

The background of the cover is a photograph of a modern building's exterior. Two men are silhouetted against a bright sky as they stand on a balcony or walkway, engaged in conversation. The building's facade is composed of blue-tinted panels and glass railings. The overall aesthetic is clean and professional.

Symantec **EMEA** Symposium

A decorative graphic consisting of several horizontal yellow lines of varying lengths and thicknesses, some of which are parallel and others slightly offset, creating a sense of motion and depth. The graphic is positioned in the lower right quadrant of the cover.

VIENNA, AUSTRIA 26-29 AUGUST 2008

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# Welcome to the EMEA Symposium 2008

Dear Team,

I am very pleased to welcome you to the Annual Symposium. Following the success of last year, I also welcome the many Partner SEs who are here in Vienna and joining together with us as one team in the breakout sessions.

Our theme for this year's conference is "Getting from B to C" From the Business Unit to the Customer. Anyone can get from A to B. In our quest to be THE world-class technical pre-sales community of excellence and IT business partner of choice, it is our role to make sure that we provide the connections that take everyone from the business unit to the customer. In doing so, we go the extra step and turn products into solutions into value.

We are always seeking to improve. Everyone will receive over 12 hours of training – choosing from over 130 breakout sessions – and attend over four hours of informative and thought provoking general sessions. The breakout sessions have been designed based on your feedback. They will help you focus on the technology, understand our customers' business issues, keep up with the latest trends, articulate the value of our solutions, master how to sell effectively and develop your key personal skills.

Again this year, we will be recognizing others who best demonstrate our values. We received over 300 nominations for the values awards! Each individual will receive a Symantec "Applause Award" and be recognized in the Rewards and Recognition Handbook.

We are driven to succeed – so here is my challenge to you:

- 1 Network with your peers. Meet 10 people you didn't know before this week. Make a point of finding all the people in the team marked on your badge. See just how many of our partners you can meet. For our partners, take the opportunity of meeting key contacts from the EMEA team and also subject matter experts during the technology roundtables at lunch.
- 2 In the breakout sessions, take what you need and give what you can.
- 3 HAVE FUN – it IS more than a job!

Thank you to Robert Hodge and his team for all their hard work on this Symposium. I am proud of it. It is built for you and by you. Now get the most out of it!

Regards,

**John Turner**

Vice President, EMEA Technical Sales Organization

# General Information

## CONFERENCE HOST HOTEL

Hilton Vienna  
Am Stadtpark 3  
Vienna, Austria A-1030  
Tel.: +43 - 1 - 717000  
Fax: +43 - 1 - 7130691

## ADDITIONAL HOTEL

InterContinental Wien  
Johannesgasse 38  
Vienna, A-1037 Austria  
Tel.: +43 - 1 - 711220  
Fax: +43 - 1 - 7134489

## REGISTRATION AND INFORMATION DESK

The registration and information desk is located on the lobby level in the pre function area of the Hilton Park Congress Hall foyer. The desk will be open the following hours:

Tuesday, 26 August	16:00 to 20:00
Wednesday, 27 August	8:00 to 17:00
Thursday, 28 August	8:00 to 17:00
Friday, 29 August	8:00 to 13:30

Please pick up your badge and symposium materials in the registration area. Your badge is required to enter all symposium activities including general sessions, breakouts, food and beverage functions and evening events.

Team assignments for the evening activities on Wednesday and Thursday have been pre-assigned. Please look for assignment information in your registration packet.

## INDIVIDUAL SESSION SCHEDULE

All attendees selected their preferred breakout sessions during the registration process and should attend those sessions throughout the symposium. Individual schedules can be reprinted at the registration desk.

## GENERAL SESSIONS AND BREAKOUTS

To maximize everyone's time and experience at the conference, please BE ON TIME to all sessions and turn off all mobile phones and pagers. Opportunities to return phone calls are scheduled during the breaks and lunches. Session attendance is MANDATORY and will be monitored.

## SECURITY/NAME BADGES

Access to symposium rooms will not be permitted for those who do not have their symposium badge. Please WEAR YOUR BADGE AT ALL TIMES. Also, please do not leave laptops, purses, or valuables in any rooms unattended.

## IT HELP DESK

IT will provide support at the conference this year during the following hours:

Tuesday, 26 August	11:00 to 20:00
Wednesday, 27 August	7:30 to 18:00
Thursday, 28 August	7:30 to 18:00
Friday, 29 August	7:30 to 13:00

*Continued on page 6*

## IT SERVICES:

- Wired and wireless connections available allowing fast access to the internet and corporate network via VPN
- Help desk machines available allowing access to webmail and internet without bringing or starting up your laptop
- Printing facilities
- PC health check services for your corporate laptop. We can update your machine with the latest software and system updates to comply with the latest Symantec standards

**NOTE:** The wireless and wired (in the IT Room) network performance provides a much faster and more reliable service than a dial up connection. You should not use dial-up connections from the guest rooms to access the internet.

### Wireless credentials for the Symposium:

**User name:** SE\_symposium2008

**Password:** CONF/Symantec

## EXPENSES

Three nights of hotel accommodations (hotel and tax) and conference-provided meals will be paid for by Symantec. You are responsible for personal incidentals such as room service, telephone charges, etc. Please refer to your local Symantec expense policy for information on travel expenses.

## HOTEL CHECK-OUT

Hotel check-out time is 12:00 p.m.

Please make arrangements to stop by the front desk prior to 12:00 p.m. for check out. Luggage storage will be available at the Hilton in the Park Congress Cloakroom.

## SMOKING

Smoking is permitted only in the hotel lobby and bar or in designated guest rooms. Smoking is strictly prohibited in the conference rooms as well as the breakfast and lunch areas.

## EMERGENCY MEDICAL ASSISTANCE

If you become ill or injured during symposium hours, please dial the guest service center at +43 711 22 0. During non-business hours, please contact your hotel operator by dialing "0" from a hotel telephone.

## GUEST ROOM CONNECTIVITY

Wireless and wired internet access is available throughout the hotel. Usage of the guest room internet connectivity is at your own expense and will not be reimbursed.

## DAILY BREAKFAST

Breakfast will be provided daily from 7:00 to 8:30 a.m. at your individual hotels. Guests at the Hilton will find breakfast in Klimt 1, Klimt 2 and overflow seating in Restaurant S'Park. For guests at the InterContinental, breakfast will be served at the Restaurant Mediterraneo.

# Technology Roundtables

This year we are providing you the opportunity to have lunch with experts from across Symantec. We have set-up a number of roundtables where you can enjoy lunch and informally talk with our best subject matter experts. They will be happy to discuss customer opportunities, competitive situations, existing products and future direction. Please feel free to turn up and join in the great lunch-time conversation.

# Evening Events

## **BENEDIKTINERHOF**

**Wednesday, 27 August: 19:00**

A visit to a Wine Village in Gumpoldskirchen has been organized for your enjoyment. Coaches have been arranged for your transportation to and from the village. Please gather in your individual hotel lobby at 18:45.

## **FUN ACTIVITY! VIENNA SCAVENGER HUNT**

**Thursday, 28 August: 18:30 to 21:00**

During the symposium you have a chance to earn points for your team — and points make prizes! On Thursday evening, you and your team have the chance to earn many more points by spending time in the beautiful city of Vienna on an intelligent scavenger hunt (that's one where Google can't help!) We will all end up in a bar somewhere for food and "refreshments". Check your registration badge for a team assignment.

