



# The power of the combined Symantec & Norton portfolio for Telcos /xSP

The joint Enterprise & Norton Consumer value proposition

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Communication Service Providers

# Agenda

1

Why combine Symantec and Norton resources for Telco / xSP?

2

Areas of close cooperation

3

Business models

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Success stories

5

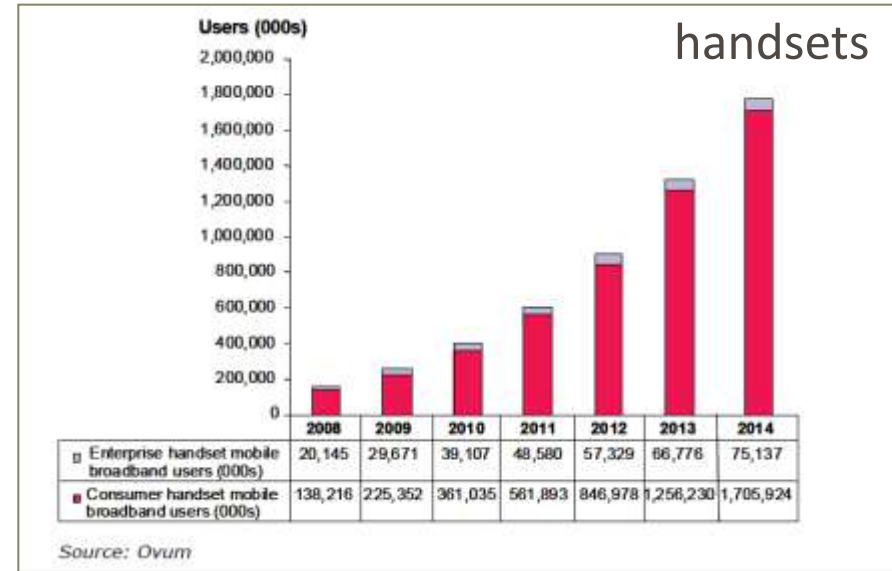
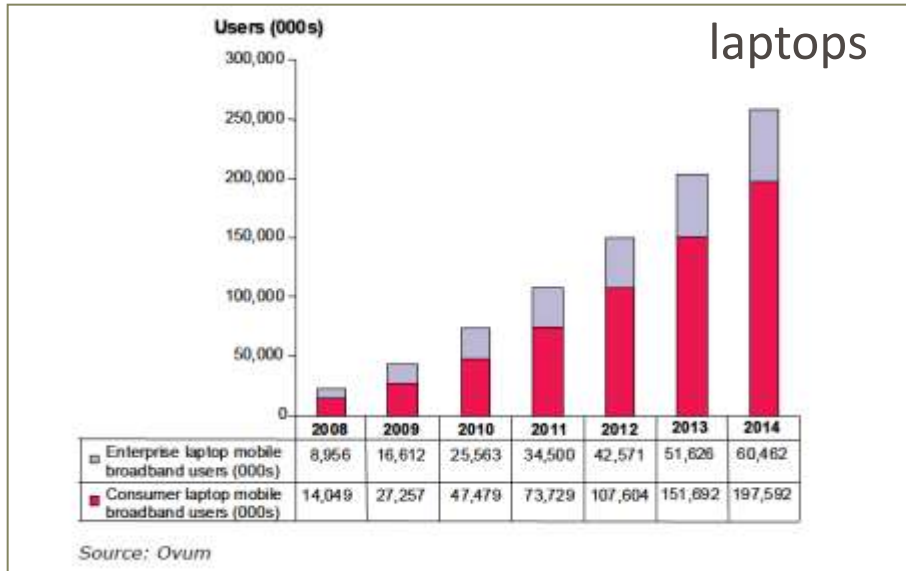
New Norton developments

# Our Unique Strength

2 Product Lines, 1 Solution with Shared Services



# Market trends: Consumers drive growth and innovation



Source: Mobile broadband growth forecast, 2008-2014, Ovum

- Growth of mobile broadband users: 1024% between 2008-2014; CAGR 50%
- Ratio of Consumer-Enterprise: 14:1
- Ratio of Consumer-Enterprise Revenues: 2.5:1
- Symantec/Norton can help to increase the revenue ratio



# Market Trends: BYOD and Personal Cloud

## Convergence between Consumer and Enterprise



NEW  
PARADIGM  
AHEAD

Market Trends

BYOD

Personal Cloud

- By 2013, IT will support three to four Mobile OS; **more than 35% of devices will be BYOD**
- By 2014, **90% of organizations will support corporate applications on personal devices**
- Proliferation of devices (4-6 per household!) and **Personal Cloud** Computing will transform the way consumers store, access, share and purchase content and services
- Employees will demand to use their favourite **personal cloud services at the workplace** to enhance productivity, and won't take "no" for an answer

