

Increasing revenue through information protection services



Selling new cloud and mobile services with confidence:
'Information Protection as a Service'

Confidence in a connected world.



Contents

Introduction	2
Strategy and solutions for Communication Service Providers	3
Protecting the network and services platform	5
Generating new revenue streams with information protection services	6
Information Protection as a Service: An overview of the Symantec offerings	7
Service provider buying programs	9
Symantec – The right partner for information protection services	11



Introduction

This document is the continuation of the **Symantec Executive Report** for Communication Service Providers (CSPs) entitled '**Increasing revenue through information protection services**'.

It describes the Symantec solutions available to support CSPs in building a secure and trusted network and services platform on which various information protection services can be delivered to their customer segments and target markets.



Strategy and solutions for Communication Service Providers

Symantec's strategy is closely aligned with the business objectives of CSPs and can be summarised as follows:

- Enable CSPs to protect their subscribers across all their market segments
- Enable CSPs to protect their networks from threats
- Help CSPs to maintain existing customers (reduce churn)
- Provide new trusted services that CSPs can sell to their customers (increase ARPU)
- Help CSPs to acquire new customers (increase market share)
- Help CSPs to reduce the cost of delivering services (TCO)
- Support CSPs in maintaining compliance with industry regulations

To achieve these business objectives, Symantec solutions for the CSP industry focus on three areas:

- Reducing complexity, increasing availability and protecting information in the **IT data center**

- Protecting the **network and services platforms**
- Providing **information protection services**, so that CSPs can sell to their customer segments with confidence and generate new revenue streams

IT data centers have grown significantly in recent years due to a combination of organic growth and acquisitions. These dynamics have introduced a layer of complexity to their environment. Consolidation, standardisation, disaster recovery, information protection and virtualisation technologies, as well as IT sourcing from the cloud, are among the key projects that Symantec is working on with CSPs worldwide to reduce complexity and cost. These solutions help improve innovation and time to market while complying with both global and local laws and regulations.

This document focuses in more detail on the latter two solution areas, protecting the network and services platforms, and providing information protection services, as these are very specific solutions for this vertical industry.

