

Benefits of Choosing a Cloud-Based Security Solution

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Contents

Introduction	1
Available Solutions	1
The Symantec.cloud Solution	2
Benefits of a Cloud-Based Solution	3
Implementation and maintenance	3
Reliability and scalability	3
Guaranteed levels of service	4
Total cost of ownership (TCO)	5
Conclusion	5
More Information	7

Benefits of Choosing a Cloud-Based Security Solution

Introduction

Email and Web usage have become the most pervasive form of business communications, impacting every aspect of every organization as enterprises use email for their primary communications between management, employees, prospects, customers, vendors, partners and investors. At the same time hourly disruptions to electronic communications due to viruses, spam, Trojans, spyware, phishing and other email based threats is now the norm.

In addition to increasing messaging threats, recent government and industry regulations have placed unprecedented pressure on corporations to secure the use of their electronic communications. Email threats, unsecured communications and uncontrolled Web and IM content not only impede an organization's ability to demonstrate self regulation, they also damage business relationships, not to mention an enterprise's corporate brand.

To effectively combat the rising messaging threats and to comply with the increasing demands of corporate regulations, companies are seeking the most comprehensive email, Web, and instant messaging (IM) security solutions to protect their enterprises. As a result, Symantec.cloud predicts a number of changes in the adoption of messaging security over the coming: businesses will continue to embrace the managed services model for meeting their messaging security and management requirements, and businesses will seek the services of vendors who can offer a more complete set of solutions across a wider range of platforms, rather than simply spam and virus protection.

While appliance and software solutions may have jumped to an early lead in first and second generation solutions among larger enterprises, the increasing and very often unpredictable costs to support today's rapidly emerging and evolving threats – along with the ever-increasing scalability and performance issues – are pushing more organizations to look at cloud-based services.

Available Solutions

Messaging and Web security providers fall into three primary categories – software solutions, appliance solutions, and cloud service providers:

- **Software solutions**– Licensed security software is installed between the network boundary and email server (leaving firewall ports open so that email, Web and IM traffic can get through). A software solution often requires specific server hardware and software to work properly, for which significant in-house security expertise is essential. An organization must keep its software solution up-to-date with the latest signatures to combat evolving email threats and avoid exposure to unknown viruses.
- **Appliance solutions**– The appliance is one or more hardened servers physically installed between the network boundary and internal resources like the email servers and endpoint clients. Setup and configuration can take a few hours to days to refine the settings for an enterprise's email environment. When the company's mail, internet usage, and security needs grow, additional appliances must be purchased as each appliance can process only a finite amount of traffic. An IT resource is required to monitor the latest malware trends, adjust the appliance settings and provide technical support to internal users.
- **Cloud service providers**– A cloud service provider uses on a network of data centers located at major Internet hubs to process email and internet traffic for its clients. Once a customer's specific requirements have been

Benefits of Choosing a Cloud-Based Security Solution

determined, the service is enabled through a quick modification of the client's settings (DNS and mail server settings for email, and/or proxies for Web and IM). There is no additional hardware or software required. Administration is typically handled through a Web-based portal that provides management information, configuration tools, service statistics and reports in real time, enabling the administrator to monitor how the service is performing. All service updates and upgrades, as well as threat protection, are administered in real-time by the cloud service provider, requiring no additional resources from the client.

The traditional software model is continuing to lose market share due to client's negative experiences around implementation and on-going cost of ownership. This, combined with the software's pre-Internet design which makes it unable to respond quickly enough to the new breed of threats, is driving many businesses to seek alternatives.

The cloud-based services model, which makes the unification of security services simple, is growing in attractiveness because it requires no hardware or software on the client's premises – immediately removing the need for on-site maintenance and added layers of complexity to the customer's network infrastructure.

The Symantec.cloud Solution

According to Gartner, Inc., leaders are vendors who are performing well today, have a clear vision of market direction and are actively building competencies to sustain their leadership position in the market. Symantec.cloud (formerly MessageLabs) is positioned in the Leader's Quadrant in Gartner's Magic Quadrant for Email Security Boundary. (Gartner Inc., Sep 2008).

Symantec.cloud offers a higher level of protection against email and Web threats such as viruses, spam, identity theft and targeted blackmail campaigns while also allowing you to control email content and secure your confidential communications. All Symantec.cloud services are cloud-based and delivered at the Internet level, so email, Web and IM traffic are scanned before reaching or corrupting corporate networks and end users, eliminating the requirement for additional hardware, software and management attention.

