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# Secure AND Manage

Protecting a billion online data systems globally, reviewing over eight billion email messages and analysing more than a trillion web requests is all in a day's work for Symantec.

Images courtesy of Symantec

**S**ymantec is a security, storage, and systems-management company working hard to manage and leverage the masses of data in an information-driven world. Symantec offers a varied range of services to individuals, small- to medium-sized businesses, large corporate organisations, and governments globally.

Matt Ellard is Symantec's Senior Vice President for EMEA. He has been with the company for over a decade gaining extensive experience in the IT industry. His role is to drive sales, operations, and business development across the region. Matt attributes Symantec's success to the major role it plays in protecting and securing people's information, through

acquisition and a US\$1.4 billion investment each year into research and development.

"We see our role as serving people's information agenda. We protect and manage people's information—all the complexities, the anxieties, and the cost that goes into allowing people and businesses to achieve their daily objectives with confidence. In terms of security, we manage huge amounts of data including the latest threats to both the private and the public sector, and we set about making sure that we manage that intelligence so people, companies, and governments don't have to worry. By forming a strategic alliance with Deloitte, a unique understanding of the threat landscape is provided which,

paired with business intelligence, creates differentiated value to enterprise customers investing in security.

"From where the information is born, right up to where it dies, Symantec is always there. It makes for an eclectic and multifaceted business to run but that makes for a worthwhile challenge."

Technology now touches every part of people's lives, and the cyberthreat landscape has changed to mirror this. Symantec develops products and services to assist customers in dealing effectively with these challenges. Matt suggests that despite the complex nature of threats and data growth, there are three main areas to focus on: people, process, and technology. >





“Start with technology. We have a huge analytics engine where we monitor and track global cyberthreat activity so we can help resolve many vulnerabilities and block a high percentage of attacks. The threat landscape has changed, and I don’t think anybody can challenge that. It’s becoming a societal issue now.

“Targeted attacks in enterprise are up 91 per cent. We think that there have been about 552 million identities that have been exposed; there has been a 500-per-cent increase in ransomware; and 38 per cent of mobile users have experienced some form of mobile cybercrime. We track more than 13.8 billion files on our base analytics platform, more than 21.3 billion URLs. We’ve responded to more than seven billion queries, and we logged about 182 million threats last year.

“Looking at people, there’s an under-swell of criminal activity—and it’s highly sophisticated—by well-trained individuals who are out to defraud people, small businesses, or attack a government’s infrastructure. If people aren’t educated about being diligent in avoiding cyberthreats, then they are going to end up being the weakest link.”

Protecting an organisation against these threats is a difficult business. Matt acknowledges that

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- Matt Ellard

the most crucial data in an organisation is usually the IP or customer’s details and needs to be kept safe. Symantec helps its customers manage the mass of data it accumulates because it can be incredibly costly and hard to manage.

“When it comes to process, Symantec tracks an awful lot of data to make sure that we can provide the right analytics, reporting, and protection. We also help with the growing amount of information people have because we firmly believe that you need to reduce it to make sure you can protect, manage, and recover it responsibly, and therefore protect yourself from the threat.”

Symantec invests heavily in making sure it keeps track of the ever-changing online landscape. A big proportion of the US\$1.4 billion spent last year on research and development was used to talk to customers and look at ways to help them prepare, protect, detect, and then respond to threats.

“We want to make sure that we create the right ecosystem and we also need to embrace the next generation of computing. You’ll see more cloud offerings from Symantec such as our unified security offering and also more support of emerging endpoints so we can embrace more productivity tools without compromising

security. That’s where you’ll see a strategic shift from threat protection to information protection and management, and security as a service, at the enterprise level.

“It’s not just businesses who need to protect their data. Our Norton consumer software helps people control their identity and information online. Social networks and multiple web services create a complex digital footprint, and combine that with parents worrying about how children adopt and use technology from a very young age—they need a trusted service to rely on. We want to make it a lot easier for people so they feel they have more control over their digital environment.”

In both the enterprise and consumer spheres, Symantec has dedicated significant time and resources to the development and maintenance of strong relationships with suppliers and other business partners. Trust, respect, and a cultural fit ensure they can achieve long-term success together.

Symantec and Deloitte UK collaborated last year to launch an innovative cyberthreat vulnerability management service. The project addresses the emergence of sophisticated cyberthreats and helps protect

organisations and their assets from round-the-clock attacks.

“The impact following a data breach or security threat can have major consequences, damaging a business and brand reputation overnight,” Matt explains. “The unprecedented growth in digital communications, fuelled by the rise of mobile devices, has made information management top of the agenda for today’s C-level executives.

“The latest cybersecurity technologies, training, skills, and management all require ongoing investment that can be expensive and a drain on business resources. Symantec and Deloitte’s alliance will enable companies to outsource their cybersecurity to experts in the field for both technology and consulting services.”

Matt adds that this alliance has facilitated the provision of unique, trusted, and tailored cybersecurity services that are industry leading. “By pairing Symantec Data Loss Prevention and Symantec Managed Security Services with Deloitte’s consulting services, the two organisations will help businesses address concerns around cybersecurity and information protection,” he says.

“The alliance will focus on markets across the Middle East, Africa, and Europe, including the United Kingdom where the integrated offering will be delivered through the Deloitte Cyber Intelligence Centre. Deloitte’s consulting services will be powered by Symantec Data Loss Prevention and Symantec Managed Security Services technologies.

“The services are managed by Deloitte consultants who oversee the data lifecycle for an organisation, offering a resilient incident management and response program. Threat alerts are remotely monitored and analysed via Deloitte’s Cyber Intelligence Centres, housing a full-scale team of incident-response experts providing round-the-clock, business-focused operational security.”

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In October 2014, Symantec announced its intention to separate the company into two independent publicly traded companies: one business focused on security and one business focused on information management. This followed an extensive business review of the company’s strategy and operational structure. Creating two stand-alone businesses will allow each entity to maximise

its growth opportunities and drive greater value. The separation will be complete in December 2015, but until that time, the company continues to operate as one business.

The future for Symantec is looking bright as cyberthreats become ever-present and individuals, businesses, and organisations are required to invest in leading-edge and complete security solutions. •



Andy Ng, who is Director and Information Protection Lead, Cyber Risk Services at Deloitte, believes there are a multitude of benefits thanks to the partnership with Symantec. “As business challenges become more complex, organisations are looking for more than just great technology or great advice. They want both. As an end-to-end solution customised for them, that can be delivered in a cost effective and strategic manner.

“Symantec’s security portfolio provides market-leading capabilities to protect an organisation’s information, and combat the challenges that exist in the cyberthreat landscape. This, paired with Deloitte’s understanding of the business, automates and helps mature this technology so that businesses can continue to realise their value.

“The collaboration between Deloitte and Symantec provides C-level executives with a trusted alliance as well as the knowledge and understanding of how to solve complex cyber challenges. By working together in partnership, our end clients can benefit from advice which enables good technology and gives them the confidence they need to focus on their core business goals. Providing great technology combined with an intimate knowledge of the organisation’s business means that our clients have the opportunity to truly understand their cyber risk. This includes what it means to their business, how to respond appropriately and proactively to threats, and ultimately how to achieve cyber resilience.

“Deloitte and Symantec have worked together to help organisations make more-informed, content-aware, and risk-based decisions about their information assets. Looking ahead, this alliance will continue to flourish and facilitate the provision of much-needed cybersecurity services.”