# Schedule-at-a-Glance

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## TUESDAY, 26 AUGUST

12:30 - 18:00	Managers Meeting
15:00 - 18:00	Technology Champions Interlock
15:00 - 18:00	Technical Account Managers Interlock
16:00 - 20:00	Registration, Park Congress Foyer
18:00 - 19:30	Speakers' introductory session
18:00 - 21:00	PreSales Technical Specialist Interlock and Dinner

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## WEDNESDAY, 27 AUGUST

7:00 - 8:30	Breakfast, Individual Hotels
8:30 - 10:00	General Session, Park Congress Hall
10:00 - 10:30	Coffee Break
10:30 - 11:30	Breakout Sessions
11:30 - 11:45	Break
11:45 - 12:45	Breakout Sessions
12:45 - 14:00	Lunch, Foyer Areas and Klimt 1 and 2
14:00 - 15:00	Breakout Sessions
15:00 - 15:30	Coffee Break
15:30 - 16:30	Breakout Sessions
16:30 - 16:45	Break
16:45 - 17:45	Breakout Sessions
17:45 - 18:15	Free Time
18:45	Gather in you hotel lobby for ground transfers
19:00	Transfers to Wine Village
19:30	Welcome Reception
20:00	Dinner at Benediktinerhof

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## THURSDAY, 28 AUGUST

7:00 - 8:30	Breakfast, Individual Hotels
8:30 - 9:30	Breakout Sessions
9:30 - 9:45	Break
9:45 - 10:45	Breakout Sessions
10:45 - 11:15	Coffee Break
11:15 - 12:15	Breakout Sessions
12:15 - 13:30	Lunch, Foyer Areas and Klimt 1 and 2
13:30 - 14:30	Breakout Sessions
14:30 - 14:45	Break
14:45 - 15:45	Breakout Sessions
15:45 - 16:15	Coffee Break
16:15 - 17:45	General Session, Park Congress Hall
17:45 - 18:30	Free Time
18:30 - 21:00	Fun Activity: Vienna Scavenger Hunt and Reception

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## FRIDAY, 29 AUGUST

7:00 - 8:30	Breakfast, Individual Hotels
8:30 - 9:30	Breakout Sessions
9:30 - 9:45	Break
9:45 - 10:45	Breakout Sessions
10:45 - 11:15	Coffee Break
11:15 - 13:00	General Session, Park Congress Hall
13:00	Take away Lunches / Departures

# Session Schedule

## WEDNESDAY, 27 AUGUST

	Park Congress	Klimt 3	Mahler	Bruckner	Strauss
7:00 - 8:30	Breakfast, at Individual Hotels				
8:30 - 10:00	General Session				
10:00 - 10:30	Coffee Break, Foyer Areas				
10:30 - 11:30	The Symantec Story	Vontu — So What is Under the Covers? Part 1 of 2	Storage Foundation in Oracle Environments — ASM and RAC	Symantec Endpoint Encryption for Beginners	Data Centre Management Methodology — Selling Our Story at the CXO Level
11:45 - 12:45	Symantec Technical Strategy and Blue Sky Futures	Vontu — So What is Under the Covers? Part 2 of 2	CommandCentral Storage Change Manager: Introduction and Overview	How to Give a Killer Enterprise Vault Demo	Positioning and Selling Symantec Critical System Protection
12:45 - 14:00	Lunch, Foyer Areas and Klimt 1 and 2				
14:00 - 15:00	Future Directions and Roadmap: Storage Foundation	VCB in the Real World	Everything's Going Virtual (What does Virtualization Mean?)	How to Give a Killer Brightmail Gateway (SMS 8300) Demo	Integrated Solutions and Collaborative Architectures
15:00 - 15:30	Coffee Break, Foyer Areas				
15:30 - 16:30	Future Directions and Roadmap: VCS and VCS One	The Complete Data Loss Prevention Story	The Storage Foundation Value Add: DMP, DST and Thin Provisioning	How to Backup Enterprise Vault	Facilitation Skills
16:45 - 17:45	SEP MR3 and roadmap	Virtualization Integration with Backup Exec	Future Directions and Roadmap — SFW/HA	Data Centre Management and Symantec — What Do We Stand For?	A Programmatic Approach to Assuring IT Compliance
19:00	Evening Event at Benediktinerhof in Gumpoldskirchen (Wine Village)				

Brahms	Berg	Kafka	Schnitzler	Zweig	Werfel
It's All About You — Creating Your Own Personal Development Plan	Kill the PureDisk Competition!	Towards Telco 2.0 — Trends, Challenges and Opportunities for Symantec	Guarding the Fortress: Combining Remote and On-Site Managed Services ...	File Archiving and Lifecycle Management	The Complete Data Loss Prevention Story
Career Map — Where Do You Want to Go? TAM? Specialist? SE6? Manager?	Kickass with Backup Reporter	Soldiers, Spies and Civil Servants	Helping Your Customer to Build a Business Case for Spending on IT Risk Management	Security 2.0	Telling the EndPoint Management and Security Story
Instant Messaging — Presentation Skills	Introduction to the Altiris Notification Server	Lost Intellectual Property — Lost Innovation — Lost Profit	Driving Change to Improve Customer Loyalty and Net Promoter Scores	Understanding VMware for the SMS Virtual Appliance	Telling the IRM Story
Technical Opportunity Planning — Control Your Own Destiny!	Introduction to Control Compliance Suite	An Overview of the ISO 27001 Framework	The Green Issue (Background on Sustainability and Green IT)	Breaking Windows	Introduction to Client Management Suite (CMS)
Work Smarter Not Harder	What is Software as a Service and Why Now?	Selling DLP	Control Compliance Suite 9.0 — Architecture Changes and Migration Path ...	SMS 8300 Gateway — Beating the Competition: Handling the Low Hanging ...	Introduction to Symantec Security Information Manager

## THURSDAY, 28 AUGUST

	Park Congress	Klimt 3	Mahler	Bruckner	Strauss
7:00 - 8:30	Breakfast, at Individual Hotels				
8:30 - 9:30	CommandCentral Family: Future Direction and Roadmaps	Backup Exec Optimization	Career Map — Where Do You Want to Go? TAM? Specialist? SE6? Manager?	How to Give a Killer Vontu Demo	Symantec Endpoint Protection Competitive Displacements with Altiris ...
9:45 - 10:45	Introduction to VxVI	What's New in EV 8.0?	Software Virtualization	SNAC and Voice over IP / Dumb Devices	Value Creation
10:45 - 11:15	Coffee Break, Foyer Areas				
11:15 - 12:15	VxVI Deep Dive and Demo	Enterprise Vault — EMEA Based Competitive Update	Negotiation Skills	SEP Troubleshooting	Time Management
12:15 - 13:30	Lunch, Foyer Areas and Klimt 1 and 2				
13:30 - 14:30	NetBackup Futures	Data Loss Prevention — DLP at the Endpoint is Not Enough	SFW 5.1 Deep Dive	SNAC X-Ray Appliance Detailed Overview and Future Roadmap	Playing the Circle of Influence Game <i>Part 1 of 2</i>
14:45 - 15:45	Data Protection Group Strategy	Hands-On Lab: Using the VCS One Simulator	Symantec Research Lab — Current and Future Initiatives	SNAC in the Real World — Implementation Experience	Playing the Circle of Influence Game <i>Part 2 of 2</i>
15:45 - 16:15	Coffee Break, Foyer Areas				
16:15 - 17:45	General Session				
18:30	Scavenger Hunt Throughout the city of Vienna				

Brahms	Berg	Kafka	Schnitzler	Zweig	Werfel
IT Analytics — SEP Cubes	IT Risk Management — A New Way to Generate License Revenues	Selling into the EMEA ISP Market — From a Simple Email Security Offering Towards a Complete ...	Basic Finance and IT	Value Creation	The Symantec Story
Facilitation Skills	Telling the EndPoint Management and Security Story	Virtual Environments at Manufacturing Execution Systems	Selling and Using Dynamic Storage Tiering — A Demo	Salesforce Tips and Tricks	Symantec Solutions for Green IT
Symantec Technical Strategy and Blue Sky Futures	Future Directions and Roadmap: Backup Exec	Tactical Out-Tasking: The Successful Approach to Managed Services	Introduction to Client Management Suite (CMS)	Understanding IT Risk Assessment and Management Across Europe	Taking back the Disaster Recovery Market (And Why We Should Own It)
The PowerGRID — How to Use it and What it is For	An Introduction to ITIL	How to Map the Symantec Proposition to the Energy Sector ...	I Don't Have Time to Read Business Books — Am I Missing Something?	Introduction to Altiris Workflow Solution	Consumerisation of IT
Instant Messaging — Presentation Skills	How to Give a Killer Symantec Security Information Manager Demo	How Symantec Can Help Financial Institutions Increase Transparency ...	Which Part of No Don't you Understand?	Dell in the EndPoint	Altiris Workflow Solution Advanced