Symantec Vertical Solutions for Communication Service Providers

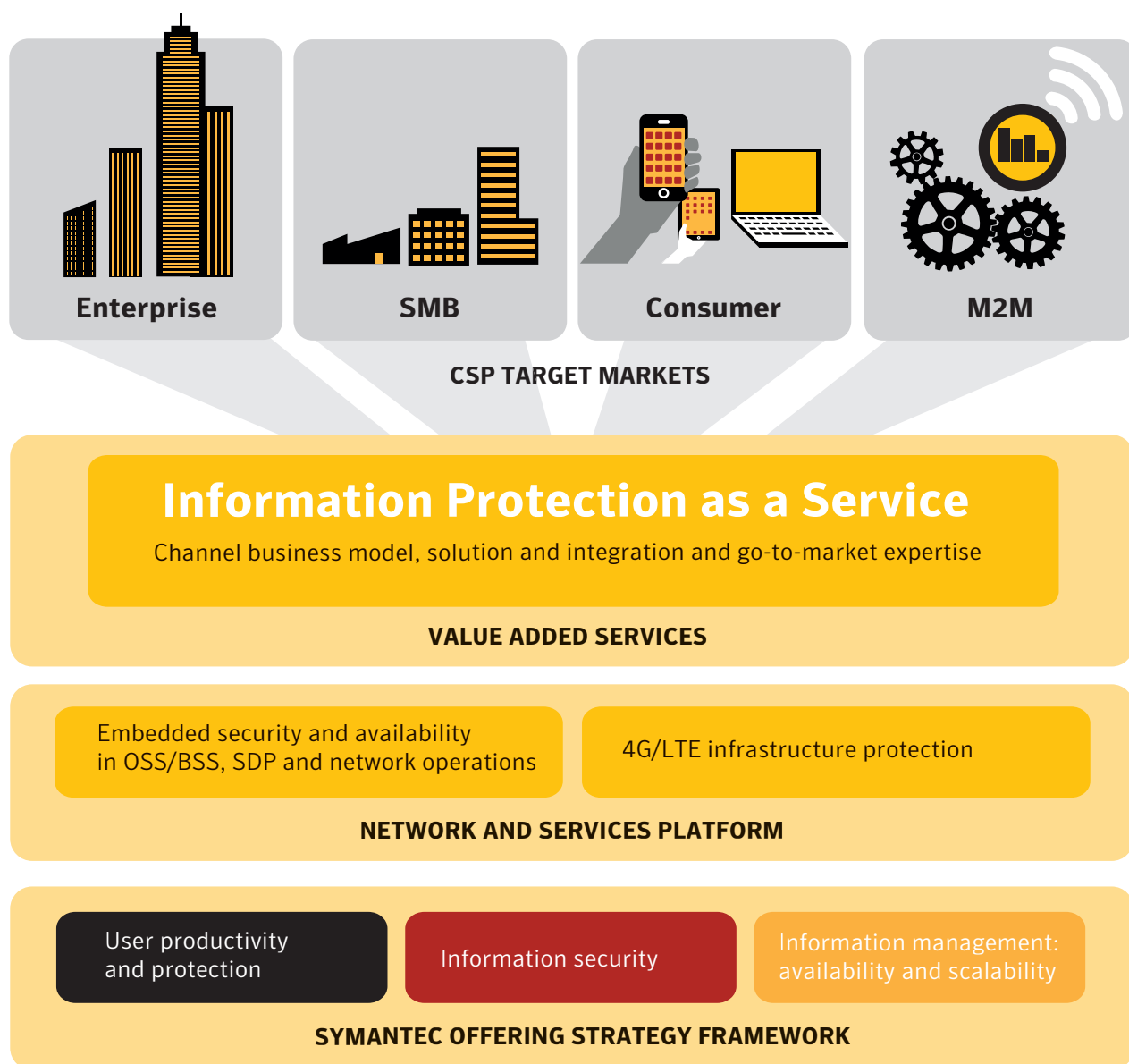


Figure 1: Symantec Vertical Solution focus for Communication Service Providers

Symantec's three core product lines – user productivity and protection, information security, and information management: availability and scalability, provide the foundation for the CSP solutions to protect the network

and services platform and to deliver various 'Information Protection as a Service' offerings to their enterprise, SMB, consumer and M2M target markets.

Protecting the network and services platform

The communication networks and service delivery platforms are the backbone of CSPs' revenue-generating engines. High availability and security are critical components to avoid outages, failures and attacks that would ultimately lead to significant loss of customer satisfaction, brand reputation and revenue.

Symantec's core solutions to support CSPs in protecting their various fixed line and mobile networks, OSS/BSS environments and Service Delivery Platforms (SDPs) are:

- **Embedded security and availability in OSS/BSS, SDP and network operations**
- **4G/LTE infrastructure protection**

Embedded security and availability in OSS/BSS, SDP and network operations

Symantec has a long and successful history in cooperating with leading Network Equipment Providers (NEPs) and Network Solution Providers (NSPs) to embed its security and high availability solutions in core network and OSS/BSS systems. A rich virtualisation solution portfolio further enables Symantec to support these vendors in their development strategies towards Software Defined Networks (SDNs) and Network Functions Virtualisation (NFV).

LTE infrastructure protection

LTE represents new security challenges for mobile operators as it is completely based on the ALL-IP protocol. Furthermore, encryption and authentication terminate at the eNodeB base stations. Symantec LTE Infrastructure Protection provides a managed authentication service for LTE base stations that fully complies with the 3GPP standards for LTE security.

Embedded security and availability
in OSS/BSS, SDP and network operations

4G/LTE infrastructure protection

NETWORK AND SERVICES PLATFORM

Figure 2: Protecting the network and services platform

Generating new revenue streams with information protection services

Increasing revenue is the number one business objective of CSPs. Information protection services, including Security as a Service, Backup as a Service, Archiving as a Service and many others that can be delivered by CSPs to their customers, are great opportunities to increase customer satisfaction and revenue streams over a long period. These solutions are essential IT services, valued and demanded by Telco customers in all segments. CSPs are excellently positioned to offer such services and exploit upsell opportunities from their core communication offerings. According to many surveys, particularly within the key SMB market, customers would rather buy into an information protection roadmap and

purchase cloud and mobile services from CSPs than try to solve information protection challenges by themselves. To profit from these new revenue opportunities, it is vital that CSPs leverage the existing network and infrastructure, develop a services roadmap, adapt to cloud and mobile business models, build trust and confidence, and use existing experience to differentiate themselves within the marketplace.

Symantec has a rich portfolio of information protection solutions and is already successfully partnering with leading CSPs worldwide to deliver **Information Protection as a Service**.