Leading protection against new and existing threats

Symantec.cloud combines industry-leading proprietary technology with best-of-breed commercial scanners, creating a highly effective and accurate solution.

The Symantec MessageLabs Email Security.cloud service is the only solution that proactively stops 100 percent of all known *and* unknown email viruses, even on the day of an outbreak, and the only solution to guarantee virtually zero spam false positives.

Skeptic, our proprietary technology, is the result of over ten years of development time. Using predictive intelligence, Skeptic learns from every message it scans, updating and evolving with every new threat – constantly building on its already vast knowledge base and updating signatures in real-time. Skeptic's position at Internet level means it scans millions of emails every day, always watching and waiting for any new threat. In addition to Skeptic, multiple commercial scanners are used by Symantec.cloud to detect and stop all known threats. Commercial scanners offer the perfect

Benefits of Choosing a Cloud-Based Security Solution

complement to Skeptic technology – while Skeptic stops new and unknown threats, commercial scanners work on blocking previously seen malware.

Symantec MessageLabs Web Security service operates at the Internet level, intercepting viruses, and spyware. The service will also provide protection from other web-borne threats before they enter your network. Our service also allows you to block access to inappropriate websites by URL filtering, keeping your employees productive while enforcing acceptable usage policies.

Benefits of a Cloud-Based Solution

Symantec.cloud has significant business advantages over many traditional solutions in the following areas:

1. Implementation and maintenance
2. Reliability and scalability
3. Guaranteed levels of services
4. Total cost of ownership (TCO)

Implementation and maintenance

The Symantec MessageLabs Email Security.cloud service is simple to set up and administer and works with any mail client or server configuration, regardless of geographic location. Once an organization's specific requirements have been determined, Symantec.cloud enables the service through a simple modification of the client's DNS and mail server settings. For Web and instant messaging protection, a simple policy change or package can be implemented and distributed to endpoint clients. No additional hardware or software is required and 24/7 client service and support is included.

Administration is handled through an easy-to-use Web-based portal. This also provides a wealth of management information, configuration tools, service statistics and reports in real-time, allowing organizations to monitor how the service is performing. Symantec.cloud provides all service updates and upgrades, as well as threat protection in real-time, requiring no involvement or resources from the client.

Reliability and scalability

Symantec.cloud is the only cloud security service provider built on a resilient, robust and secure global infrastructure. With 15 data centers on five continents, Symantec.cloud processes and filters millions of messages every second. The infrastructure is entirely scalable with the capacity to process email, Web and IM traffic with no discernable delay during major peak periods. Each data center has the ability to load-balance both within the data center and across data centers. Symantec.cloud also provides additional incident and disaster recovery benefits – the data centers will hold email, in case a client's mail server goes offline, until the client's email server is able to accept incoming email.

Since email, Web, and IM content is scanned and filtered at the Internet level, malicious code never enters the corporate network. Millions of emails and Web requests are processed and filtered daily, data is collected, changing threat characteristics are identified, and new signatures are implemented automatically in real-time. While appliance-based solutions and Symantec.cloud both quarantine spam, only Symantec.cloud safely houses this data away from the

Benefits of Choosing a Cloud-Based Security Solution

corporate network. Symantec.cloud also quarantines suspect virus and spam email via Web administration for review to further minimize false positives.

Guaranteed levels of service

Our AntiVirus SLA provides 100% assurance that no known or unknown email viruses will pass through to the client's network and our AntiSpam SLA guarantees a spam capture rate of at least 95%, with a false positive commitment of 0.0004% (or 1 in 250,000 emails) over a calendar month. The Symantec.cloud AntiSpam service earned a five-star rating in the VeriTest AntiSpam Benchmark Service for its 99.29 percent average capture and 0.00 percent false positive rate, far exceeding other email security providers.

On top of this we guarantee 100% service uptime and guarantee that email latency will not exceed 60 seconds. Combined, Symantec.cloud SLAs deliver a clear-cut and risk-free strategy to ensure complete service effectiveness and impact to all clients.

We track our own performance closely to understand what it takes to meet our high standards for service quality. Below is actual recorded data from the past 6 months that shows how we have performed for over 10 million users across more than 100 countries.

