

“Managing More: Making Sense of the Information Explosion”

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Thank you for that warm welcome – and thank you all for joining us at this year’s Vision.

This is one of my favorite events for the simple reason that I am a salesman at heart.

I joined the IT industry more than 30 years ago as a salesman for IBM. And while the technology landscape has changed since then, I fundamentally have not. Except for a few grey hairs...

My favorite part of the job – still – is spending time with you, our customers.

That’s why most weeks I am on a plane, flying around the world to hear firsthand the challenges you are facing – and figuring out how Symantec can work with you to overcome them.

Now, we have a diverse set of customers – representing organizations of different sizes...different industries...and obviously, different countries.

But regardless of who I’m talking to, I hear about one essential challenge: the need to secure and manage an enormous amount of information – and, to do so in a more holistic way.

We live and work in an information-driven world. Information is the lifeblood of modern business and, increasingly, of modern life. Consequently, the amount of data you must deal with is growing exponentially every year.

The average medium-to-large enterprise experiences data growth rates of 50 percent a year. That means that every two years, the amount of information you need to secure and manage doubles.

One analyst went so far as to predict that the number of bytes of data generated by computers and other devices will soon rival the grains of sand on all of the beaches of the world.

Now, that’s what I’d call a powerful image.

Today, information is as distributed and mobile as your workforce.

In addition to the structured data that is so important to typical business decision-making, you also need to worry about data that lives in hard-to-protect unstructured formats – email, spreadsheets, and instant messages.

And as software-as-a-service continues to grow in popularity, your most sensitive data – more often than not – will be found in the “cloud.”

Securing and managing all this information is a tough, tough job.

You have to contend with an increasingly complex infrastructure – more applications, more servers, and a more heterogeneous environment. Not to mention a growing number of endpoints.

And you have to do all of this in a way that uses your resources efficiently.

These are enormous challenges that are made even more difficult by an IT environment that is constantly changing. It's not enough to put out today's fires; you also have to prepare for the future.

And, as I see it, there are four key trends that will shape the future approaches you use to manage the growing volume of information.

First, the ongoing migration from tape to disk is transforming the storage arena. Operational control is improving – and the administrative burden and manual mishaps that often occur with tape are becoming more scarce. Disk-based backup is speeding up the back-up process and helping you recover key applications more quickly.

Down the road, improvements will continue as solid-state devices will help maximize performance for mission-critical applications and further accelerate the migration to disk.

I believe we'll see a blurring of the lines between archiving, backup, and disaster recovery. What you purchase today as separate products will come together as one solution...with better functionality to enable you to manage your information more effectively.

Another trend is around the change in the threat landscape. We're seeing a growing number of threats targeted at the information itself – not just the network or a device.

In fact, during the last six months of 2007 nearly 70 percent of the most common malicious threats we received in our labs, steal confidential information.

To address this we must move to an information-centric security model. One that takes a risk-based approach to protecting your most important information – whether that be intellectual property, employee data, or customer information.

In this model, classifying data will become critical – that way you'll have insight into what sensitive information you have, where it's stored, and how it's being used – both on the network and at the endpoint.

The third important trend is around IT governance. Increasingly, mandates are driving organizations to take an enterprise-wide view of their risk posture and compliance status, with a bigger emphasis on the IT infrastructure. As a result, IT will be asked to take a stronger leadership role across the organization.

The continued convergence of technologies for security, information management, and compliance will make possible a new level of automation for IT – and your organizations will be looking to you to guide them through the process.

And finally, the “consumerization” of IT will change how enterprises deliver services to their employees and customers. Every organization has started to open its electronic doors to partners, suppliers, and customers.

And, increasingly employees are bringing their own devices – including laptops and mobile devices – onto the network. They want to participate in social networking activities in the office, just as they do at home. You’ll need to find a way to secure and manage all of these connections, and ensure they aren’t introducing threats onto your network.

No matter which of these trends affects you most...or how great the challenges may be, I believe we can help you secure and manage your information-driven world against more risks, at more points...and do it more completely than any other company in the world.

We’ve introduced powerful new solutions to help you address many of these challenges.

At the endpoint, we launched a single, multi-layered security solution – Symantec Endpoint Protection – that protects against a broad range of security threats.

With Altiris as part of our portfolio, we manage more endpoints of more diverse types than anybody else in the industry. And that’s important because – as I’ve said many, many times – the most secure endpoint is a well-managed endpoint.

We have significantly enhanced our security portfolio with the addition of market-leading data loss prevention solutions. Our content awareness capabilities can help you prevent data loss at the network, storage, and endpoint tiers.

But that’s not all.