## FRIDAY, 29 AUGUST

	Park Congress	Klimt 3	Mahler	Bruckner	Strauss
7:00 - 8:30	Breakfast, at Individual Hotels				
8:30 - 9:30	Crucial Conversations	Backup Exec and the Competition	Symantec Security Response	SEP in the Real World — Implementation Experience	SFWHA — Interactive Discussion on Selling Strategies
9:45 - 10:45	NetBackup: What is the best Disk Based technology for my customer?	Executive Conversations	Symantec Research Lab — Current and Future Initiatives	Altiris in the Datacentre	Mentoring
10:45 - 11:15	Coffee Break, Foyer Areas				
11:15 - 13:00	General Session				
13:00	Take Away Lunches - Departures				

Brahms	Berg	Kafka	Schnitzler	Zweig	Werfel
Knowing Your Customer	Notification Server v7 — Deep Dive	How to use Government and EU Initiatives to Generate or Support Business in Other Sectors	Domino — It's Not All Beards and Sandals	Boundaryless Enterprise	Telling the IRM Story
Time Management	Hands-On Lab: How to Demonstrate CommandCentral Storage	A Strategic Approach to CERTs (Computer Emergency Response Teams) and SOCs	Legal and Commercial Discovery in EMEA	Data Centre Management and Symantec — What Do We Stand For?	The Packaging Factory

# Session Descriptions

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## A Programmatic Approach to Assuring IT Compliance

### BUSINESS ISSUES

Businesses everywhere are struggling to stay on top of the ever-increasing obligations for regulatory compliance. Auditors are demanding proof not only of adequate IT policies, but also of effective controls to ensure adherence to those policies.

The Enterprise Compliance Programme from Symantec Consulting helps reduce the complexity of IT compliance assurance, by defining an appropriate compliance strategy, implementing an effective IT control framework and establishing ongoing compliance processes.

In this presentation, we will use examples from several successful engagements to illustrate how Symantec's advisory services, combined with our market-leading compliance technology can assure IT compliance for your customers.

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## A Strategic Approach to CERTs (Computer Emergency Response Teams) and SOCs

### BUSINESS ISSUES

The purpose of this workshop is to identify how Symantec can partner with CERTs to sell more services to the CERT and its constituency.

The workshop will cover the following topics:

- Introduction to CERTs: what they are, how they operate, which services they provide
- Studies and guidelines on building and managing a CERT
- How Symantec can help a CERT: Deepsight, MSS, Managed Threat Analysis, Residency Services
- How to partner with a CERT to promote Symantec services to their constituency

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## Altiris in the Datacentre

### ENDPOINT MANAGEMENT AND SECURITY

In this session you will be introduced to the product offerings from the endpoint team relevant to the datacentre. A major focus of this session will be the server deployment technologies and the Veritas Configuration Manager.

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## Altiris Workflow Solution — Advanced

### TECHNICAL DEEP DIVE

This session will go into the deep-dive features of the product and is intended for the experienced user who already has exposure to the workflow product.

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## An Introduction to ITIL

### PERSONAL DEVELOPMENT

ITIL (IT Infrastructure Library) started as a UK Government sponsored framework for IT Service Management best practice. Over the last three years it has become the standard framework for Service Management across the globe. This session outlines what ITIL is, why it is important and how it is currently being used. By the end of the session, attendees should be able to position the framework and understand definitions of the key processes. They should also be able to start applying ITIL in high level discussions with customers. In closing there will be a brief discussion positioning the context of other popular frameworks for service management and security.

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## An Overview of the ISO 27001 Framework

### BUSINESS ISSUES

ISO 2700x becomes one of the frameworks most used by the European companies. The goal of this session is to give an outline of the definition of ISO 27001. The terms, the context of use, the constraints and benefits will be approached. Symantec IT GRC solutions have ISO 27001 content embedded. This session will give you the broad topics of the framework.

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## Backup Exec and the Competition

### DATA CENTRE MANAGEMENT

A look at the latest changes and advances from CommVault and Microsoft DPM and where Backup Exec and System Recovery win through.

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## Backup Exec Optimization

### TECHNICAL DEEP DIVE

Get the best performance from an optimally architected Backup Exec environment.

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## Basic Finance and IT

### SALES SKILLS

The experience from driving the concept of Standardization and building associated business cases over the last two years has taught us several things about how our customer executives make decisions around IT projects. ROI demonstration, while important to justify the investment we ask our customers to make, is not sufficient if it fails to consider the overall IT budget. Further, customers are thinking more about leveraging existing assets which raises the bar for net new IT investments. This session will discuss high level concepts of Finance such as free cash flow, depreciation and returns, and leverage the experience in selling the value of the data center storage and availability product line to demonstrate how our customers can get more from their existing assets and draw real returns.

*Continued on page 20*

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## Boundaryless Enterprise

### INITIATIVES

More and more companies are letting partners, suppliers and even customers into the data centre. Why? Efficiency of course! However there are a number of challenges that customers face in order for this to happen effectively and efficiently. This session will look at the advantages of letting others share your data as well as the security concerns. It will also look at how Symantec solutions can be used to mitigate against the risks.

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## Breaking Windows

### DATA CENTRE MANAGEMENT

Understand the NetBackup capabilities in the Windows Arena and where we win against our competitors. Be prepared to bring your real world stories to share.

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## Career Map — Where Do You Want to Go? TAM? Specialist? SE6? Manager?

### PERSONAL DEVELOPMENT

“It doesn’t matter where I go, as long as I get somewhere!” This is not the best option for career planning, but if you don’t know what the destination is like, it can be difficult to decide. How do you identify what the gaps are and where you need to focus any development efforts? This session gives an outline of some of the career choices open to presales consultants — so you can create your own development plan.

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## CommandCentral Family: Future Direction and Roadmaps

### DATA CENTRE MANAGEMENT

What new features and additions can we expect from the next version of CommandCentral products? The latest news and future directions for the entire CommandCentral family will be presented from the business unit.

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## CommandCentral Storage Change Manager: Introduction and Overview

### DATA CENTRE MANAGEMENT

Successfully monitoring changes across various domains is a major pain point of most of the administrators. Change is the root cause of instability and has impact on availability and compliance. There is no one tool that provides visibility into the changes happening in Server, SAN and Storage domain. Veritas CommandCentral Storage Change Manager (SCM) is a comprehensive storage management solution that provides enterprise-wide insight into storage infrastructure changes in the datacenter and its impact.

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## Consumerization of IT

### INITIATIVES

There is a growing trend to let employees buy and maintain their own IT equipment. Strange as this may sound, those companies who have ventured down this route have

found greater employee satisfaction and efficiencies. However, there are a number of issues which need to be addressed in order for the initiative to be effective. What are the policies governing support, licensing and how do you deal with potential data loss? This session will look at the challenges and indicate some of the potential solutions.

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## Control Compliance Suite 9.0 — Architecture Changes and Migration Path for CCS and ESM Customers

### TECHNICAL DEEP DIVE

This session will go thru the architecture enhancement done in the new CCS 9.0 version. Examples of migration path will be presented for ESM customers and CCS 8.x customers.

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## Crucial Conversations

### PERSONAL DEVELOPMENT

Having a difficult conversation is something most of us try to avoid. There are simple, proven, techniques that can be used to make it easier to deliver bad news, be appropriately critical or be honest when honesty is required but not expected!

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## Data Centre Management and Symantec — What Do We Stand For?

### STRATEGIC MESSAGING

Data Centre Management is a broad topic. We all know that Symantec has offerings that play to this space. ... But how do we articulate those offerings in a “joined up” way and show how our Data Centre Management solutions solve some of the biggest problems that CIOs face today? This session will give an overview of the EMEA DCM Practice, our methodologies and some success stories that clearly show our leadership capability.

