

# Opportunities for growth: Communication Service Providers

Increasing revenue through **cloud and mobile services**

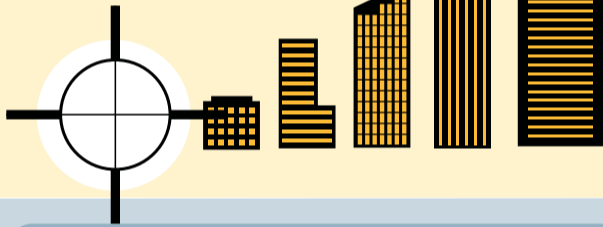
## TOP 3 REASONS TO SELL INFORMATION PROTECTION SERVICES

# 1.

**Both large and small businesses are cybercrime targets**

49% of 26,000 targeted attacks analysed in 2011 were aimed at SMBs<sup>1</sup>.

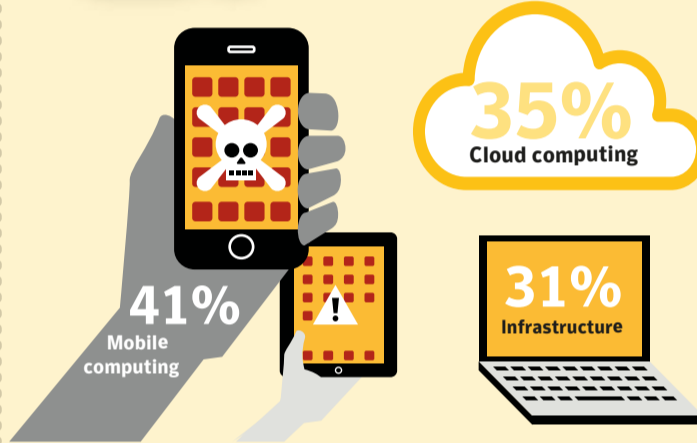
18% of target companies had less than 250 employees<sup>2</sup>.



# 2.

**Risks from mobile computing are increasing**

41% of IT professionals surveyed placed mobile computing within their top 3 risks<sup>3</sup>.



# 3.

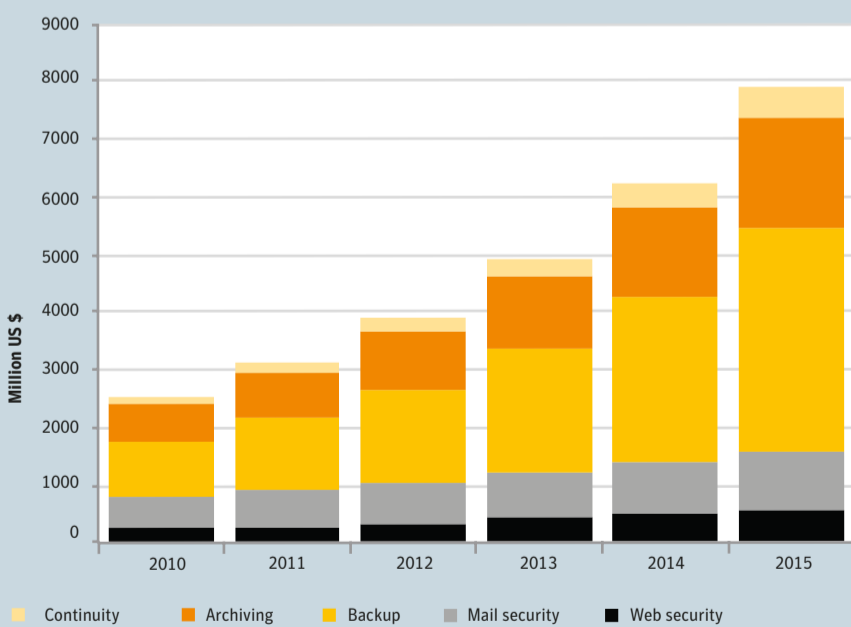
**SMBs, a key market for Communication Service Providers (CSPs), struggle with data protection and backup**



Source: Symantec SMB Disaster Preparedness Survey, 2011

## INFORMATION PROTECTION AS A SERVICE – A GROWING MARKET

### Storage and Security Software as a Service Forecast (IDC)



Source: IDC 2012<sup>4</sup>

**CSPs can offer information protection services from the network, then provide a services roadmap to customers moving up the stack**

### Information Protection as a Service:

The Cloud and Mobile Service Stack for CSP customers



## SELLING INFORMATION PROTECTION SERVICES WITH CONFIDENCE

### Key benefits

- Business generation
- Brand protection and compliance
- Greater customer satisfaction and retention
- Strong Norton brand: Seamless revenue growth from consumers to enterprises
- Lower total cost of ownership and time to market through cooperation with Symantec