Source: Gartner

# Consumer Growth, BYOD, Personal Cloud: Implications for Telco/xSPs



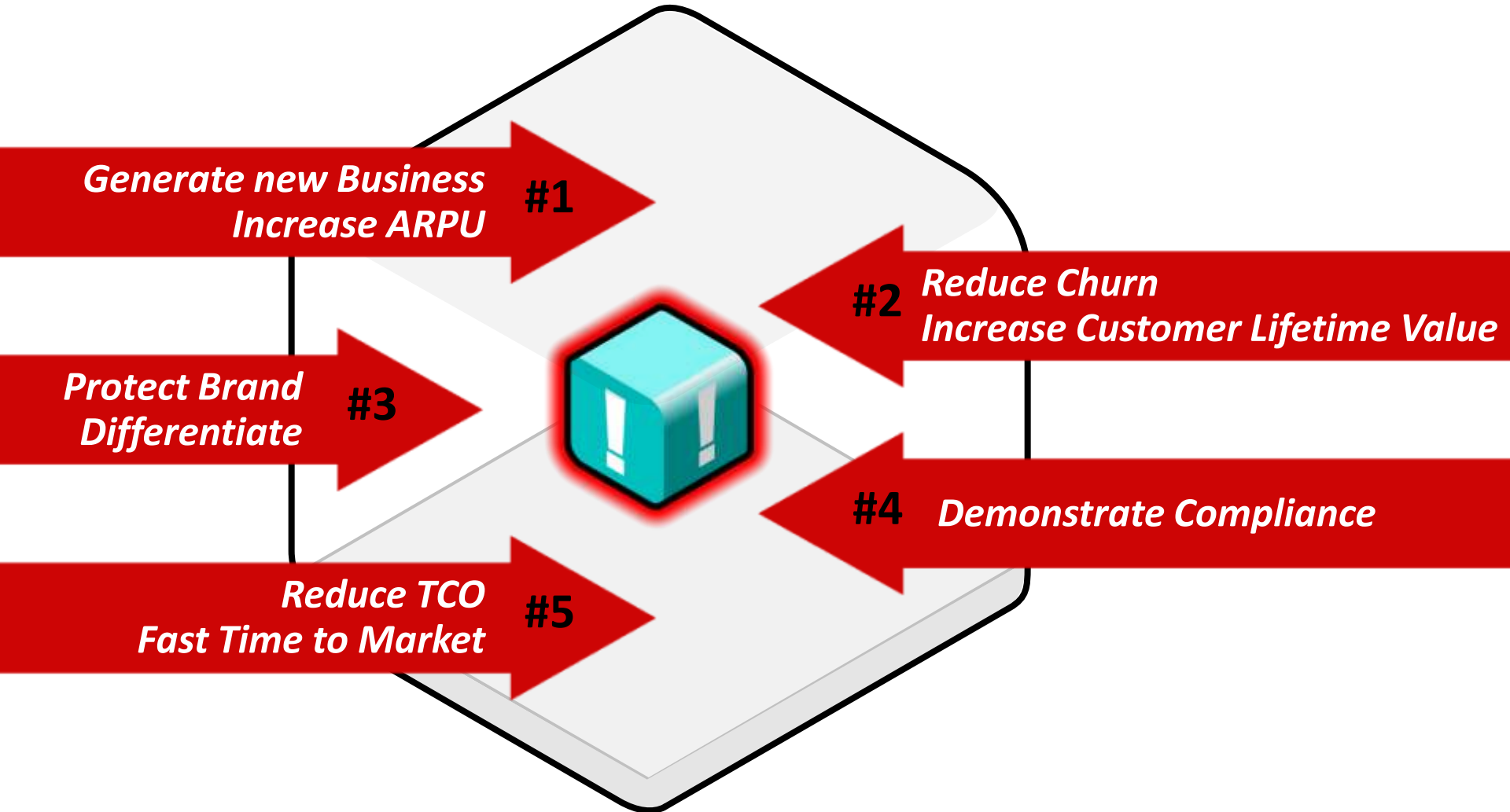
## Implications

BYOD

Personal Cloud

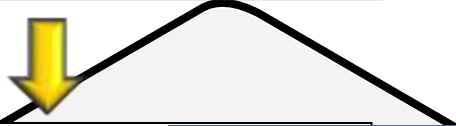
- Personal Cloud is disruptive trend with major impact on Telco/xSP's business prospects
- Personal Cloud improve customer satisfaction & stickiness and offer potential to seamlessly **grow into the more profitable Enterprise space**
- BYOD and Personal Cloud put Enterprises on risk: Telco/xSPs are well positioned to offer **Information Protection Services for both Consumers and Enterprises**
- Telco/xSPs should think about **converged Consumer and Enterprise service offerings** to differentiate and drive down implementation cost

# Key Challenges for Telcos / xSPs



# Key Challenges for Telcos / xSPs

## Symantec & Norton Solutions



Gen

**Improve Service Levels and Customer Satisfaction**



Prote

**Reduce Complexity, Drive Standardization, BSS Integration**



Diff

**Protect Information and Devices (Endpoints, Servers, Carrier Network)**



**Fulfill EU Directives and Voluntary Frameworks**



**Monetize Information Protection & Mgmt. for Consumers and Enterprises**





# A Joint Symantec Consumer & Enterprise Approach

## Benefits for Telcos/xSP's:



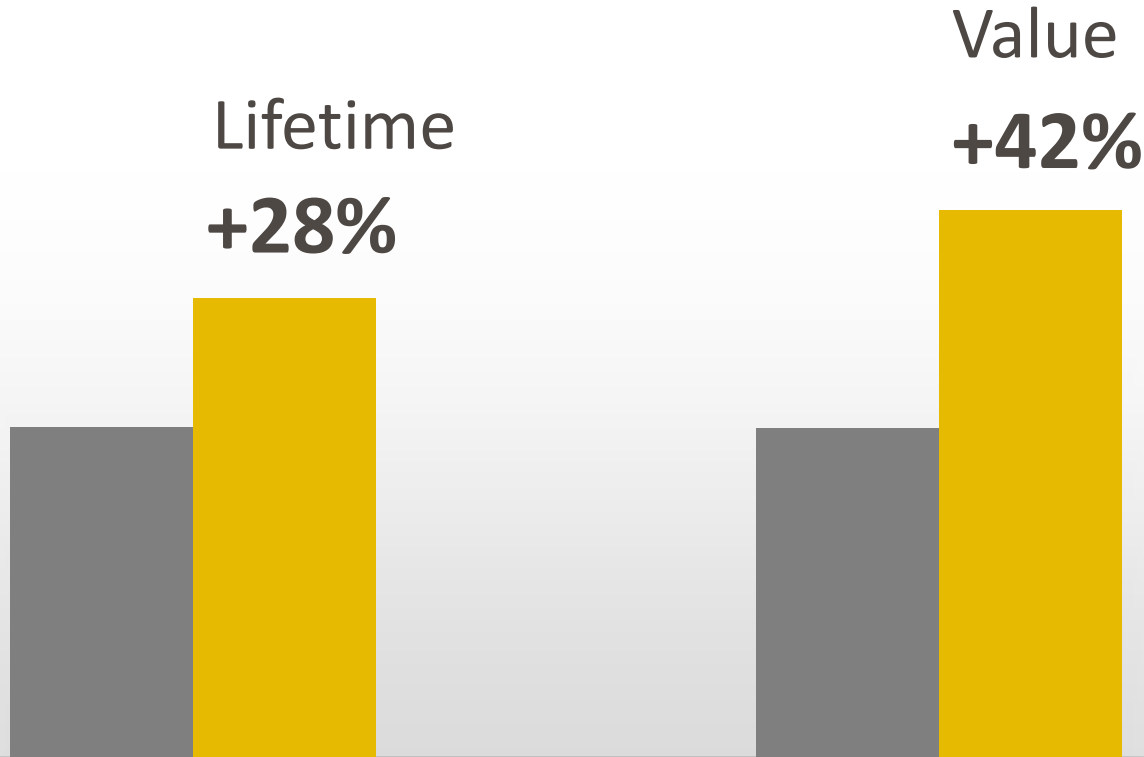
- Better address the business challenges
- Reduce vendor complexity
- A unique service portfolio from just one vendor
- Stronger brand and increased ARPU/ CLV with Norton offerings
- Key differentiator from competition
- Choice of service (network-based and/or endpoint) approach
- Seamless revenue growth from consumers to enterprises

# The Most Recognized Internet Trust Mark Now Has a New Look



**Half a billion impressions per day!**

# Norton Can Demonstrably Improve Customer Lifetime Value and Reduce Churn for Telco / xSP Partners



Service Provider customers WITH Norton are **staying longer** and **monetizing better** than Service Provider customers WITHOUT Norton

*Major EMEA Telco/xSP Partner*

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# Areas of joint selling



## **Secure Personal Clouds**

Grow from Consumer into Enterprise segments



## **Next Generation Network Protection**

The Enterprise & Consumer service platform



## **The joint Service Stack for CSPs**

The services roadmap moving forward



More to come...