Service Performance April 2010 - September 2010¹

Service level	Target Level	Actual
Antivirus Effectiveness	100%	100%
Antivirus Accuracy	No more than 0.0001%	0.000006%
Antispam Effectiveness	Over 99%	99.999966%
Antispam Accuracy	No more than 0.0003%	0.000007%
Email Latency	Scan time within 60 seconds	14.3 seconds
Email Service Availability	100%	100%
Web Latency	No more than 100ms	51.7ms
Web Service Availability	100%	100%

¹-The latest performance statistics can always be found at the Symantec.cloud website.

Benefits of Choosing a Cloud-Based Security Solution

Total cost of ownership (TCO)

Symantec.cloud are typically priced on a per user, per month basis. For protection against virus, spam, trojans and other malware alone, the cost savings of a predictable pricing model is clear.

By using a cloud-based service, Symantec.cloud clients avoid costs associated with other solutions, such as:

- *Complex hardware or software*
- *Increased storage and bandwidth*
- *Dedicated technical staff to manage the solution*
- *Regular software updates*
- *Routine updates to spam and virus definitions*

As a cloud service provider, Symantec.cloud eliminates initial hardware and software investments, long-term infrastructure commitments, support contracts and the unpredictable cost of dedicated, knowledgeable internal staffing. The per-user versus volume-based pricing ensures a fixed cost, even as email volumes and corresponding threats arise. Management can easily determine IT security budgets and anticipate future allocations depending on the expected number of email users.

Conclusion

Securing email, Web and instant messaging has become a board level issue due to the associated business risks, and these risks have become significant drivers behind the tremendous growth in the market as follows:

- *Business continuity* – email security threats, such as viruses and spam, can have a significant impact on business continuity. For example, security experts believe that the Mydoom virus outbreak cost the corporate world more than \$1B in lost productivity.
- *Uncontrolled content* – the distribution of inappropriate, illegal or company confidential content represents a serious risk to an organization through legal liabilities and damage to reputation.
- *Confidentiality* – with the increasing amount of business critical information being distributed via email and other forms of messaging there is an increasing need to ensure that information is fully secured through encryption. The loss of confidential information can result in material cost to an organization through the loss of competitive advantage, breach of trust, and ultimately lost business with clients and damage to reputation.
- *Compliance* – compliance with regulations and corporate policy is becoming ever more important for organizations. New regulations such as Sarbanes-Oxley and HIPPA have significant implications for messaging and failure to comply can lead to significant fines.

Symantec.cloud sets the standards for cloud-based security, successfully delivering a range of cloud services that protect corporate email, IT infrastructure, business compliance and integrity. Furthermore, with new spam and virus techniques emerging almost daily, enterprises have realized that they neither have the core competency nor the financial wherewithal

Benefits of Choosing a Cloud-Based Security Solution

to keep investing personnel, time and money into deploying new countermeasures at a rapid rate. However, dedicated cloud services vendors, such as Symantec.cloud, can devote frontline personnel and massive processing power to fighting emerging threats and can seamlessly implement them to protect enterprise clients in real-time. Additionally, a cloud-based service clears away the concerns over cost of ownership by having a fixed and predictable cost.

By combining world-class, patented technology, a multimillion dollar global architecture, around-the-clock service and support, plus substantially low total ownership cost, Symantec.cloud protects more than email, Web and instant messaging. Symantec.cloud protects the entire business.

Symantec.cloud is the world's leading provider of messaging security and management services to more than 31,000 business clients including The British Government, The Bank of New York, Bertelsmann, Bic, CSC, Condé Nast Publications, EMI Music, Random House, SC Johnson, Moen, Rentokil Initial and StorageTek.

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About Symantec.cloud

Symantec.cloud uses the power of cloud computing to secure and manage information stored on endpoints and delivered via email, Web, and instant messaging. Building on the foundation of MessageLabs market leading software-as-a-service (SaaS) offerings and proven Symantec technologies, Symantec.cloud provides essential protection while virtually eliminating the need to manage hardware and software on site.

More than ten million end users at more than 31,000 organizations ranging from small businesses to the Fortune 500 use Symantec.cloud to secure and manage information stored on endpoints and delivered via email, Web, and instant messaging.

Symantec.cloud helps IT executives to protect information more completely, manage technology more effectively, and rapidly respond to the needs of their business.

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Symantec helps organizations secure and manage their information-driven world with security management, endpoint security, messaging security, and application security solutions.

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