Our ThreatCon global security alerting system is now integrated with our Backup Exec family of products, enabling backups to be triggered automatically by heightened threat levels.

We’re integrating and sharing technology between Backup Exec and NetBackup to provide more innovative solutions across all buyer segments. The new release of NetBackup integrates our data deduplication technology so you can store less data, recover data faster, and improve manageability.

We also have added continuous data protection to NetBackup's advanced recovery capabilities. Now, changes to mission-critical applications are backed up in real time – almost like a DVR – eliminating data loss and backup windows.

On the storage side, we've introduced new management capabilities, giving you greater visibility into your infrastructure so you can leverage your storage resources more effectively.

I'm proud of our offerings – it's the strongest product portfolio we've ever had.

We're well-positioned to help you with your challenges in securing and managing your information – and the infrastructure behind it. We have the strategy. We have the solutions. And, we have the team in place that can deliver for you – right now and in the years ahead.

For the rest of our time together this morning, I want to talk about how Symantec can help you solve not only your day-to-day challenges – but help you get ahead of the curve in an ever-changing connected world.

Many customers I talk to are turning to virtualization to get even more out of their technology investments and to ensure they become more flexible and agile.

To understand why, think – for a moment – about how the data center has changed.

Back when I was selling mainframes for IBM, those machines achieved nearly 100 percent utilization – talk about efficient. Yet the speed of new application development was incredibly slow.

Now, we have the opposite problem: we have much more flexibility in delivering new solutions to users, but much lower hardware utilization rates and more complexity.

Most servers today are less than 20 percent utilized.

Through virtualization, you should expect to achieve utilization rates of up to 80 percent.

The appeal is truly understandable.

As you implement virtualization technologies, you can significantly reduce the amount of money you spend on servers and the time you spend provisioning them. You can stand up a new server in minutes, not days or weeks – and get applications up and running much faster than in the physical world.

Virtualization also cuts facilities costs. Not only does it reduce the sheer physical footprint of a data center, but it also shrinks power and cooling costs – a big concern as energy prices continue to skyrocket and as organizations try to minimize their impact on the environment.

Until recently, virtualization deployments were limited primarily to test environments, but now we're seeing more and more production deployments. As that happens, there's a whole new level of complexity to contend with – managing both the physical and the virtual environments.

Just as we've focused on helping you take the complexity out of managing the physical data center environment, we're now focused on extending those capabilities to the virtual world.

We've moved quickly to provide industry-leading support for VMware environments. Veritas Cluster Server delivers high availability and disaster recovery capabilities and can help you recover easily between both environments.

And, NetBackup 6.5 was recognized at the most recent VMworld Conference for its ability to provide data protection for critical applications. I'm proud to say it won a Best of VMworld Gold Award for Data Protection and Security.

But we're not stopping there.

Moving forward, as the virtualization market becomes more heterogeneous, we're committed to supporting a number of hypervisors – VMware, Citrix XenServer, and Microsoft Hyper-V.

That's why today Symantec is proud to unveil Veritas Virtual Infrastructure. It's the first solution that solves the problem of managing storage for highly dynamic x86 virtual server environments.

It brings together the Citrix XenServer technology and our industry-leading Veritas Storage Foundation solution into a single solution, enabling you to manage both your physical and virtual server and storage environments in a consistent manner.

It is a great offering that builds upon our years of leadership in helping our customers manage their IT infrastructure.

Virtualization, of course, isn't limited to the data center.

As IT departments look for ways to better secure and manage data and applications on endpoints devices, we're seeing more organizations turn to endpoint virtualization as a viable solution.

Already, customers are seeing real benefits.

With our Software Virtualization Solution, one university was able to reduce the annual deployment time of a critical statistics application from several weeks to just two hours.

With the recent acquisition of AppStream we added application streaming capabilities to our portfolio. This solution helps you deploy applications on demand, eliminate conflicts with different versions, and offers a whole new way to manage licenses.

End users will be able to access applications from any device in a way that provides them flexibility while also delivering a consistent experience. From an IT perspective you'll be able to secure and manage critical information from a central location.

That's the real promise of endpoint virtualization – it's about improving the user experience while enabling you to lower the cost of managing endpoint devices.

Beyond virtualization another key challenge I hear about from many of you is IT governance.

Organizations of all sizes must comply with external regulations, internal company policies, and industry standards. IT has taken a central role in this process and is providing a holistic view of risk and compliance across the entire organization.

You play a valuable role: in fact, research from the IT Policy Compliance Group shows that organizations with mature practices around managing IT risk do a better job for their customers and shareholders.