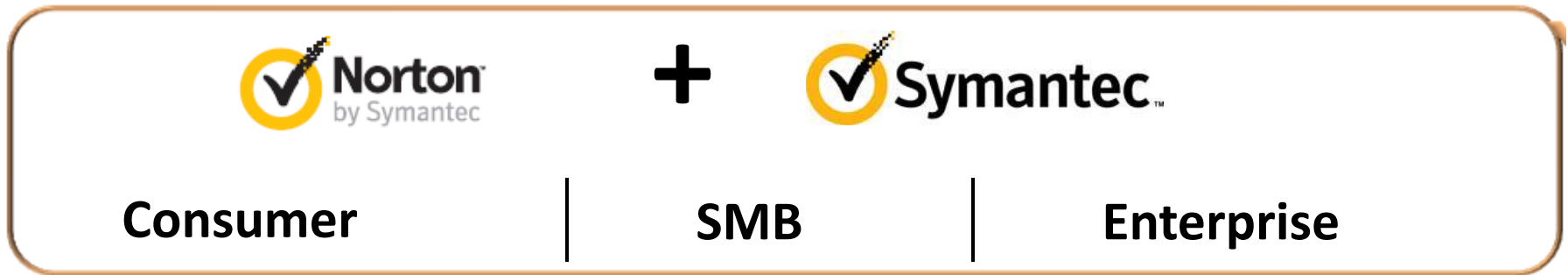


# The Symantec/Norton Secure Personal Cloud project

- Synchronize content to Cloud and across multiple devices
- PC/Mac Support
  - Automatic access to data in sync folder across computers
- Mobile & Tablet Support
  - Access and download files on demand
  - Add files from your phone
  - Play media
- Easy to use for Consumers, **robust and secure for Enterprise IT**



# Seamless growth into the profitable Enterprise space



**CSP partner programs provide flexibility and opportunity for scale—  
and co-branding is an option**

## Revenue Sharing



Customer receives a perpetual license for free with 5 GB of storage space

Customer buys more storage

Customer buys Team / Enterprise version

## Value-added service



CSP partner can purchase packages on behalf of customers as a value added service

- 10GB
- 50GB
- 100GB

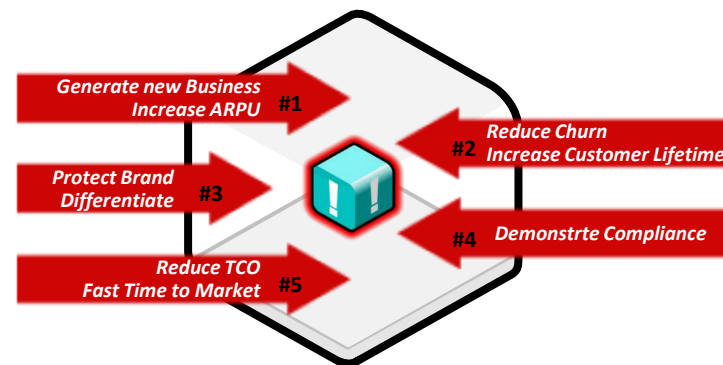
# Next Generation Network Protection (NGNP): “PROTECT and MONETIZE the Telco Fixed & Mobile Network”

## Next Generation Network Protection



### • PROTECT ...

- Protect mobile infrastructure against service impacting security incidents
- Clean Pipes for legitimate mobile traffic saves network bandwidth
- Avoid being blacklisted regarding mobile outbound spam (IP reputation)
- Achieving legislative compliance
- Improve customer satisfaction and reduce churn with base security
- Detect and mitigate Fraud
- Save customer services time and costs