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## Data Centre Management Methodology — Selling Our Story at the CXO Level

### INITIATIVES

The Symantec Data Centre Transformation Model provides a powerful framework through which we can evidence our capability and competence to help customers drive sustainable change in the fabric and orchestration of their enterprise data centres. This session will provide an introduction to the model and show, using case studies, how it can drive incremental value from existing infrastructure resulting in IT efficiency gains for the customer and significant product and services deals for Symantec.

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## Data Loss Prevention — DLP at the Endpoint is Not Enough

### INFORMATION RISK MANAGEMENT

With the only complete DLP solution in the market today Symantec must compete with competitors like McAfee, Websense and RSA. This session will cover the major vendors we compete with in EMEA and highlight the strategies and tactics that are required to win against them.

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## Data Protection Group Strategy

### DATACENTRE MANAGEMENT

In protecting and managing more than half of the world's data, Symantec has the broadest perspective and clearest vision on where backup and recovery is heading. Regardless of the size of your business and rate of growth, Symantec has a scalable solution that will grow with you. Understand Symantec's complete data protection offering and detailed strategies for backup, archive, and recovery with Backup Exec and NetBackup. Join senior members of Symantec's Data Protection Group for a peek into the next generation of data protection to centrally manage the latest technologies, better leverage your existing infrastructure, and dramatically reduce backup and recovery time.

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## Dell in the EndPoint

### ENDPOINT MANAGEMENT AND SECURITY

In this session you will learn about the relationship with Dell at a technology level. Where the products are going, what is being released and what this means for your customers using Dell technologies.

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## Domino — It's Not Beards and Sandals

### INFORMATION RISK MANAGEMENT

Domino fundamentals — including architecture and the pain points that create the need for archiving.

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## Driving Change to Improve Customer Loyalty and Net Promoter Scores

### SALES SKILLS

Attend the session to discover what drives loyalty with EMEA enterprise sized customers, the actions being taken to affect change globally and how you can affect change with customers to increase their loyalty.

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## Enterprise Vault — EMEA Based Competitive Update

### INFORMATION RISK MANAGEMENT

This session will go thru specific EMEA competitors (Autonomy/Zantaz, EMC, HP, H&S). Understand our strengths and weaknesses against each of them.

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## Everything's Going Virtual (What does Virtualization Mean?)

### INITIATIVES

Everybody is talking about Virtualization, but what does it really mean? Server Virtualization, Desktop Virtualization or Application Virtualization? What are the drivers for companies adopting these technologies and what are the business benefits they bring? This session will answer all of these questions and take a look at the key players in the different virtualization marketplaces.

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## Executive Conversations

### SALES SKILLS

This workshop, presented by Executive Conversations, is designed to enhance your business acumen, and has the following deliverables:

- Enables sales teams to elevate their conversations to the executive suite
- Enables individuals to engage CXOs with comfort, confidence and credibility
- Improves the ability to engage in financial justification discussions and discuss the Return on Investment for our customer
- Improves the ability for individuals to construct compelling value propositions which credibly align Symantec solutions with our customer's business drivers and priorities
- Enables the identification of further sales opportunities through the ability to analyse financial information about our customers

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## Facilitation Skills

### PERSONAL DEVELOPMENT

Running a meeting is not easy. How do you ensure that everyone is engaged and contributing (or not being ignored)? What do you do about participants who don't participate? ... Or over-participate? How do you make sure that the process is correct and that you get to the end of the meeting having reached your objectives? What can you do to manage the meeting so that the content is appropriate and coded properly? This "skill pill" will give you pointers to the best ways of facilitating a successful meeting.

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## File Archiving and Lifecycle Management

### INFORMATION RISK MANAGEMENT

Use Enterprise vault for File System Archiving to satisfy your customer requirements for file archiving and lifecycle management. This includes considerations for when your customer uses file virtualization (Acopia, Rainfinity, DFS, etc.)

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## Future Directions and Roadmap: SFW/HA

### DATACENTRE MANAGEMENT

This technical session will provide an overview of the newest storage management and high availability/disaster recovery capabilities of the next release of Storage Foundation for Windows, code named Merlin. Specifically, the sessions will provide details around Veritas Storage Foundation for Windows, Veritas Cluster Server, and Centralized Management. Further, the session will include details on product and release strategy and the resulting roadmap of key functionalities and environment coverage.

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## Future Directions and Roadmap: Backup Exec

### DATACENTRE MANAGEMENT

A look at the up-coming Backup Exec 12.5 and System Recovery 8.5 releases as well as the longer-term roadmap through 2009.

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## Future Directions and Roadmap: Storage Foundation

### DATACENTRE MANAGEMENT

In this session you will get an update of the Storage Foundation roadmap through the Spyglass or 6.0 release, as well as all the features that we are working on. We will also cover S4 and the Total Customer Experience (TCE).

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## Future Directions and Roadmap: VCS and VCS One

### DATACENTRE MANAGEMENT

In this session PM for VCS will go into the roadmap and futures for VCS. We will cover the new functions and features being introduced with the upcoming 5.0MP3 release. Looking further out we will present the medium to long-term HA/DR product strategy and cover the three to five year roadmap for both VCS and VCS One in detail.

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## Guarding the Fortress: Combining Remote and On-Site Managed Services to Achieve Optimal Information Security

### BUSINESS ISSUES

Effective Security Operations Management is a critical component of any enterprise information security strategy. And yet, too often, our clients lack the in-house skills and expertise to implement and maintain a comprehensive security operations capability.

Using a combination of remote Managed Security Services and on-site operational services, Symantec can transform an organization's security operations capability, delivering improved incident detection / notification and effective incident response, as well as proactive services such as vulnerability and patch management. In this presentation, learn how Symantec has used these services to deliver optimized security operations management for clients throughout EMEA.

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## Hands-On Lab: How to Demonstrate CommandCentral Storage

### TECHNICAL DEEP DIVE

CommandCentral Storage is a product with large capabilities and partially hidden features. Demonstrating CommandCentral Storage to show its strengths and business value for the customer is not an easy task. We will present the highlights in the VMware image that you should show the customers for their specific initiatives or use-cases.

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## Hands-On Lab: Using the VCS One Simulator

### TECHNICAL DEEP DIVE

With the imminent release of VCS One (the future of VCS) being able to articulate the value and demonstrate the functionality of VCS One becomes increasingly important. In this session we will go through the steps of installing the new VCS One simulator and demonstrate how the simulator can be used to show the value and functionality of VCS One.

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## Helping Your Customer to Build a Business Case for Spending on IT Risk Management

### SALES SKILLS

The INFORM tool is a great means of helping you know your customer's business requirements for IT risk management. This session will introduce the tool, show how it can be used with customers and will demonstrate how you can use it to add value to a customer engagement.

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## How Symantec Can Help Financial Institutions Increase Transparency and Customer Confidence

### BUSINESS ISSUES

After the Société Générale rogue trader, credit crisis and Web 2.0 coming revolution, understanding the Finance ecosystem is key to create a strong value proposition. System integrators, outsourcers and ISVs need to be identified and leveraged to be positioned on key projects. Providing a better understanding of the banking business during this session will help with positioning our key solutions, closing larger deals and elevating Symantec to a trusted advisor status with key decision makers.

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## How to Backup Enterprise Vault

### TECHNICAL DEEP DIVE

This session describes how to leverage Symantec backup products and how EV works with snapshots (NetApp Snapvault, etc)

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## How to Give a Killer Brightmail Gateway (SMS 8300) Demo

### INFORMATION RISK MANAGEMENT

This session will enable you to deliver a compelling and powerful demonstration of SMS 8300. Presenters will give you insight, tips and tricks to give the best demo in 30 minutes.

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*Continued on page 26*

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## How to Give a Killer Enterprise Vault Demo

### INFORMATION RISK MANAGEMENT

This session will enable you to deliver a compelling and powerful demonstration of Enterprise Vault. Presenters will give you insight, tips and tricks to give the best demo in 30 minutes.

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## How to Give a Killer Symantec Security Information Manager Demo

### INFORMATION RISK MANAGEMENT

This session will enable you to deliver a compelling and powerful demonstration of SSIM. Presenters will give you insight, tips and tricks to give the best demo in 30 minutes.