Many IT departments are looking to automate key steps in the IT compliance process in order to reduce risk. Our solutions are designed to help you do just that. We can help you automate the compliance process from defining policies to assessing IT controls to remediation.

We believe that through automation and standardization, organizations not only can become more compliant, but also reduce compliance costs by as much as 40 percent.

As you think about IT governance, it's important to know how compliant your organization is across all devices and applications on the network. While agents are necessary for some assets, leveraging them across the network would be costly and difficult to manage. That's why we're converging – into a single solution – the agent-based and agent-less compliance technologies from our Enterprise Security Manager and Control Compliance Suite products.

These compliance solutions can have a real impact.

Take Baptist Health of South Florida, a large nonprofit healthcare group. By leveraging our solutions they lowered their labor costs for compliance management by half a million dollars over a two year period. And they reduced the time it took to prepare for security audits – going from 12 hours to 15 minutes.

With flexible and scalable solutions we can support the largest, most complex IT infrastructures in the world. In the end, our solutions can improve the alignment between IT compliance and business risk and help strengthen your organization's IT Governance, Risk, and Compliance practices.

Our virtualization and IT compliance offerings are just two examples of how we're delivering solutions that solve real business problems.

Another area we're working on is software-as-a-service. We launched the Symantec Protection Network earlier this year in response to our customers. Many of you – large and small – told us you were interested in having more capabilities delivered to you as a service.

When we launched the Symantec Protection Network, we started by delivering an online backup and a disaster recovery service for mid-sized companies. Our online storage service is integrated with Backup Exec, enabling you to protect data both onsite and offsite. And, it provides a complete disaster recovery solution.

Looking ahead, we plan to bring to market additional offerings – such as archiving, messaging, and endpoint security services – to customers of all sizes.

Our goal is to leverage the skills and knowledge we have in security and storage management to deliver service-based offerings in a way that's more convenient in addressing your overall requirements.

And, we'll continue to integrate products in a way that best serves you.

Moving forward, we'll integrate our data loss prevention solutions with our endpoint, archiving, and backup products.

The content awareness capabilities of our DLP technology will allow you to make smart decisions about archiving – so you can encrypt highly-sensitive information, but not every email, IM, or spreadsheet.

By being content aware and archiving only critical data, you can save time, resources, and money.

At the end of this year, we'll also be unveiling Altiris 7.0, an enhancement to our services-oriented management platform. Integrated workflow capabilities will enable more IT automation, freeing your IT staff to focus on more strategic initiatives.

We'll also provide much, much tighter integration with our endpoint management and security solutions and our system recovery tools, enabling you to secure and manage your endpoint environment – including your servers – through a single pane of glass.

We'll build on this further with our Open Collaborative Architecture – an initiative that's underway across our product teams. We recognize the power of having our products work together – and the benefits you get from that – so we're focused on enabling greater interoperability across our portfolio.

By sharing information across the products you'll get a more comprehensive view into your backup posture, compliance, and security status.

And, because it's open and works with third-party products, you can leverage your existing management infrastructure and technologies.

To hear more about how Symantec can help you secure and manage your information-driven world, come back this afternoon for the panel with our product leaders. And, don't miss Mark Bregman's keynote on Thursday – he'll close out the conference and talk about more about some of the key trends we're seeing.

Over the next few days, you'll also have the chance to hear from our global premiere sponsors, Dell and Sun.

They are both doing some great things.

Dell is adopting and building on the Altiris platform and will be releasing the Dell Management Console as part of their OpenManage strategy later this fall, based on our technology. The Dell management tools also integrate with our systems recovery and endpoint protection solutions, enabling you to install and manage them from a centralized location.

We've partnered with Sun to address your storage challenges, including storage virtualization and energy conservation. We're also expanding that relationship to help you tackle challenges such as archiving and e-discovery.

You'll have the opportunity to attend more than 100 educational breakout sessions, participate in hands-on labs, and see product demos on the expo floor.

And if you want to network in a more virtual way, you can connect with other attendees through our Facebook and LinkedIn groups.

Overall, our goal for Vision is to give you more – more perspective on key trends and more solutions for securing and managing your information-driven world.

We know it will take technologies that can protect your information-driven world completely...in ways that can be managed easily...and, with controls that can be enforced automatically – wherever information is stored, used, or needed.

To provide these solutions, you'll need a partner that will work with you...that will anticipate your requirements...and make sure you have the best tools to get the most out of your IT investments.

Our goal is to be that trusted partner – to be with you every step of the way – with solutions and services that address your changing needs.

We value our partnership with each of you and look forward to continuing it for the years to come.

I thank you for your business.

Thanks so much for coming to Vision, and enjoy the conference.