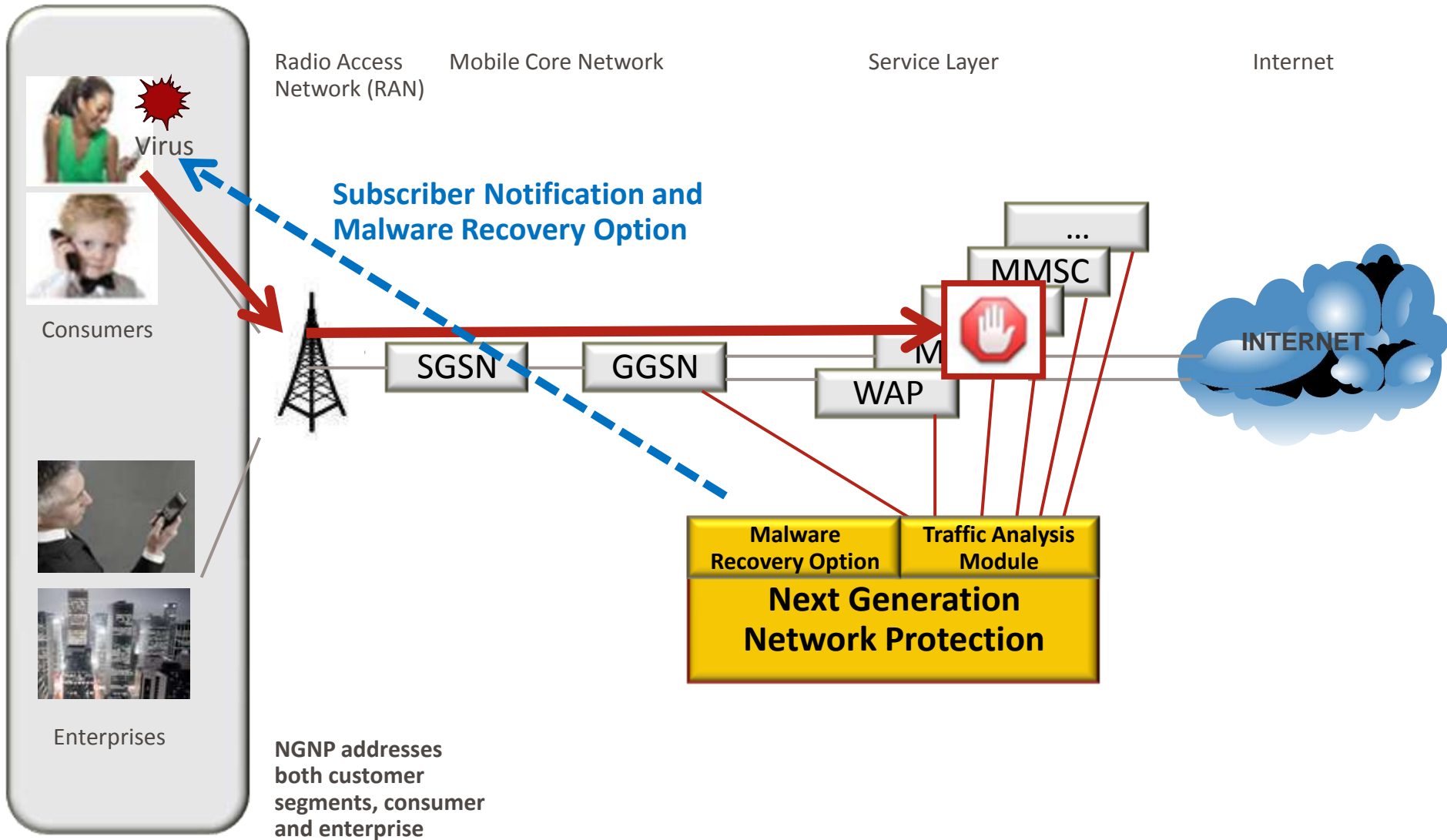


### • ... and MONETIZE:

- Enable new revenue generation through premium network-based services
- Migrate Pre-Paid subscribers to Post-Paid subscribers
- **Position the Norton Consumer portfolio thru the NGNP Malware Recovery Option!**



# NGNP: Network-based security management for Enterprise and Consumer customers



# NGNP: Cross-selling the Norton portfolio



# The Joint Service Stack for Telcos / xSPs

SYMANTEC xSP SERVICES ENABLEMENT

<b>Cloud Brokerage Services</b>	O3
<b>Corp. &amp; Cons. Control Serv.</b>	NGNP Enterprise / Parental Controls
<b>IT Compliance Services</b>	Control Compliance Suite, DLP, Vulnerability Mgmt.
<b>Archiving Services</b>	EV. Cloud, Enterprise Vault, NGNP (Mobile Messaging)
<b>Sec. Personal Cloud Services</b>	< Product launch coming soon >
<b>Backup Services</b>	BE.cloud, NBU, Norton Online Backup, Norton 360
<b>Storage Services</b>	Storage Foundation, VOM
<b>Secure M2M Services</b>	MPKI for Device Authentication (Smart Meter, ...)
<b>Authentication Services</b>	VIP, VIP Mobile, MPKI
<b>Encryption Services</b>	PGP, O3, Norton Anti-Theft, Norton Hotspot Privacy
<b>Application Mgmt. Services</b>	Apps Center
<b>Personal Care Services</b>	Norton Live Services
<b>Endpoint Mgmt. Services</b>	Client Management Suite, Symantec Mobile Management
<b>Endpoint Security Services</b>	SEP, Norton Internet/Mobile Security, SCSP
<b>Safe Web Services</b>	Norton DNS, Norton Identity Safe
<b>Security Intelligence Services</b>	Deepsight, SymDroid, Reputation Services, MSS
<b>Clean Pipe Services</b>	Symantec.cloud, NGNP, SBTS, SBMF, Norton Power Eraser



**Service Provider Buying Programs**  
*"Pay as you grow" Shared & Managed Services*

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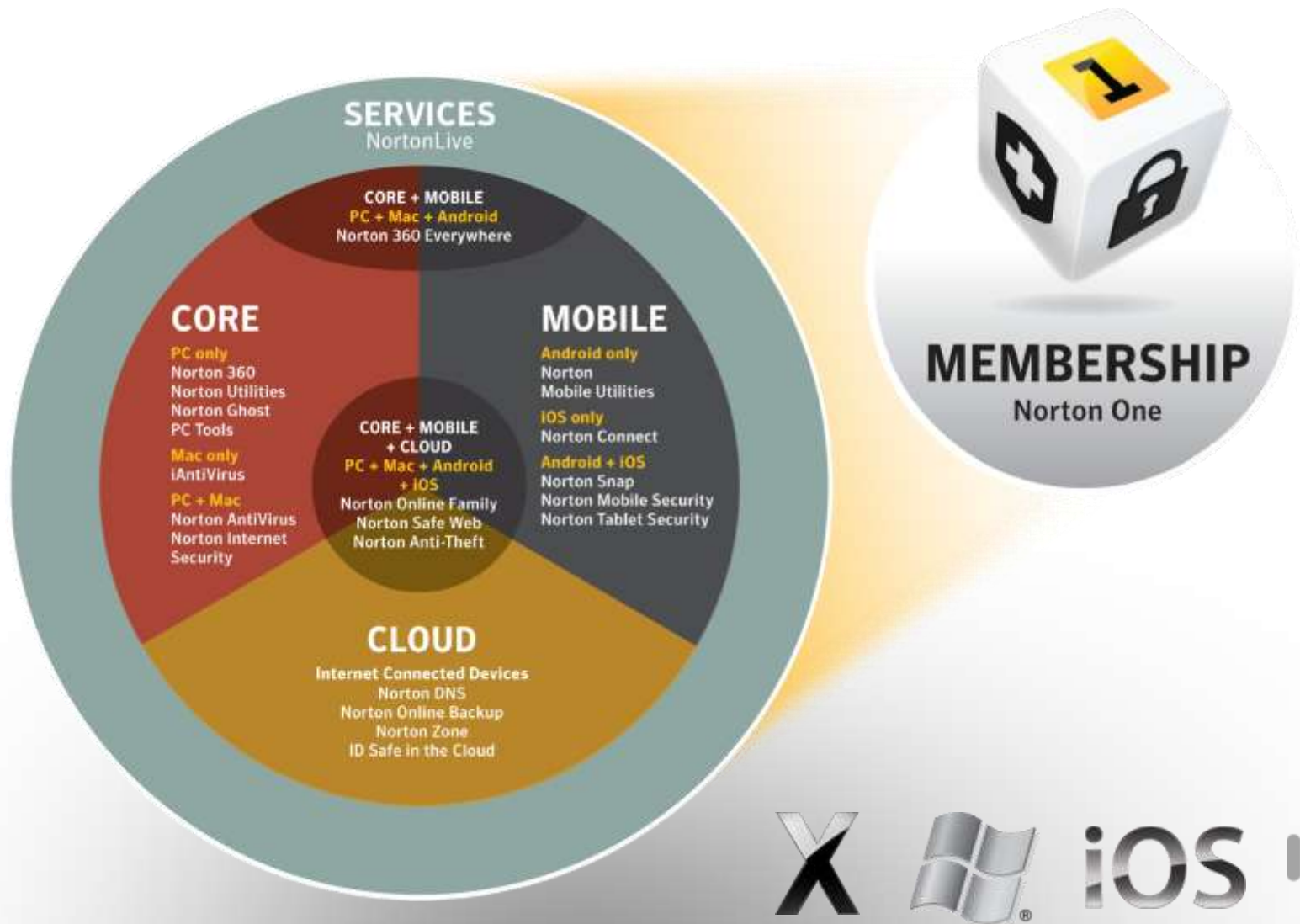
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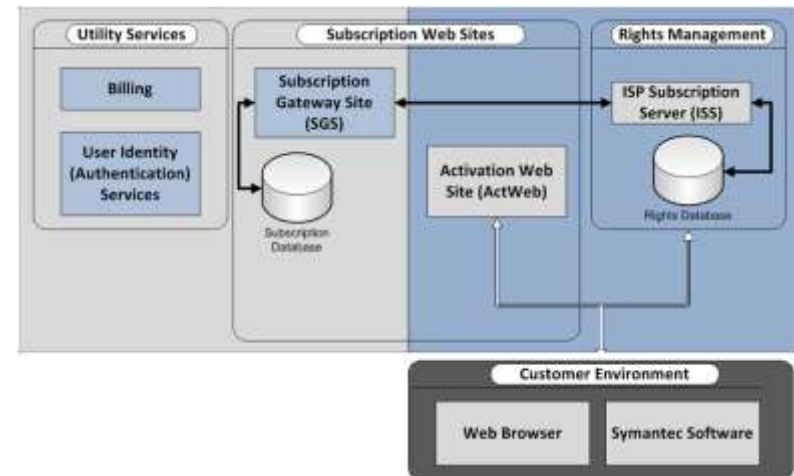
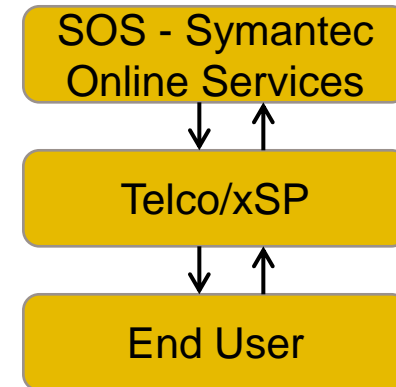
New Norton developments