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## How to Give a Killer Vontu Demo

### INFORMATION RISK MANAGEMENT

This session will show all of the product modules as they would be presented as part of a customer meeting. A good knowledge of the Vontu proposition will be a required pre-requisite for this session.

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## How to Map the Symantec Proposition to the Energy Sector — An Overview of Requirements and How Symantec Can Respond

### BUSINESS ISSUES

During this workshop we will cover the following topics:

- a. Introduction to the Energy Sector: how it is structured, who are the operators, the scenario in Europe and MENA
- b. Political and Regulation scenario
- c. Symantec experience in the Energy Sector: ECCRAMM — an EU funded project
- d. How to sell security and availability to an energy company

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## How to Use Government and EU Initiatives to Generate or Support Business in Other Sectors

### BUSINESS ISSUES

During this workshop, Andrea will illustrate how National Governments and EU can be used to position Symantec and generate new business. Andrea will introduce Government initiatives and activities that can be leveraged by Symantec to establish new contacts, influence a discussion on topics of interest, position the company and identify new business opportunities.

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## I Don't Have Time to Read Business Books — I Missing Something?

### PERSONAL DEVELOPMENT

Everyone is encouraged to read books in order to understand better the latest business issues, trends in the marketplace or techniques and approaches to problems. Books are a good source but finding time to read them can be difficult and they are not always in your own language. There are other ways of keeping up to date and improving your knowledge. This session will look at two examples and use facilitated discussion to highlight how useful they can be.

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## Instant Messaging — Presentation Skills

### PERSONAL DEVELOPMENT

Why is it that some customers just don't get it? Maybe it's the way we present our message? ... Experience some tips and techniques to help you get your message across — make the most of your precious time with your customer!

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## Integrated Solutions and Collaborative Architectures

### STRATEGIC MESSAGING

This session will cover integrated solution architecture examples such as End Point Management and Compliance including collaborative architecture futures that help integrate various security and storage products to holistically manage enterprise risk. This solution enables managing enterprise security, storage and compliance from a single, centrally managed console with automated rules or auditable policies that control access to the endpoint devices depending on the user's location, role in the organization and data control provision compliance requirements.

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## Introduction to Altiris Workflow Solution

### TECHNICAL DEEP DIVE

Workflow Solution came through the acquisition of T-Logic earlier in the year and enhances the existing product line with a business process automation tool. In this overview session you will be introduced to a sample workflow demonstrating how the product works and key feature benefits.

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## Introduction to Client Management Suite (CMS)

### ENDPOINT MANAGEMENT AND SECURITY

CMS is the mainstay of the Endpoint Management business, covering deployment, inventory, metering, software delivery, patching and remote control. In this session you will have a live demo of CMS from an experienced Altiris SE. At the end of the session you should be able to "pitch CMS" to any of your prospects.

*Continued on page 28*

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## Introduction to Control Compliance Suite

### INFORMATION RISK MANAGEMENT

This session will illustrate customer pain points, user cases, and preview the beta of CCS 9 coming in October.

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## Introduction to Symantec Security Information Manager

### INFORMATION RISK MANAGEMENT

This session will illustrate customer pain points, user cases, and a situational demo showing evidence of a security breach, and configuration of related policies with notification.

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## Introduction to the Altiris Notification Server

### ENDPOINT MANAGEMENT AND SECURITY

The Altiris platform is the heart of the collaborative architecture strategy. Learn about how the concept works, what connectors are available and the key feature benefits of the platform.

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## Introduction to VxVI

### DATACENTRE MANAGEMENT

Gain an insight into the world of VxVI where Storage Virtualization meets Server Virtualization and offers your customers a real alternative to VMware. This session will guide you through Veritas Virtual Infrastructure and arm you with the knowledge of where VMware fails in delivering a scalable enterprise solution. Understand the benefits of VxVI and where to look for opportunities and business benefits.

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## “It’s All About You,” Creating Your Own Personal Development Plan

### PERSONAL DEVELOPMENT

It can be very difficult creating a development plan. Are you able to identify what it is you want to achieve? How do you know where to focus your efforts? What are the gaps? What is the best way to overcome gaps in competency, skill or experience? This session is designed to help you put together the best development plan.

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## IT Analytics — SEP Cubes

### ENDPOINT MANAGEMENT AND SECURITY

IT Analytics is the new business intelligence front end on the Altiris platform, offering easy to use dashboards, pivot tables and reports. Now shipping with a SEP cube the tool can model and report on the installations of SEP. In this session you will have an overview and demo of the product. The essential add-on for any SEP customer!

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## IT Risk Management — A New Way to Generate License Revenues

### INITIATIVES

Many of you may be aware that Symantec can engage with our customers at CXO level to discuss and consult around IT Risk Management strategy. We have been doing this in Consulting for some time. In this session you can learn how to apply our expertise in this area to make a significant impact on your accounts and on the revenues generated from them.

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## Kickass with Backup Reporter

### TECHNICAL DEEP DIVE

VBR is a no brainer, value add for NetBackup and Backup Exec. This session will show the new VBR remote POC tool in action along with current competitive information and roadmap.

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## Kill the PureDisk Competition!

### TECHNICAL DEEP DIVE

This session will cover how to position PureDisk against our major competitors and help you understand their weaknesses. This is the ideal session if you are in the trenches against a competitor and need some ammunition!

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## Knowing Your Customer

### SALES SKILLS

How much do you know about your customer and their industry? Show the customer you have done your homework on understanding their challenges for the coming years — stand out from the competition!

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## Legal and Commercial Discovery in EMEA

### INFORMATION RISK MANAGEMENT

What does Discovery mean? This session is not product-focused, but looks at what really happens in our customers' legal departments. What pain do they feel? What deadlines cause them to work late and spend a lot of money? What do they outsource and why? What other third party “discovery software” do they use, and which ones do we complement versus compete with? It will also look at Discovery Accelerator in EMEA with case studies of how our product is making customers' lives easier.

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*Continued on page 30*

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## Lost Intellectual Property — Lost Innovation — Lost Profit

### BUSINESS ISSUES

Symantec technology helps to prevent data leakage and IP theft in manufacturing enterprises. Theft of financial or product information is a hot issue for the manufacturing industry, especially since companies off shore and outsource for strategic reasons in Asia, India and others. CIOs and CSOs are facing a complicated task monitoring transfer, protection grade and recoverability of valuable information like product design, business planning, financial and customer related data. The cost effective and efficient control of the appropriate access and protection of this critical data requires software based workflows and audit capabilities. Symantec has solutions to achieve that goal and provide key technology concepts to minimize the threat and maximise competitiveness.

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## Mentoring

### PERSONAL DEVELOPMENT

Mentoring is a powerful tool for personal development. Good mentors have had experience in the same area in which a 'mentee' is looking for help. Mentoring is a partnership between two people, based on mutual trust and respect. So, what are the effective ways of making a mentoring relationship work, ensure that the mentee meets their goals, and the mentor finds it a rewarding experience?

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## Negotiation Skills

### SALES SKILLS

We negotiate all the time and not just in a business context. What are the differences between distributive versus integrative negotiation. What characterises them? Why use one over the other — getting to “yes” quickly as a good reason! Learn about the different approaches and essential communication techniques for the best possible outcomes.

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## NetBackup Futures

### DATACENTRE MANAGEMENT

The NetBackup Product Management Team will show what developments we will see over the next 12 months with NetBackup, how they offer increased value for our customers, and how these differentiate us from our competitors. There will also be an opportunity to understand the new licensing changes to NetBackup.

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## NetBackup: What is the best Disk Based Technology for My Customer?

### DATACENTRE MANAGEMENT

NetBackup 6.5 saw the advent of several new disk based technologies — PureDisk, Flexible Disk, OST. Learn the optimum use cases for your customers and what this technology will deliver over the next 12 months. This is your chance to tell product management what is working in the field and what is not.

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## Notification Server v7 — Deep Dive

### TECHNICAL DEEP DIVE

Intended for existing users of the NS6 console, this session will provide a deep dive insight into the latest features and benefits of the NS7 console.

