

# Symantec CIO Whiteboard Pitch

## The four key challenges facing our CIOs today

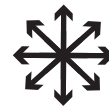
### Why Symantec?



Information



Efficiency

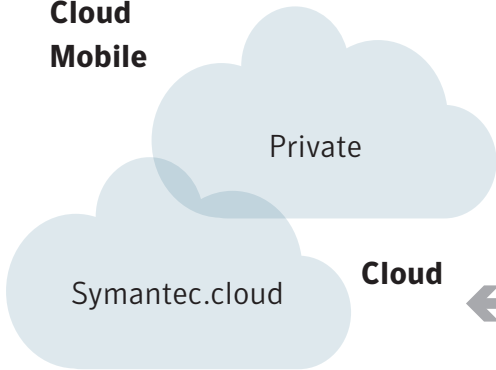


Complexity



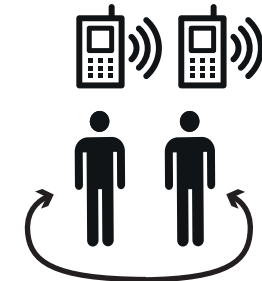
Risk

Physical  
Virtual  
Cloud  
Mobile



### Governance:

- Policy
- Identify
- Compliance
- Remediate
- Manage Risk

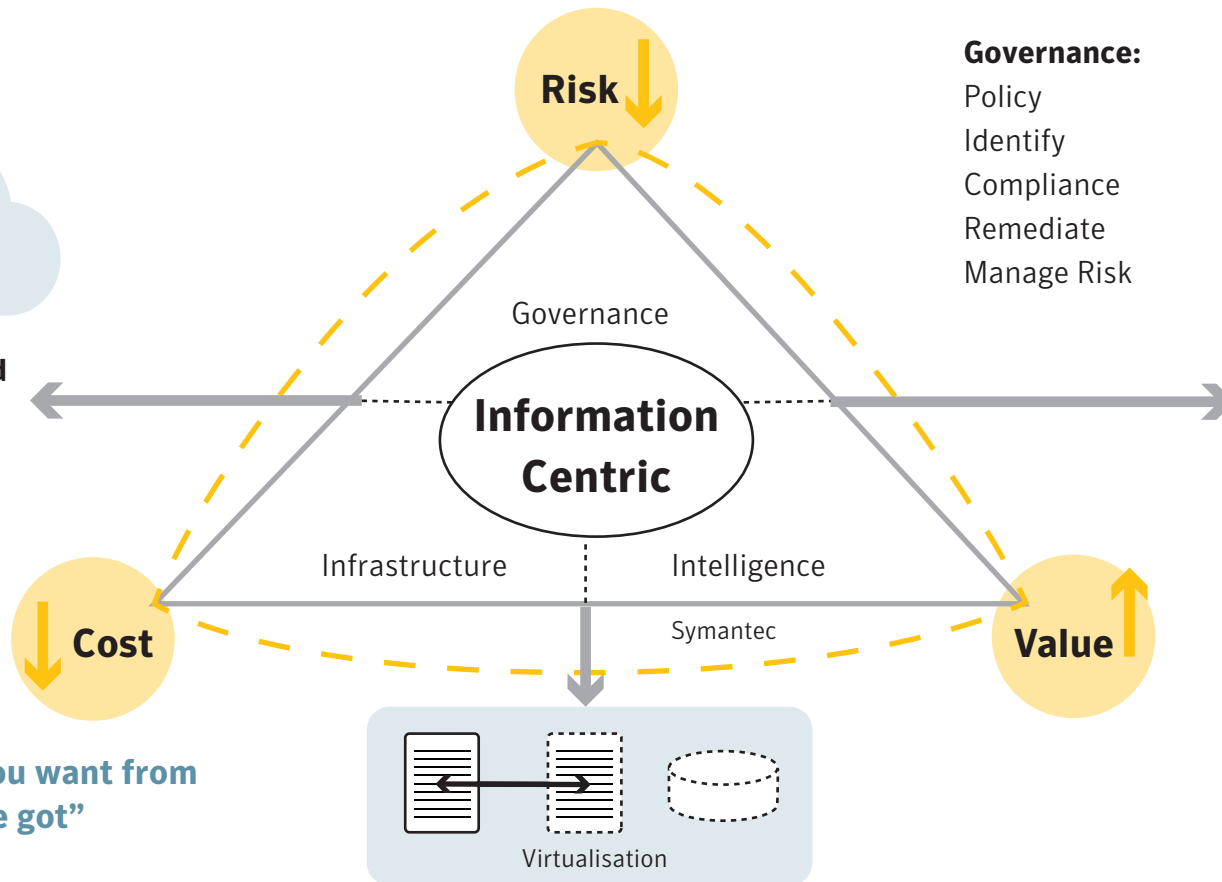


Consumerisation of IT

“You can’t secure what you can’t control”

### Intelligence

- Classify
- Discover
- Ownership
- Assess



“Get the private cloud you want from the Infrastructure you’ve got”

## Storage Optimisation, Security, Backup & Recovery