Information Protection as a Service:

The cloud and mobile service stack for CSP customers



Figure 3: The joint Symantec / CSP information protection service stack

Information Protection as a Service: An overview of the Symantec offerings

Most of the services described in the service stack above can be provided as full cloud solutions, hybrid solutions, or built on-premise and integrated into the SDPs. Different branding options such as pure CSP branding, Symantec or Norton branding (consumer services), or co-branding, are possible.

Clean Pipe Services significantly reduce the amount of spam and other malicious code in the inbound and outbound communication streams while increasing customer satisfaction and reducing churn. CSPs can regain bandwidth and other infrastructure resources to invest in different service-enabling initiatives. Therefore clean pipes are the foundation to generate new revenue.

Managed Security Services

deliver security monitoring and management services around the clock. Based on proven expertise and well-defined procedures backed up with information from the Symantec Global Intelligence Network, they enable CSPs to provide security intelligence services to their customers without investing in expensive Security Operation Centers (SOCs) of their own.

Safe Web Services help protect CSPs' enterprise and consumer customers from accessing malicious websites and Web-born threats, and enables the control, monitoring and enforcement of Web Acceptable Use Policies with minimal latency.

Endpoint Security Services offer comprehensive security for Windows-based desktops, laptops, and servers as a hosted service, without the need to deploy

a management server on site. These services also support Macs and mobile devices such as smartphones and tablets with iOS and Android™ operating systems.

Family Safety and Personal

Care Services deliver parental control services and convenient, affordable and secure technology support services to consumers and

small businesses that do not have the time or expertise to solve painful computer problems on their own. They offer subscription plans with unlimited support for a broad range of computer and digital devices.



Application Security Management Services deploy, secure, and manage both native and Web apps on the devices of CSP customers. Customers will be protected by a new layer of security and policy management around any mobile app – without source code changes or SDK embedding, and also featuring granular app-level controls

Encryption Services support CSP subscribers in transmitting confidential data over any type of network or securely storing sensitive data in offsite data centers. Consumers will be protected when they dial in over hot spots deployed in unsecured public locations.

Authentication Services provide strong authentication that enables enterprises to secure access to networks and applications while preventing access by malicious unauthorised attackers. Additionally, these services offer a highly available and secure infrastructure that allows organisations to leverage authentication and encryption services without the risk, effort and expense of building their own solutions.

M2M Security Services support CSPs in entering the new and upcoming market of connected devices, the so-called 'Internet of Things'. They provide authentication and encryption for machine-to-machine communication in highly sensitive vertical markets such as energy/ smart grid (smart metering), healthcare, finance and manufacturing/production with industrial control systems. The M2M security services delivered by our CSP partners protect the three M2M domains – device, network and application/cloud.

Storage and Disaster Recovery Services allow CSPs to utilise their data centers and storage capacity for continuous mirroring of customer data and providing a fast failover of customer applications in case of a disaster. Customers and CSPs benefit from the storage agnostic nature of the Symantec software and can significantly save on costs.

Backup Services automatically, continuously and securely store customer data in cloud data centers. These services can be completely cloud-based or hybrid, combining the on-premise backup deployments of customers with the cloud storage of the CSP.

Archiving and eDiscovery Services help customers of CSPs to better store, manage and discover business-critical information. The services are quick and easy to deploy and provide unlimited storage and retention for a predictable monthly fee.

IT Compliance Services

address today's complex IT risk and compliance challenges by providing a solid framework on which to build IT governance, risk and compliance programs for CSPs' enterprise customers. The services help to communicate IT risk in business-relevant terms, prioritise remediation efforts based on a composite view of risk, and automate assessment processes to improve overall security and compliance posture.



Service provider buying programs

Symantec provides different service provider buying and licensing programs for CSPs and their partner ecosystems depending their business model.

Enterprise OEM Program

The OEM program is focused on providing Network Equipment Providers and Network Solution Providers with the software and services they need to deliver leading-edge bundled solutions to their CSP customers.

Strategic Service Provider Program (SSP)

The SSP provides CSPs with the ability to purchase (perpetual licensing) software, but with transfer rights of licences to and from end users with no transfer fees.

Enterprise Service Provider Program (ExSP)

The ExSP offers CSPs the ability to 'rent' specific Symantec software to provide integrated services to their customers. This pay-as-you-go monthly licensing model allows our Service Provider partners to better match the usage of the software with their payment schedules. The Service Provider pays Symantec quarterly in-arrears.