# Norton – much more than PC Antivirus



# Norton Business Deployment Model for Telco / xSP Partners

- Monthly subscription model for Norton Services
- Licenses controlled by Symantec/Norton via API request from xSP/Telco
- Customer relationship always between Telco/xSP and End User



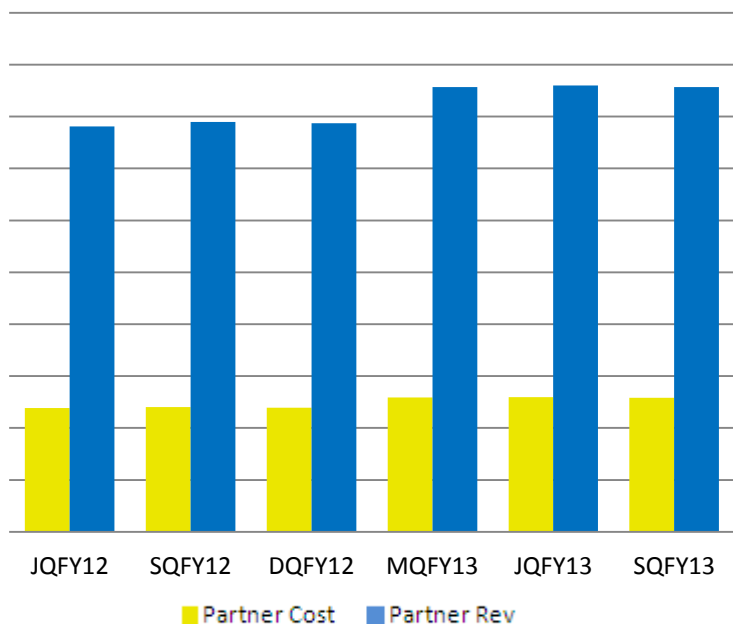
# Norton Partner Best Practice Optimization Framework



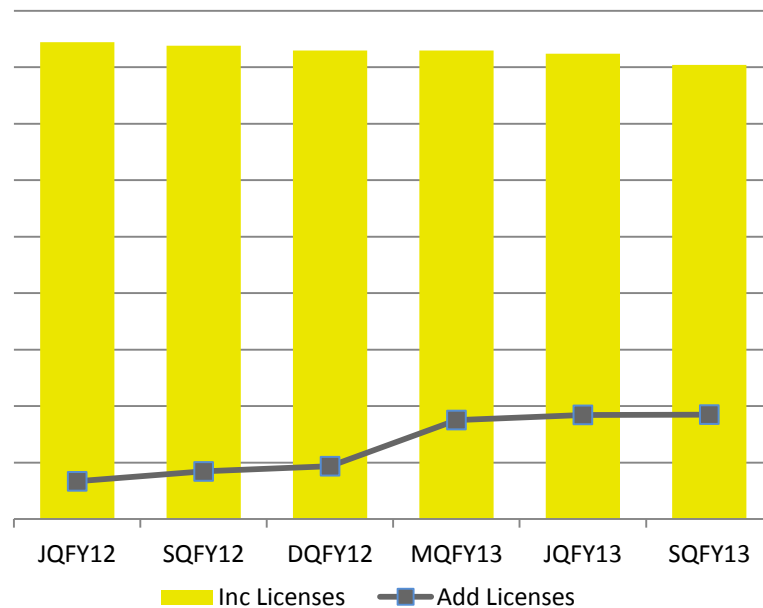
# Norton Partner Example – Security as a Differentiator

- **Partner Primary objective:** Differentiated marketing message – safest network
- **Partner Secondary objective:** Incremental revenue through license up-sell model