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## Playing the Circle of Influence Game *Part 1 of 2*

### SALES SKILLS

NB You must also select part 2 if you plan to attend this session. As a refresher, we will begin by being reminded of the key points of selling within the circle of influence — understanding your customer profile, the role they play in the process and how to get to the decision maker. Then we will have fun by forming sales teams to test out these skills in a customer scenario. Prizes will be awarded to the best team cracking the circle of influence

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## Playing the Circle of Influence Game *Part 2 of 2*

### SALES SKILLS

NB You must also select part 1 if you plan to attend this session. As a refresher, we will begin by being reminded of the key points of selling within the circle of influence — understanding your customer profile, the role they play in the process and how to get to the decision maker. Then we will have fun by forming sales teams to test out these skills in a customer scenario. Prizes will be awarded to the best team cracking the circle of influence

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## Positioning and Selling Symantec Critical System Protection

### ENDPOINT MANAGEMENT AND SECURITY

This session will cover the benefits of Symantec Critical System Protection both as a standalone solution and as a complimentary upsell to SEP. It will cover the benefits of SCSP for customer requirements such as PCI.

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## Salesforce Tips and Tricks

### SALES SKILLS

Salesforce.com is a great tool that allows you to quickly locate opportunities and update them with the latest information as long as you know how to use it. This session will quickly teach you some invaluable tips and shortcuts to find opportunities and create the right reports for your needs. We will also cover how to use the SE Technical Decision Status (TDS) fields, and the improvements they give in our ability to forecast.

*Continued on page 32*



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## Security 2.0

### INITIATIVES

The session will discuss what issues the CSO is facing today; what capabilities they expect to provide the business to maintain security at the appropriate level; Symantec's current capability and how we can provide the CSO with the solutions required; and how Symantec's future ideas support the need for continuing security in the continually changing environment.

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## Selling and Using Dynamic Storage Tiering — A Demo

### TECHNICAL DEEP DIVE

Get an update on customers that are actually using DST (Dynamic Storage Tiering) and their use cases for it, an update on where we are going with the feature. We will also present an engineering DST demo you can take to your customers showing the real value of DST.

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## Selling DLP

### SALES SKILLS

This session will examine the plays for selling DLP with a focus on the role of the DLP Risk Assessment and Conference Room Pilot. Selling any product in a rapidly emerging and developing market requires flexibility, the session will show you the approaches, tools and resources that you have at your disposal to address the challenges that opportunities will present to us.

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## Selling into the EMEA ISP Market — From a Simple Email Security Offering Towards a Complete Symantec Messaging Solution

### BUSINESS ISSUES

After several years with an unclear strategy and 'vague' product roadmaps regarding the ISP market, Symantec is back with maximum power in this key market. A new dedicated development, marketing and field support team focusing entirely on the ISP/xSP market combined with an 'energised' roadmap put us firmly back in the driving seat. Come and learn about our complete ISP Messaging Solution and how to beat the competition from the outset.

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## SEP in the Real World — Implementation Experience

### ENDPOINT MANAGEMENT AND SECURITY

This session will provide feedback from the implementations of SEP in EMEA over the last 9 months. It will cover real world customer architectures and issues.

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## SEP MR3 and Roadmap

### ENDPOINT MANAGEMENT AND SECURITY

This session will give an overview of the features and improvements included in Symantec Endpoint Protection MR3 as well as the planned roadmap for the next 12 months.

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## SEP Troubleshooting

### TECHNICAL DEEP DIVE

This session will give some advanced troubleshooting hints and tips for dealing with customer issues. It will be based upon real world problems large enterprises encountered in the rollouts of SEP.

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## SFW 5.1 Deep Dive

### TECHNICAL DEEP DIVE

This session will provide detailed technical information on core enhancements and new platform support in Storage Foundation 5.1 for Windows. Focus areas will include coexistence of SFW on the Windows Server 2008 platform, integration into Windows Server 2008 Failover Clustering, SmartMove and FlashSnap snapshot recovery into Exchange 2007 Recovery Storage Group. Technical demonstrations for each of these focus areas will be provided.

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## SFWHA — Interactive Discussion on Selling Strategies

### TECHNICAL DEEP DIVE

A number of Windows specific data center trends create huge opportunities for SF and VCS on Windows. Windows is growing deep and wide in the datacenter. Key OS and application upgrades such as Windows Server 2008, Exchange 2007, SQL 2008, etc. are driving customers to step back and re-evaluate underlying software infrastructure stack. Company wide initiatives such as DR, storage optimization, etc. are coinciding with these technology refreshes. There are number of ways we can address these opportunities. Attend this BOF to discuss, share your, and learn from other's best selling strategies for SFW HA/DR.

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## SMS 8300 Gateway — Beating the Competition: Handling the Low Hanging Fruit

### INFORMATION RISK MANAGEMENT

This session will go through EMEA competitors. Understand our strengths and weaknesses against them with an equal focus on big one such as Cisco with Ironport and the smaller niche competitors.

*Continued on page 34*

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## SNAC and Voice Over IP / Dumb Devices

### TECHNICAL DEEP DIVE

An important element of successful Network Access Control implementations is accessing for dumb devices such as voice over ip phones and printers. This session will cover the different technologies and approaches available to successfully cover these devices and prepare SEs for answering customer's questions.

---

## SNAC in the Real World — Implementation Experience

### ENDPOINT MANAGEMENT AND SECURITY

This session will provide feedback and experiences from real world implementations of Symantec Network Access Control. It will cover the challenges, architecture and solutions used by customers and what led to successful projects.

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## SNAC X-Ray Appliance Detailed Overview and Future Roadmap

### ENDPOINT MANAGEMENT AND SECURITY

X-Ray is a major release for Symantec Network Access Control that will put the solution in a market leading position. This session will give a detailed overview of the features included in X-Ray and cover the future roadmap and next steps planned for Symantec Network Access Control.

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## Software Virtualization

### ENDPOINT MANAGEMENT AND SECURITY

Virtualization is more than Vmware! In this session you will be introduced to the concept of software virtualization and the feature benefits of the exciting concept on the endpoint. In addition, the recent acquisition of Appstream will be introduced. By attending this and other virtualization sessions, you should be able to position Virtualization from the datacentre to the endpoint.

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## Soldiers, Spies and Civil Servants

### BUSINESS ISSUES

How to work with defence and intelligence organizations from engagement to implementation.

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## Storage Foundation in Oracle Environments — ASM and RAC

### DATACENTRE MANAGEMENT

This session will look at Storage Foundation working in Oracle environments. This will provide an ASM update with competitive review and Oracle RAC update with competitive review and roadmap.

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## Symantec Endpoint Encryption for Beginners

### ENDPOINT MANAGEMENT AND SECURITY

This session will help SEs to understand the benefits of Symantec Endpoint Encryption and how to position it to customers and the market place.

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## Symantec Endpoint Protection Competitive Displacements with Altiris (SEPIC)

### TECHNICAL DEEP DIVE

Using the Altiris platform and the SEP Integration Component you can migrate customers from competitive products (Trend, McAfee) as well as manage the installation and status of the SEP Client. In this session you will see a live demo of how this can be done using the "free" tool from Altiris.

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## Symantec Research Lab — Current and Future Initiatives

### STRATEGIC MESSAGING

This session will give a brief introduction to SRL and its mission, a summary of the primary market and technology trends that influence our research agenda, a recap of the most interesting research projects and how they relate to products. We will cover a description of Advanced Concepts and how SRL introduces new products into whitespace areas and a map of how SRLs work overlays and supports Symantec's corporate strategy. This will be followed by Q&A and input from the team on potential research directions and future customer needs.

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## Symantec Security Response

### ENDPOINT MANAGEMENT AND SECURITY

This session will provide an overview of the global Security Response Security Content Operations group. We'll cover how the group is organised, the purpose of the various roles on the team and how they participate in the 24 x 7 x 365 global follow-the-sun operation. Additionally, we'll provide a brief summary of what we're seeing recently as far as the 'threat landscape' is concerned and how the Operations group is responding to some of these issues.

