CustomerONE:

TELLING THE "SYMANTEC ON SYMANTEC" STORY

CustomerONE gives you the inside track into how Symantec secures its own environment. Learn about our products and services from the people who know them best: the IT and security practitioners who use them every day to keep Symantec safe.

CustomerONE—What We Learn as Our Own First and Best Customer

CustomerONE is a Symantec program in which we deploy our own early-stage products in our enterprise. Then we use that experience to (1) improve our products and (2) help Symantec's customers learn from our efforts.

We start by bridging Engineering and IT. In many companies the two teams work separately—one makes the products and the other uses them. But that division can prevent Engineering from capturing the important feedback that IT and our security practitioners are uniquely positioned to offer.

That's why we involve our IT practitioners early in the development process. They suggest product features that would make their own jobs easier; they install alpha and beta versions; and they provide real-world feedback that Engineering uses to make improvements.

"It's all part of our effort to create the world's best corporate security— for ourselves and for our customers," Symantec CIO Sheila Jordan says. "We want our teams to be really bullish about making our products and services the best they can be."

CustomerONE's other mission is to communicate our lessons learned to customers. We do that with non-technical stories and videos that help you understand the "Symantec on Symantec" story.

Founded in 1982, Symantec has evolved to become the global leader in cybersecurity, with more than 11,000 employees in more than 35 countries. Operating one of the world's largest cyber-intelligence networks, we see more threats, and protect more customers from the next generation of attacks. We help companies, governments, and individuals secure their most important data wherever it lives.

Drinking Our Own Champagne

The idea of a high-tech company using their own products isn't unusual. However, in our experience, companies use finished products but not their works still in progress. Thus they miss out on feedback their IT teams can provide.

Our model captures that feedback, and also provides another advantage.

Software companies tend to build their products in development labs and test them in highly controlled QA environments that simulate potential real-world problems. We don't have to guess. By testing Symantec products in our actual IT environment we can discover real-life issues and fix them long before the products reach the marketplace.

In the end, "drinking our own champagne" helps us build better products. It also does three other important things.

One, it enhances our marketplace credibility. After all, we can't expect customers to use Symantec products that we don't use ourselves.

Two, we avail ourselves of our products' full strengths. We're building solutions with tremendous capabilities—why not get them into our environment as soon as possible?

And three, we spare our customers a few headaches. Some of our products involve learning curves and integration challenges. If we work through those challenges first and develop a list of best practices, we smooth the trail for customers to follow us.

CustomerONE Stories Eliminate the Surprises

CustomerONE content helps you understand what it's like to run a sophisticated security environment using Symantec products. Consider them a shortcut to your success.

"We have the most robust implementation of Symantec solutions of any company," says Tim Fitzgerald, our chief security officer. "Customers tell us they want to hear about how we got here and how well the solutions work for us. So we tell them."

Telling you means being honest about our experiences from start to finish, says Alex Horovitz. He's the senior director who runs CustomerONE.

"We tell you what went well and what didn't go so well," Alex says. "If a customer is ever surprised about using one of our products after engaging with a CustomerONE story, we have failed."

We hope our stories give you a faithful look at how we use our own products. We also invite you to contact us for more information—or, better yet, to schedule an executive briefing.

As we note in every CustomerONE story, we offer you an exclusive opportunity to learn how Symantec solutions can protect you.

Visit one of our Executive Briefing Centers at our U.S. headquarters in Mountain View, California, or in Reading, U.K. We'll provide a customized briefing to meet your specific goals. We'll also give you a sneak peek at new technologies and an overview of the latest digital threats to be aware of.

Contact Symantec today.

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Symantec's CustomerONE team can facilitate discussions between you and our IT security practitioners to help you address your security questions and concerns. Please contact us directly or through your Symantec sales team.