Revenue vs. Cost



Incl. licenses vs Add. Licenses



## Results:

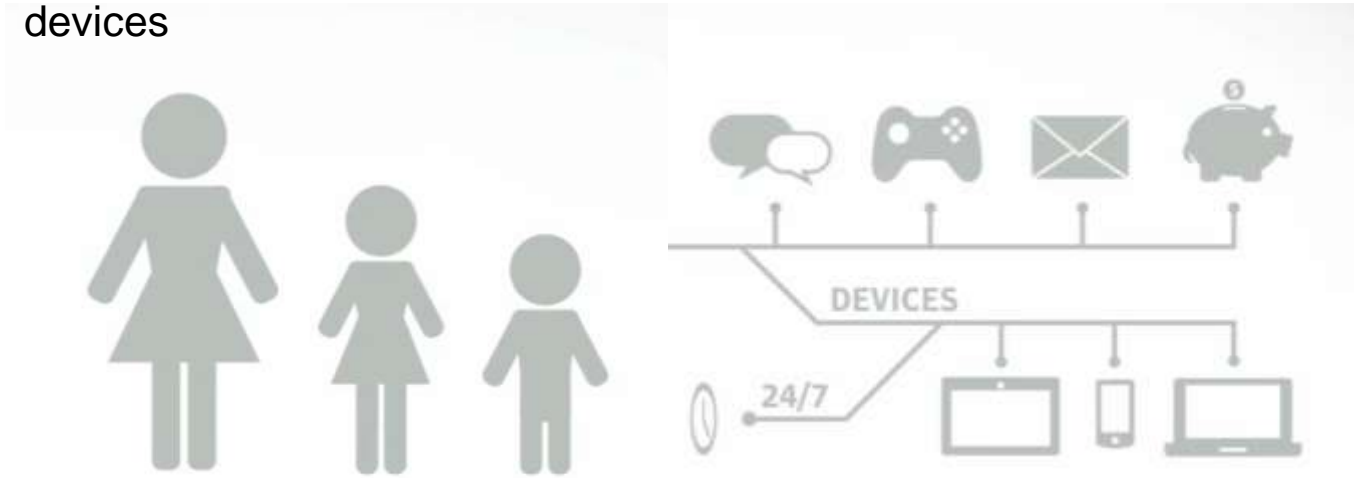
Incremental revenue from additional licenses easily off-sets cost of offering inclusive licenses



# Norton Emerging Product Vision

*Our Customer has changed*

An average household has **4.5** devices



And wants **24x7** access to their “Stuff”... no matter where they are

Norton is meeting these changing needs and ensure our customers are protected against new threats, regardless of where they are

# Building Norton's Telco / xSP Solutions Portfolio

## MY DEVICES

- » NAV, NIS, N360
- » NIS Mac
- » Norton Mobile Security
- » Norton 360 Multi-Device
- » Norton Anti-Theft

## ME & MY FAMILY

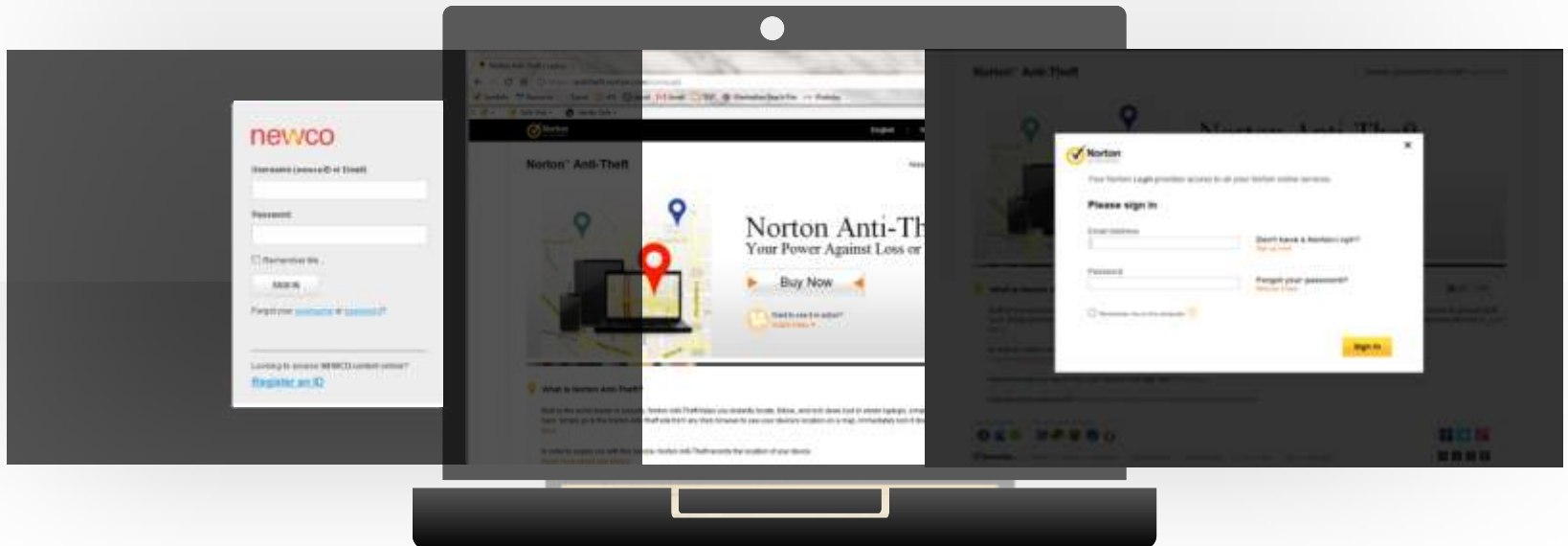
- » Norton Online Family
- » Norton Hotspot Privacy
- » Norton Identity Safe