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## Symantec Solutions for Green IT

### INITIATIVES

Symantec's products and services can provide effective solutions for driving IT efficiency and achieving energy savings (Green IT). This session will use the Symantec Data Centre Transformation Model as a framework through which we can articulate and evidence our unique approach and credentials to assist enterprise customers improve IT efficiency and drive Green results.

*Continued on page 36*

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## Symantec Technical Strategy and Blue Sky Futures

### STRATEGIC MESSAGING

This will be an interactive session on the Symantec Technical Strategy. There will be a recap of our current strategy, addressing trends such as Green IT, Consumerisation of IT and Identity Management. This will be followed by an interactive session on where we should be innovating, and/or which companies or technologies we should be looking to acquire or partner with.

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## Tactical Out-Tasking: The Successful Approach to Managed Services

### BUSINESS ISSUES

For many of the organisations that have tried it, the initial allure of IT outsourcing ended in disaster. And yet, with the pressure on IT budgets growing ever greater and the demand for IT services increasing, outsourcing all or part of your IT environment to an experienced third party can still seem very tempting. In this presentation, we will explore how tactical out-tasking offers a credible alternative to full outsourcing models and we will explore the variety of managed services offered by Symantec. From Managed Security Services, through Managed Backup / Recovery to Managed Software Packaging, we can help your clients optimize critical functions within their IT environment, whilst maintaining control of the overall service delivery.

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## Taking Back the Disaster Recovery Market (And Why We Should Own It)

### INITIATIVES

There was a time, not very long ago, when VERITAS virtually owned the HA/DR marketplace. We seem to have lost our way somewhat and, today, our industry profile in this area is not what it should be. The session explores our value proposition, methodologies and ways we can take this business back for ourselves to differentiate our solutions in this interesting and profitable market.

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## Technical Opportunity Planning — Control your own Destiny!

### SALES SKILLS

Ever had a deal you thought was a sure thing go to the competition at the last minute? Ever been frustrated with an opportunity that seems to have stalled? Come along and learn how to plan your actions, eliminate the competition and draw on ideas and experiences from your colleagues.

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## Telling the EndPoint Management and Security Story

### STRATEGIC MESSAGING

This session will give you an introduction to the business, identify key trends and markets, competition and products, who to go to and who to work with. At the end of this session you will be able to pitch our endpoint management strategy.

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## Telling the IRM Story

### STRATEGIC MESSAGING

The Information Risk Management story provides a way for you to engage your customers from a CXO level down to operators in a compelling and relevant way. This session will show you how to tell and then leverage the IRM story to generate opportunities for Enterprise Vault, SMS 8300, Vontu and Information Foundation.

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## The “PowerGRID” — How to Use It and What It’s For

### STRATEGIC MESSAGING

I’m confused. How do I join? Can I use it? What does it do? What is it? Does it have something to do with global warming? Come and find out.

---

## The Complete Data Loss Prevention Story

### STRATEGIC MESSAGING

Vontu forms part of the Symantec Data Loss Prevention story. Often customers ask about areas of risk and risk mitigation, protecting backup tapes, going off site, implementing and monitoring effective policies and endpoint encryption all aspects of DLP. This session will explore the entire DLP topic and the products and solutions that we have to address this problem.

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## The Green Issue (Background on Sustainability and Green IT)

### INITIATIVES

Many companies are talking about Green IT but few are taking a broad perspective and considering Green IT as a component of corporate sustainability and environmental responsibility. This session will provide an awareness of the challenges of Green IT from a “big picture” perspective that will provide a informed perspective for executive dialogue and establish a context for Symantec’s Green IT solutions (separate session).

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## The Packaging Factory

### TECHNICAL DEEP DIVE

This session will describe the concepts of software packaging, the tools that we use and the standards that are applicable. We will describe the packaging service that Symantec offers and how this has delivered the largest order for the EMEA EndPoint business unit in Q1’09.

*Continued on page 38*

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## The Storage Foundation Value Add: DMP, DST and Thin Provisioning

### TECHNICAL DEEP DIVE

This session will review the value that DST and DMP brings to customers from a technical perspective, what true benefits can be realized and a competitive review. We will also look at how Storage Foundation works with thin provisioned storage today and the roadmap of where we are taking it.

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## The Symantec Story

### STRATEGIC MESSAGING

The Symantec Value Proposition covers a wide range of solutions in different technology areas that solve a variety of our customers' business problems. Come to this session and learn how to synthesize these solutions into a single, simple, powerful message that will allow you to demonstrate effectively to your customers the benefits of working with Symantec.

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## Time Management

### PERSONAL DEVELOPMENT

We all have the same number of hours in a day and no amount of effort can change that. We can influence how we spend those hours, though. There are simple, practical techniques that you can use to help manage time effectively and maximize your productivity — and help you to beat the problems of overload, which is a key source of stress.

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## Towards Telco 2.0 — Trends, Challenges and Opportunities for Symantec

### BUSINESS ISSUES

The telecommunications market currently faces big changes. Flat business in the traditional voice market, new competition from Internet players and content providers force Telcos to radically change their current business models and their supporting IT and networking infrastructure underneath. As IT and network operations converge, there is a huge opportunity for Symantec — not only to protect their new open infrastructure but also to support Telcos in generating top line revenue with value added services.

---

## Understanding IT Risk Assessment and Management Across Europe

### BUSINESS ISSUES

The European Network Information Security Agency (ENISA) has a working group on IT risk assessment and management, chaired by Jeremy Ward of Symantec. In this session Jeremy will discuss the different approaches to IT risk assessment and management across Europe and demonstrate how the working group is coordinating these to help European business and industry. The objective is to help you understand the range of methodologies that might be used by your customers and how Symantec can help them deploy these better.

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## Understanding VMware for the SMS Virtual Appliance

### TECHNICAL DEEP DIVE

In this session we will explore the general advantages of virtualization, why and when it makes sense and an overview of how it works from the perspective of deploying virtual (VMware) based appliances such as the SMS 8300 Virtual Edition. This will provide a good introduction for those who are new to virtualization or who are curious on how a demo image running on VMware workstation compares to a production environment.

---

## Value Creation

### SALES SKILLS

The need to be able to create value and thus create deeper Customer relationships with new revenue streams is vital for Symantec to achieve the stretch goals in the new global Go to Market model. Value Creation is a programme which integrates the specialised capabilities of Symantec's sales community to create one face of Symantec for the Customer and to create and control new revenue streams in all market sectors. The process of Value Creation, and its transportable business language, is used to bring together the knowledge of Symantec's Customer facing teams to reveal and realize new revenue streams based upon Symantec's ability to create value for customers in the chosen market. Value Creation enables the sales teams to engage earlier with customers and partners. By identifying new value for customers, new opportunities can be created for both the customer and Symantec.

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## VCB in the Real World

### TECHNICAL DEEP DIVE

VMware Consolidated Backup (VCB) is an important differentiator in NetBackup 6.5. Learn the real capabilities of our market leading VCB solutions from our presales, consulting and support experts. This session will take you through the capabilities of VCB, real world deployments and pitfalls to avoid in a production environment.

*Continued on page 40*

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## Virtual Environments at Manufacturing Execution Systems

### BUSINESS ISSUES

Do's and don'ts for mission critical manufacturing systems. With ERP, database and vertical applications vendors introducing virtual versions of their solutions, virtualizations on server and storage, network and application gain a lot of interest. Therefore, business owners and IT managers in manufacturing have to rethink their approach towards IT concepts, faster availability of new applications and services through cloning. Efficient hardware use through policy driven provisioning are the prime drivers to implement a virtual IT environment. But also, the effect of having less server and storage components, using less energy, data center space and business continuity contribute to the introduction. Longer life cycle for MES Systems and related applications, and the chance to still support legacy application with new hardware or OS with no extra cost for support, is very attractive for these customers.

Symantec has a wide portfolio, to support these strategic and tactical shifts in manufacturing IT.

