

Our story.

**And why
it matters.**

It happens every day.

You meet someone new—a new business colleague, a new friend, or just about anyone—you exchange names and are asked what you do and where you work.

You're being asked to tell not only your story, but also the Symantec story—our shared story. It's who we are, what we do, and why it matters. It helps them understand our company.

It's not meant to define our company, but to start a conversation.

Some people call it an elevator pitch. But for us, it's a story that can take a great company and make it legendary.

Think about it. A whole company of thousands of passionate people all telling the same story about why this company matters.

That is a very powerful force.

How to tell our story.

Symantec is well known, but not known well.

To achieve our ambitions, we need to be known for more than our products. We need to help others see the big picture, and be able to identify us as the leaders in it.

To accomplish these goals, we must each do two things:

1. Learn this story by heart.
2. Tell it to everyone.

Hi, I'm [your name here].

I work for Symantec.

We're in the business of making sure your information is secure and available when you need it, no matter what.

We protect the integrity of information for everyone, from individuals to huge enterprises, by doing three things:

1. We make sure you **know what you need to know** about threats, vulnerabilities, and the state of your information environment.
2. We make sure you **can respond to what you know**, in ways that address your vulnerabilities as well as opportunities, and reduce the risk of disruption.
3. We make sure you can **manage your knowledge and response resources** to protect the integrity of your information, expand your capabilities, and avoid the inconvenience and costs of interruption.

Simply put, we think ahead, and help you do the same.

