

**How we want
to be known.**

**And why
it matters.**

We want to be known for our big promise.

Every time someone encounters a Symantec person, uses a Symantec product, visits the Symantec Web site, or reads a Symantec advertisement, we have an opportunity.

And that is the opportunity to tell our story—to build the image of Symantec in that person's mind.

Every brand makes promises and sets expectations. How well a company delivers on its promises shapes the perception of its brand.

The strongest brands make big, clear promises—and deliver on them.

This is our promise:

“You can be confident Symantec will help you protect the integrity of your information, ensuring that it is secure and available, no matter what happens.”

This promise means we are building a relationship of trust, in which we deliver new capabilities, round-the-clock vigilance, preventive measures, and countermeasures—not just a product our clients buy once. We do these things well, and we're the only ones who do all of them.

How do we keep this big promise?

Simple. We attract the best people, build the best products, offer the best services, and collaborate with the best partners.

We make big promises—and we keep them.

We want to be known for our vision.

We've made two major realizations about the world, where we fit, and where we're going.

First, the most valuable asset in most people's lives—and in every organization—is information. It is more valuable than all the technologies, networks, systems, and programs built for it, combined.

Second, the security and availability of information are crucial. Malicious attacks, vulnerabilities, complex systems, and technology innovations threaten information security and availability every day.

However, choosing between security and availability is a trap: Secure information that is not available is worthless. And available information that is not secure is always suspect.

Therefore, to ensure the integrity of information, a combination of both information security and information availability is needed.

This is our vision:

“Everyone will be free to work and play in a connected world.”

To achieve this vision, everyone must be confident that their information will be there when they need it, and that they can trust it.

Today, only one company understands the need for information integrity.

And only one company can make this vision real, and lead this industry.

Ours.

We defined and led the antivirus industry.

Which became the information security industry, but with no comprehensive availability component.

We contributed key innovations to the systems and storage management industries.

Which are converging with the network management industry to improve information availability, but with no comprehensive security component.

We are combining the benefits of security and availability to bring information integrity to our clients.

We want our reason for existing to be known.

We are in the business of ensuring the integrity of information.

We are in the business of building the best possible defenses to secure information from attacks by people who are interested in stealing, destroying, and disrupting information, businesses, and lives.

We are in the business of building the best possible methods of keeping information available—flowing, intact, and with capabilities growing.

To meet these goals, we must be in the business of thinking ahead and helping our partners and clients do the same.

We understand that this immense undertaking requires a company with a comprehensive set of strategies and a broad and deep set of resources.

We will succeed because of our people, our vision, our focus, our history, and our unique capabilities.

We want to be known for what we do.

We used to spend a lot of energy on *antivirus vs. security, consumer vs. enterprise, and products vs. services*. But our clients don't. They bring laptops home, keep football schedules on their PDAs, and buy birthday presents over the Internet.

They aren't interested in the "vs." They want complete protection, so they can worry less about their important information and have the confidence to get on with their lives.

They want to be confident that their information is secure, always available, and unfailingly trustworthy—in business, at home, at school, and everywhere they go.

They want to trust someone to think ahead, and that's exactly what we do.

We make sure they **know what they need to know** about threats, vulnerabilities, and the state of their information environments.

We make sure they can **respond to what they know**, in ways that address their vulnerabilities as well as their opportunities, and reduce the risk of disruption.

We make sure they can **manage their knowledge and response resources** to protect the integrity of their information, expand their capabilities, and avoid the inconvenience and costs of interruption.



We want to be known for our strengths.

Our strengths set us apart from our competition.

They are the muscles that make it possible to keep our promises.

They create positive associations with our name, and give people strong reasons to have relationships with us.

We are the information security experts.

Our history is a powerful strength. We created the antivirus industry, which became the information security industry.

Norton is a trusted name that means information protection to millions of people.

We are the information availability experts.

We contributed key innovations to the systems and storage management industries, which are converging with the network management industry to improve information availability.

Our innovations provide information availability, capability, and restorability to people worldwide.

These strengths make us the industry leader in information integrity.

We meet the challenges people face when protecting the integrity of their information.

We have dedicated more resources than anyone to monitor, assess, research, and develop information integrity solutions. So we have deep insight about what is coming and what must be done.

We are independent.

Experts need to combine laser-like focus with the ability to see things in a bigger context. Without bias.

And experts need to not only determine what is missing but also do new things with what is already there. No matter who invented it.

That's why we are OS, application, and device independent.

Which means that we are not prejudiced for or against any of our clients' other vendors; in fact, we see their products as useful assets.

We have a successful history of strategic acquisitions.

Fragmented IT departments have been forced to buy fragmented products and services, in fragmented ways, from a hodgepodge of companies in fragmented industries. Our response has been to acquire the best of these products, services, and companies.

The constant influx of new talent, technology, and insight from these acquisitions makes it possible for us to think ahead for our customers and stay ahead of our competitors.

We offer the most comprehensive and innovative resources available.

Our consolidation of important products, companies, and industries means that we can now deliver increasingly comprehensive answers to our clients' increasingly complex challenges.

We can see what is missing and what can be combined to fill the void. For example, security and availability have historically been seen as unrelated industries, yet we see them as interdependent. One of our greatest innovations is delivering a comprehensive combination of the two.

We are sound.

Information integrity isn't about yesterday. It's about tomorrow. But small companies might not even exist tomorrow. And, unlike us, giant IT companies are likely to pay more attention to their own T than the client's I.

In the face of this reality, the Symantec vision, leadership, organization, capital depth, and investment in research and development offer the assurance that we will be there when our clients need us.

We believe in freedom from fear of intrusion and disruption.

The increasing demand for information and the increasing capabilities of technology increase the value of every second the information is available—and the cost of every second it is not.

The speed, complexity, and gravity of the threats to information increase daily. These threats keep IT professionals, CFOs, CIOs, and CSOs awake at night. These threats would also keep individuals and small-business owners up, too, if they knew the magnitude of the risks.

With Symantec, clients can count on the integrity of their information, and the ability to recover rapidly and systematically when disruptions occur.

We want to be known as leaders.

People are beginning to see that information grows more valuable and more vulnerable to threats every day. They need a leader to help them understand, assess, and respond to the risks that those threats and vulnerabilities pose, and to show them opportunities they otherwise might miss.

Leadership demands two things: *conviction* and *passion*.

Our conviction is this: We understand the business we are in, we know where our industry is going, and we are confident we will be there first.

But to really lead, our vision must be combined with passion. It challenges us to do more, take on our competitors, counter threats, and enable our clients to focus on the things they do best.

Leaders are trustworthy, visionary, and confident. Our clients, our partners, our industry, the financial community, and the media must all come to know us this way.

Why is this so important?

Because leaders treat others as they want to be treated. Leaders tell the truth and keep their promises. Leaders make things right—even when it is difficult.

Why now?

**Because we are the right
company, in the right business,
with the right people,
at the right time.**

**We do work that matters.
People around the globe
depend on us to protect the
integrity of their information,
ensuring that it is secure and
available, no matter what
happens. This is the promise
we must keep.**

**We do what we do better
than anyone else, and we see
opportunities for our clients
and ourselves that no one
else sees.**

**We have the
chance of a lifetime—
to take a great company
and make it legendary.**

**Simply put,
we want to be the most
trusted company in the
most important industry
in the information business.**