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## Virtualization Integration with Backup Exec

### TECHNICAL DEEP DIVE

An in-depth look at the new "Virtual Agent" available with Backup Exec 12.5 including technical capabilities, architecture and limitations.

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## Vontu — So What is Under the Covers? *Part 1 of 2*

### TECHNICAL DEEP DIVE

This two part session allows the attendees to dive into the architecture of Vontu and understand the detection technologies, communications infrastructure, response capabilities, event coverage, deployment options and distributed discover architecture.

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## Vontu — So What is Under the Covers? *Part 2 of 2*

### TECHNICAL DEEP DIVE

This two part session allows the attendees to dive into the architecture of Vontu and understand the detection technologies, communications infrastructure, response capabilities, event coverage, deployment options and distributed discover architecture.

---

## VxVI Deep Dive and Demo

### TECHNICAL DEEP DIVE

Get under the covers of VxVI to get a good understanding the various components of VxVI and how they work together to provide a true enterprise grade virtualization product that competes with VMware virtual infrastructure head on. This session will also include an in depth demonstration.

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## What is Software as a Service and Why Now?

### INITIATIVES

This session is a presentation on Software as a Service and it will cover the high level conceptual aspects of what is SaaS and why many of our clients and strategic partners are showing a high level of interest and investment in this service model. We will discuss the target market for SaaS and share how Symantec is delivering a hosted service launched in the USA — called Symantec Protection Network, using our market-leading backup technology. We will also provide a preview on our vision to expand and leverage other best of breed technologies in our portfolio for other hosted services in the future.

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## What's New in EV 8.0?

### INFORMATION RISK MANAGEMENT

This session will include a detailed look at the forthcoming EV 8.0 (Bauer) release, a look forward at the future roadmap and will incorporate your feedback on what we're still missing.

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## Which Part of "No" Don't You Understand?

### PERSONAL DEVELOPMENT

Swap seats! Experience the challenge of playing a customer of Symantec and being sold to by your colleagues. What will encourage you as a customer to say yes?

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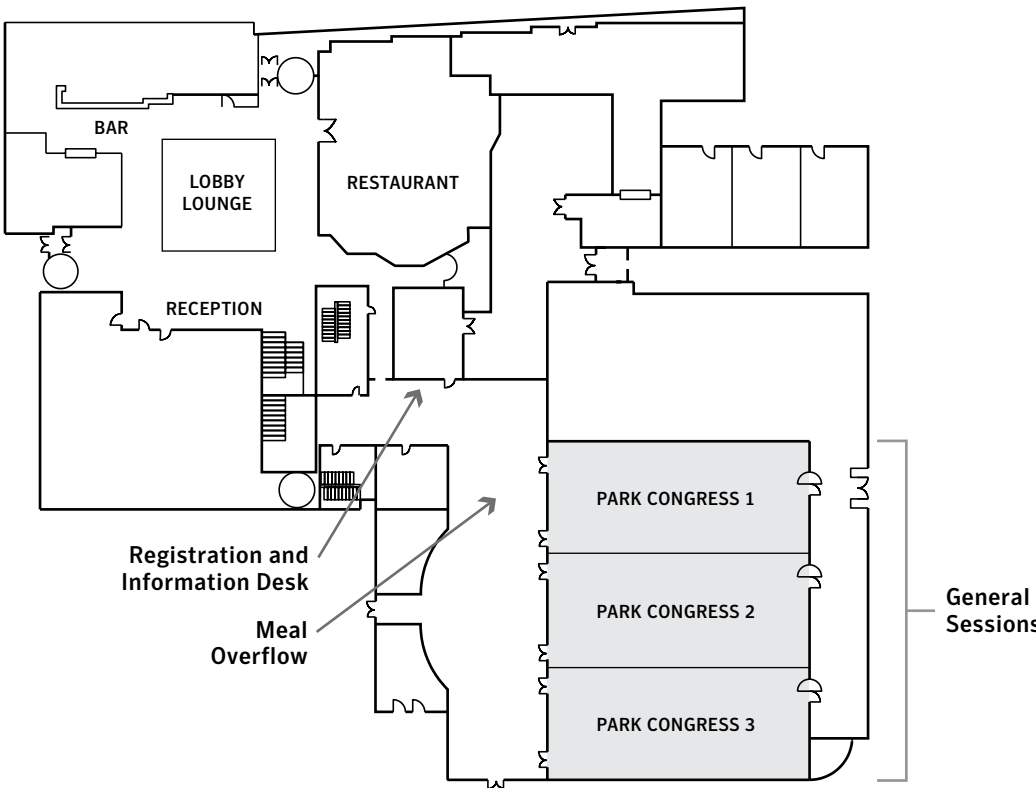
## Work Smarter Not Harder

### PERSONAL DEVELOPMENT

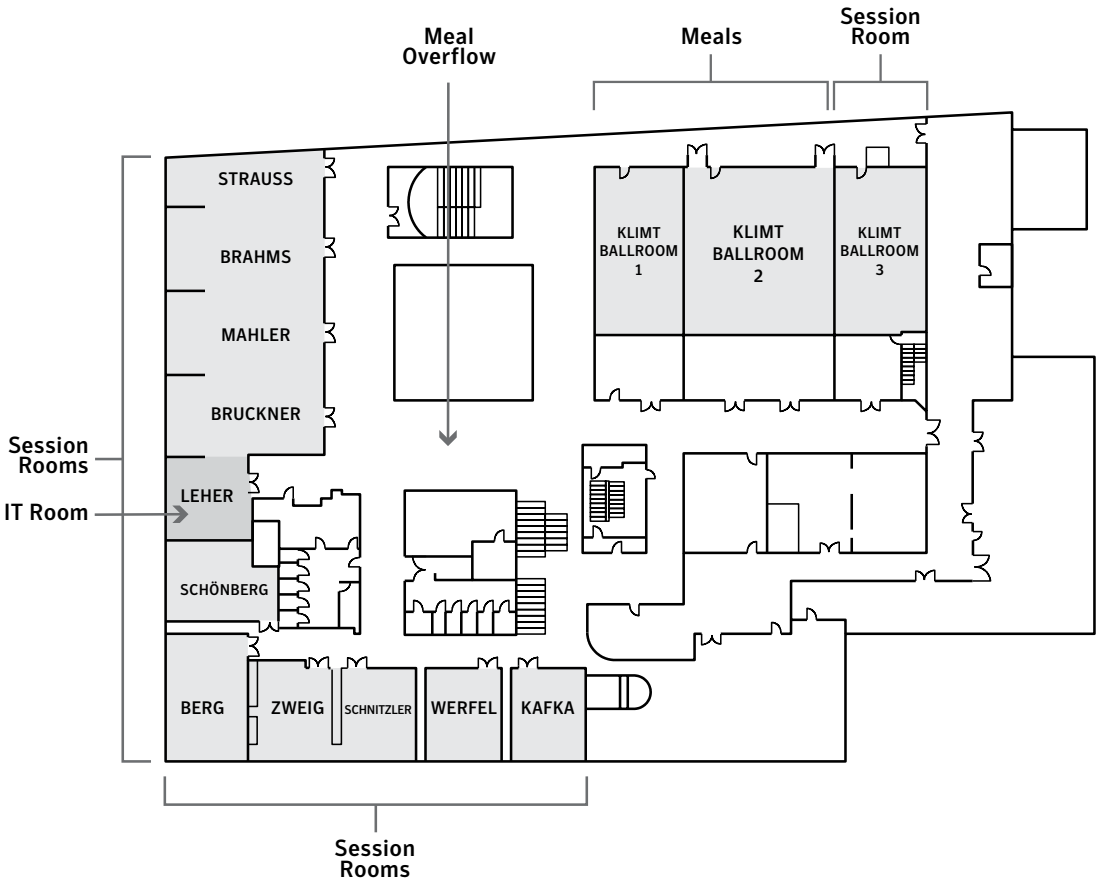
Ever wanted to be the one who came up with that fantastic idea? Why is it always someone else?... Come, explore and experience tools and techniques to help encourage your creative side!

# Venue Map

## GROUND FLOOR



## FIRST FLOOR



Confidence in a connected world.



symantec™