Symantec Online Services (SOS)

This licensing program is tailored to Norton-branded consumer services and provides a complete, automated integration into the CSP Value Added Service portfolio. Through dedicated APIs that connect the Norton licensing system to the CSP CRM and billing systems, Norton-branded information protection services can be seamlessly offered and delivered to subscribers under a monthly billing and licensing approach.

The next page illustrates this licensing program from the end-user and the CSP back-end perspectives.

Norton SOS Licensing Program for CSPs

End-customer delivery



Figure 4: The Norton SOS Licensing Program from the end-user perspective

Norton SOS Licensing Program for CSPs

Back-end integration

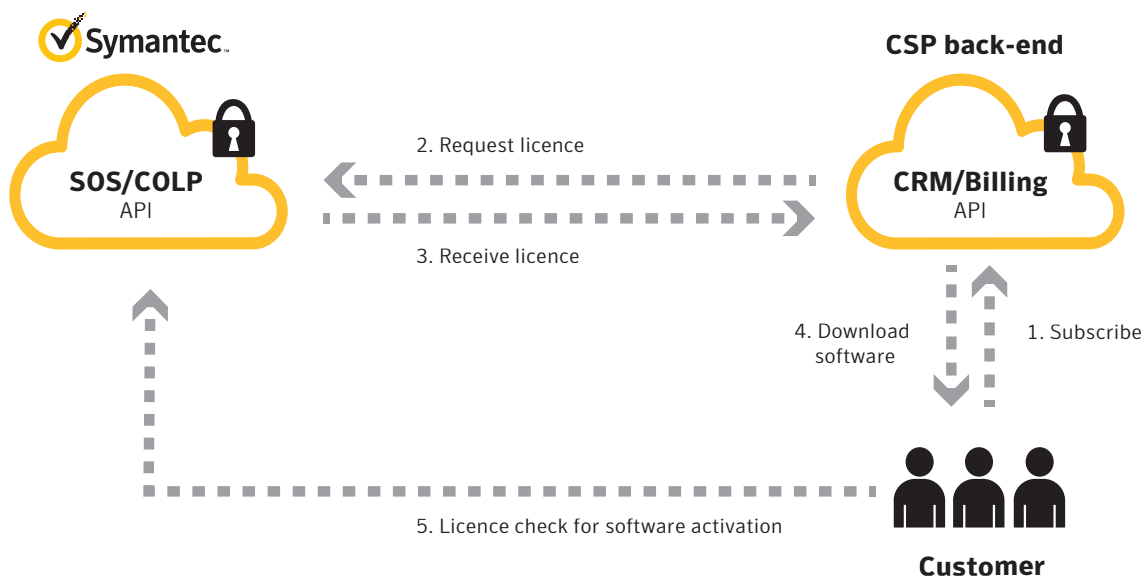


Figure 5: The Norton SOS Licensing Program from the back-end perspective

Symantec – The right partner for information protection services

Symantec is excellently positioned to partner with Communication Service Providers and jointly deliver information protection services to their market segments. No other vendor in the market has such a rich service portfolio that enables seamless revenue growth from the consumer market – leveraging the strong Norton brand – into SMB and enterprise segments. This unique portfolio from just one partner significantly reduces vendor complexity for CSPs compared to dealing with multiple vendors who can only offer point products for dedicated services areas.

Symantec's Global CSP and Partner Marketing organisation has amassed a great deal of industry best practices to maximise success across all stages of the customer funnel and lifecycle: awareness and preference, sign up, activation and churn. Leveraging ongoing market intelligence, joint-marketing planning and execution capabilities, our go-to-market framework is instrumental in helping to pursue mutually profitable business opportunities and drive sustainable revenue streams.

About us

Symantec protects the world's information, and is the global leader in security, backup and availability solutions. Our innovative products and services protect people and information in any environment – from the smallest mobile device, to the enterprise data center, to cloud-based systems. Our industry-leading expertise in protecting data, identities and interactions gives our customers confidence in a connected world.

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Further reading

- Symantec Executive Report: Communication Service Providers
- Symantec & Heavy Reading White Paper: Profiting from the Cloud: Trust & Efficiency are key
- Symantec & Heavy Reading White Paper: Authentication as a Service for LTE Base Stations
- Symantec & Heavy Reading White Paper: The Virtual Telco: Security and High Availability are key to Virtualization Advantage

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Symantec is a global leader in providing security, storage and systems management solutions to help customers secure and manage their information and identities.

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