## MY DIGITAL ASSETS

- » Norton Online Backup
- » Norton Secure Personal Cloud Project

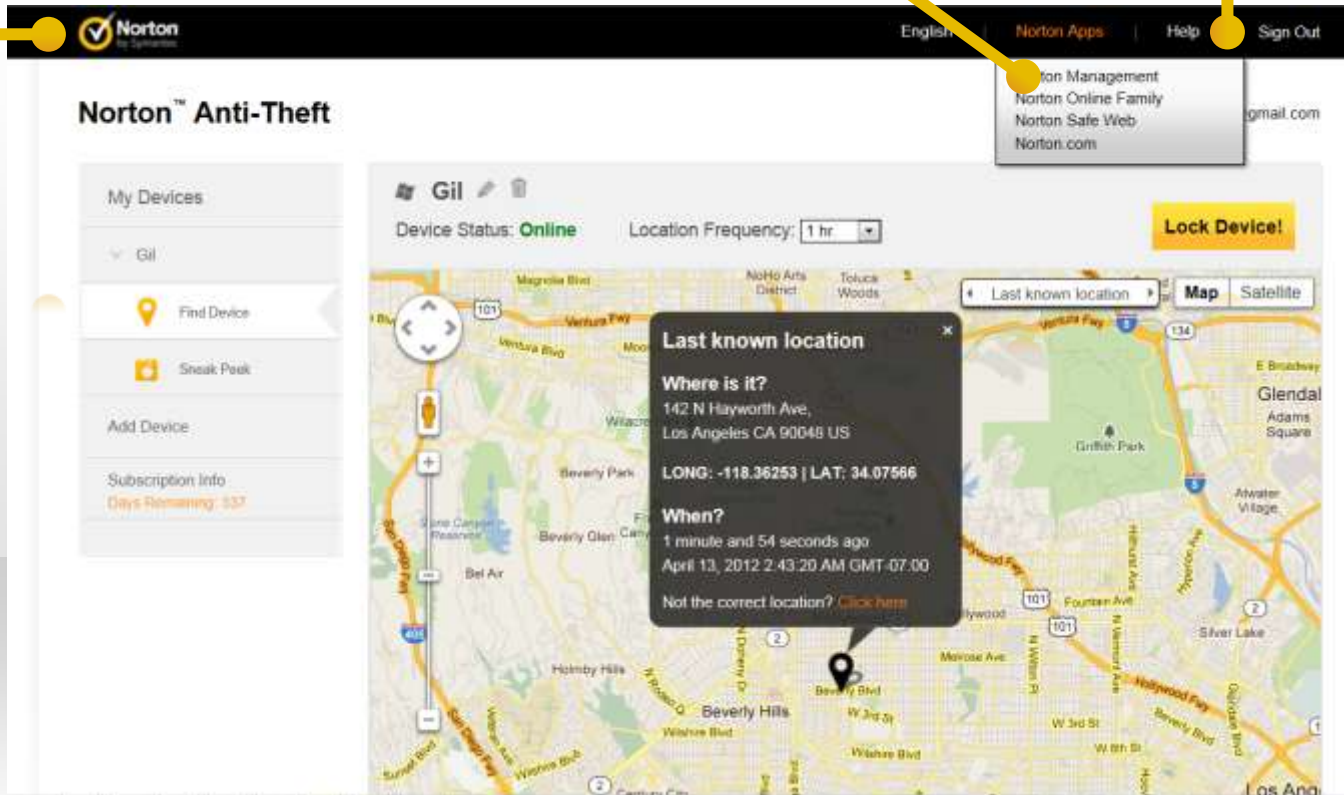
*New Product*

# The Cloud Requires Authentication



# Partner-friendly Web Sites to Maintain Consistent Experience

Co-brand with Partner Logo



Remove Options/Cross-Sells From Drop-Down

Customize Links to Customer Service

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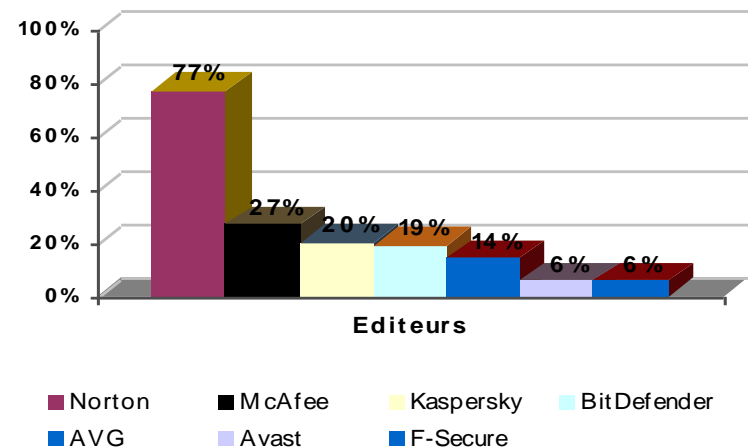
# Norton Has Successfully Driven Incremental Value for Major Telco / xSP Partners in EMEA for >10 Years

“ Norton customers have **28%** longer lifetime than standard customers.  
Norton customers bring **+42%** more value during their entire lifetime than standard customers ”  
- Major European ISP Partner A

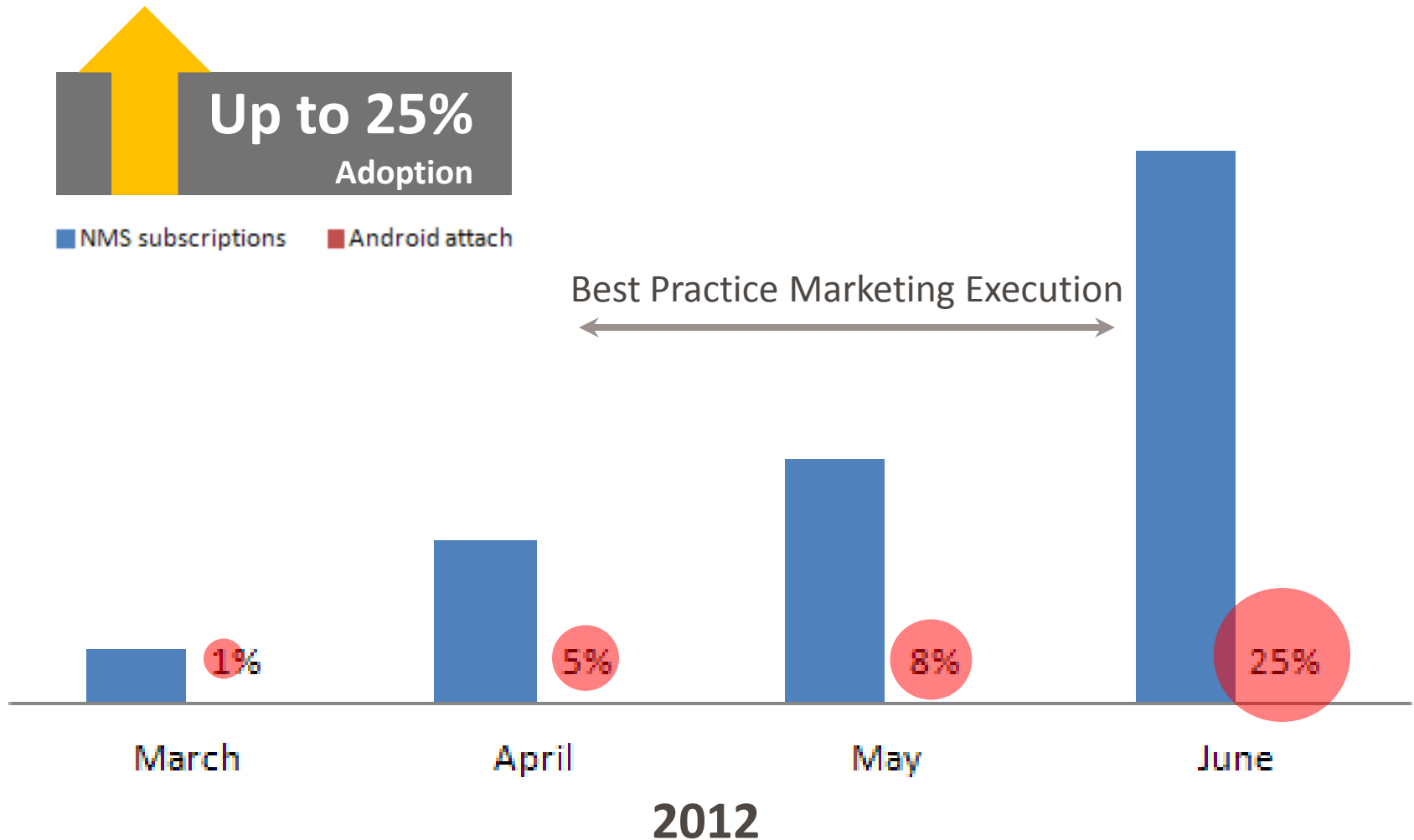
Norton has the highest awareness rates!  
Example: French Telco/xSP partner who carried out an awareness study before vendor selection:



