continually delivering greater levels of technical integration and management capabilities so that organizations can receive more value from their IT investments. In the data center, our mission is to help you develop and sustain a responsive infrastructure that enables you to take active control over your data center and turn it into an agile and efficient driver of business value:

A data center that helps you align your IT resources with your business objectives and provides your organization with a long-term competitive advantage.
Keep your business up, running, and growing

Above all, Symantec’s goal is to help you keep your business up, running, and growing—no matter what happens. To reach that goal, you need an IT infrastructure that can recover quickly in the event of disruptions and run day-to-day operations more efficiently. That requires bridging the divide between systems, storage, data, and applications. To accommodate unprecedented demands for information access, you must consider all tiers of the environment—from clients to storage. And to ensure resiliency, you have to optimize the availability of the data, applications, and underlying systems where information is processed. That’s the key to high availability in the data center.

Market-leading solutions for the data center

Symantec offers today’s leading solutions for ensuring the availability and protection of data center assets. Consisting of modular products that leverage a common management toolset, Symantec solutions enable maximum manageability and efficiency—across virtually all hardware and software elements in today’s heterogeneous data centers. Used within an end-to-end framework or as standalone components within your existing IT infrastructure, Symantec data center management solutions can help your organization reach its goals for optimizing operations and controlling costs.

Backed by the industry's most experienced service and support network

Symantec Global Services is dedicated to helping you turn your biggest challenges into an opportunity to optimize your data center. We have helped 95 percent of the Fortune 500 manage IT risk in order to improve the security and availability of their information and infrastructures. Our Consulting, Education, and Support Services teams—3,000 strong and spanning 60 countries around the world—can help you build and maintain effective and flexible IT infrastructures, deliver service levels demanded by end users, and better manage the increasing business and technology risks of today’s connected world.
Used within an end-to-end framework or as standalone components, Symantec solutions can help your organization reach its goals for optimizing data center operations and controlling costs.
Symantec offers the broadest array of industry-leading information security and availability products and services on the market today. Our portfolio of solutions can help your organization protect its data and applications, optimize its infrastructure, and enable IT innovation with greater assurance, efficiency, and effectiveness.

Symantec Data Center Foundation is at the core of Symantec’s data center management portfolio. Key components include:

**Veritas NetBackup**
- Veritas NetBackup Enterprise Server
- Veritas NetBackup Server
- Veritas NetBackup PureDisk Remote Office Edition

**Veritas Storage Foundation**
- Veritas Storage Foundation
- Veritas Storage Foundation for Oracle
- Veritas Storage Foundation for Oracle RAC
- Veritas Storage Foundation for DB2
- Veritas Storage Foundation for Sybase
- Veritas Storage Foundation Cluster File System
- Veritas Storage Foundation for Windows
- Veritas CommandCentral Storage
- Veritas CommandCentral Service

**Veritas Server Foundation**
- Veritas Cluster Server
- Veritas Configuration Manager
- Veritas Patch Manager
- Veritas Provisioning Manager
Veritas i3

Packaged Applications
Veritas i3 for SAP
Veritas i3 for PeopleSoft
Veritas i3 for Siebel
Veritas i3 for Oracle Applications

Database
Veritas i3 for SQL Server
Veritas i3 for Oracle
Veritas Indepth™ for Sybase
Veritas Indepth for DB2

Middleware/Web
Veritas i3 for Web Servers
Veritas i3 for .NET
Veritas i3 for J2EE

Storage
Storage Extensions for IBM
Storage Extensions for HP
Storage Extensions for HDS
Storage Extensions for Hitachi

Application Reliability
Veritas Insight Inquire™

Symantec Consulting Services
Data and Storage Management
High Availability
Business Continuity Management
Security Management
IT Service Optimization

Symantec Education Services
Private, Classroom, and Self-paced Training
Symantec Virtual Academy

Symantec Support Services
Business Critical Services
Tiered Service Level Objectives
Expert Technical Resources
A data center can be a complex and costly drain on business resources or an engine for innovation and growth. With a comprehensive suite of solutions that standardize, consolidate, and simplify, Symantec can help your organization optimize its infrastructure, protect applications and data, and enable IT innovation. All to improve the performance of business operations and help you transform a cost center into a data center that drives true business value. To find out more, visit symantec.com/datacenter.
About Symantec
Symantec is the world leader in providing solutions to help individuals and enterprises assure the security, availability, and integrity of their information. Headquartered in Cupertino, California, Symantec has operations in more than 40 countries. More information is available at www.symantec.com.