>1M subscribers to paid Norton services



# Norton is Driving Mobile Security Adoption via a Major Telco / xSP Partner in Europe of up 25% - with a Paid Service!







“ Within a year, Norton has become the **#1 margin contributor** amongst our VAS portfolio.

*Bouygues Telecom* ”  
*French Telco*



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## COMPUTER SECURITY

Ranked #1 in performance and protection.  
Again & again.



Norton Anti Virus, Norton Internet Security,  
Norton 360

## MOBILE AND CLOUD SECURITY

Out-of-home or out-of-office, but *always* out of danger



Norton Mobile Security, Norton DNS for WiFi,  
Hotspot Privacy

## FREE TOOLS

Basic protection for the entire digital community—entirely free



Norton Security Scan, Safe Web Lite, Safe  
Web for Facebook, Power Eraser, Norton PC  
Check Up, Norton Online Family

## BACKUP & UTILITIES

High-performance back-up, recovery and tune-up tools



Norton Online Backup, Norton Utilities, Norton  
Ghost

## LIVE TECH SERVICES

Remote expert help at your service — anytime, anywhere



PC Checkup, Expert Installation, Spyware  
& Virus Removal, PC Jump Start, PC Power  
Boost, Health Check Pro, Ultimate Help Desk








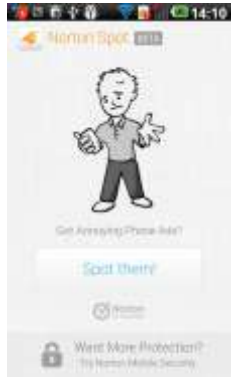

## FAMILY PROTECTION SERVICES

Insight into kids' online activities and offline whereabouts



Norton Online Family, Norton Family  
Locator Service

# Rapidly Expanding Norton Mobility Portfolio

Norton Mobile Security	Norton Mobile Utilities	Norton Hotspot Privacy	Norton Mobile Insight	Norton Spot	Norton Family
<ul style="list-style-type: none"> <li>• Anti-Malware</li> <li>• Anti-Theft</li> <li>• Call &amp; SMS Blocking</li> <li>• Web Protection</li> <li>• Privacy</li> <li>• Backup &amp; Restore</li> <li>• Android and iOS</li> </ul> 	<ul style="list-style-type: none"> <li>• Battery Saver</li> <li>• Performance</li> <li>• Task Killer</li> <li>• Overage Protection</li> <li>• App Manager</li> <li>• 2M+ downloads since launch</li> <li>• Task Killer most frequently used feature</li> </ul> 	<ul style="list-style-type: none"> <li>• Automatically configure WiFi settings</li> <li>• Turns on or prompts user when WiFi connection detected</li> <li>• Connect to WiFi securely and privately</li> </ul>  	<ul style="list-style-type: none"> <li>• Answers the questions:             <ul style="list-style-type: none"> <li>• Safe?</li> <li>• Trustworthy?</li> <li>• Privacy Leak?</li> <li>• Ad Library?</li> </ul> </li> <li>• Release 1             <ul style="list-style-type: none"> <li>• Security rating</li> <li>• Privacy rating</li> <li>• Ad library rating</li> <li>• Trust rating</li> </ul> </li> </ul>   	<ul style="list-style-type: none"> <li>• Malware detection</li> <li>• List categorized by application &amp; behavior</li> <li>• Optional application removal</li> <li>• Beta stage now</li> </ul> 	<ul style="list-style-type: none"> <li>• Helping parents stay connected to their children and keep them safe</li> <li>• Mobile filtering for web</li> <li>• Mobile app monitoring</li> <li>• SMS/MMS filtering</li> <li>• Location monitoring</li> </ul> 

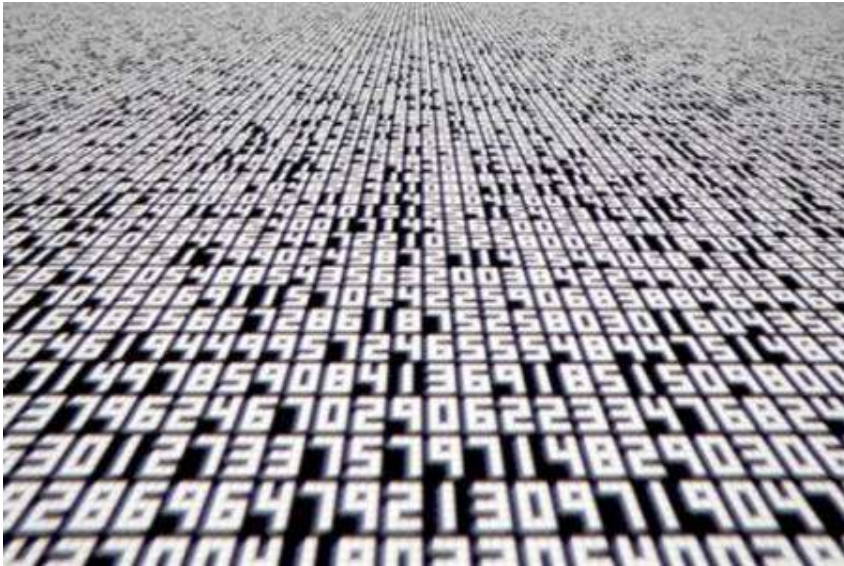
Coming soon

Oct. 17, 2012

SYMANTEC VISION 2012



# Why mobilesecurity.com? Only Symantec



Proprietary Data

+



Opinioned Experts

= **mobilesecurity.com**

# Summary

- BYOD, Personal Cloud and other trends drive convergence between Consumer and Enterprise solutions
- Telco/xSPs are in a unique position on of all providers to offer information protection services for both Consumer and Enterprises
- Norton, through our Best Practice partner programs, offers Telco/xSPs significant, incremental value in terms of increased ARPU and increased Customer Life Time Value







# Thank you!

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