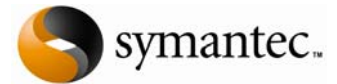


# COMPETITIVE ANALYSIS OF SYMANTEC

## COMPARED TO SYMANTEC, F-SECURE PROVIDES:

- ❑ Better security with faster and more frequent virus definition updates
- ❑ More easy-to-use and seamlessly integrated products
- ❑ More innovative and high-quality products by focusing on antivirus only
- ❑ More flexible and individual customer service
- ❑ More value for money with lower pricing and better terms



## FACTS

- ❑ Founded in 1982
- ❑ Fiscal year 2005 revenues US\$1,870 million
- ❑ Merger with VERITAS in July 2005
- ❑ 14,000 employees
- ❑ Market share 41,5% in the antivirus segment (2004)
- ❑ 51% of the sales to consumers (excluding VERITAS)

## PROFILE

*“With innovative technology solutions and services, Symantec helps individuals and enterprises protect and manage their digital assets. Symantec provides a wide range of solutions including enterprise and consumer security, data management, application and infrastructure management, security management, storage and service management, and response and managed security services.*

*Symantec is the world leader in providing solutions to help individuals and enterprises assure the security, availability, and integrity of their information.”*

## SALES CHANNEL

In addition to direct sales, Symantec licenses its products through its distributor, corporate reseller, value-added reseller and system integrator channels. Symantec is very dependent on few distributors (e.g. Ingram Micro Inc. and Tech Data Corp) that account for a significant share of the total revenues. If something disturbs the current channel, it will have a direct negative impact on Symantec sales.

## GLOBAL PRESENCE

Symantec's world *headquarters* is located in Cupertino, California. Symantec has *sales offices* in Australia, Austria, Belgium, Brazil, Canada, China, Czech Republic, Denmark, Finland, France, Germany, Greece, Hong Kong, Hungary, India, Ireland, Israel, Italy, Japan, Malaysia, Mexico, the Netherlands, New Zealand, Norway, Poland, Portugal, Russia, Saudi Arabia, Singapore, South Africa, South Korea, Spain, Sweden, Switzerland, Taiwan, Turkey, United Arab Emirates and the United Kingdom. Symantec's *technical support and customer services* centers are located in Ireland, in the US, Australia and Japan.

## SWOT ANALYSIS

<h3>STRENGTHS</h3> <ul style="list-style-type: none"> <li>❑ Market leader</li> <li>❑ Size: the 4<sup>th</sup> largest software vendor after the merger</li> <li>❑ Top brands (Norton, Symantec and VERITAS)</li> <li>❑ Marketing power</li> <li>❑ Strong financial position</li> <li>❑ Good geographic revenue mix</li> <li>❑ Aggressive sales team</li> <li>❑ Strong channel partners</li> <li>❑ Breadth of product and services offerings</li> <li>❑ Best-of-the-breed antispam product (Brightmail)</li> <li>❑ Long-standing OEM relationships with HP, IBM, etc.</li> </ul>	<h3>WEAKNESSES</h3> <ul style="list-style-type: none"> <li>❑ Growth through acquisitions (e.g. 22 in the past 6-7 years) leading to non-integrated products</li> <li>❑ Long response times to virus outbreaks: F-Secure responds 8 hours earlier on average</li> <li>❑ Broad focus: addressing consumers and large enterprises with a very wide product portfolio</li> <li>❑ Support services, e.g. arrogant service attitude and long queuing times</li> <li>❑ Inflexibility due to the scale of its operations</li> <li>❑ Dependent on few large channel partners</li> </ul>
<h3>OPPORTUNITIES FOR SYMANTEC</h3> <ul style="list-style-type: none"> <li>❑ The merger with VERITAS opens new opportunities in all customer segments. In particular, it strengthens Symantec's position in the enterprise segment.</li> <li>❑ Symantec's numerous technology acquisitions create new business opportunities through new and complementary products and services.</li> </ul>	<h3>THREATS FOR SYMANTEC</h3> <ul style="list-style-type: none"> <li>❑ Microsoft entering the antivirus market and targeting especially the consumer segment where Symantec is very strong.</li> <li>❑ Symantec faces challenges in the merger process with VERITAS – a company of comparable size and a different corporate culture.</li> <li>❑ After the merger with VERITAS, Symantec is competing against large enterprises like IBM, Computer Associates, Hewlett-Packard, and BMC Software.</li> </ul>

## TOP 5 REASONS TO CHOOSE F-SECURE OVER SYMANTEC

### 1. SPEED OF RESPONSE

In antivirus, where speed is of utmost importance, F-Secure maintains record response times. For the 12 major malware epidemics in the first half of 2005, F-Secure updated its customers on average 8 hours faster than Symantec. In January 2005, F-Secure sent out 48 updates, which is 7 times more than Symantec. (Source: <http://www.av-test.org>) Thus, F-Secure customers are better and faster protected than Symantec's.

### 2. SEAMLESSLY INTEGRATED AND EASY-TO-USE PRODUCTS

Symantec has expanded its product folio through mergers and acquisitions. Integration of some of the acquired technologies has not been successful which has led to products that are not as easy-to-use as F-Secure products. For instance, Symantec Client Security has two different user interfaces for the antivirus and personal firewall software and the administrator also needs to use two different management systems to install and manage the software. In addition, Symantec's management functionality via System Center and reporting via Event Manager are not combined. F-Secure Anti-Virus Client Security is seamlessly integrated and the administrator can manage and generate reports with the same easy-to-use management system (F-Secure Policy Manager). Administrators using F-Secure products save time, which leads to productivity gains compared to Symantec products.

### 3. INNOVATIVE HIGH-QUALITY ANTIVIRUS AND INTRUSION PREVENTION SOLUTIONS

Unlike Symantec, F-Secure is focusing solely on content security and intrusion prevention and is thus able to invest all its R&D resources in developing the best-of-the-breed solutions in that area. Thanks to its size and flat organization, it is less bureaucratic which ensures fast reaction speeds to customers' security needs and evolving threats.

F-Secure has a proven track record for being the first one to invent some of today's most widely used technologies. For example, in 1991 F-Secure developed the first heuristic scanner for antivirus products, in 1993 the first centrally managed antivirus solution, in 2002 the first antivirus product for a mobile phone on the Nokia Communicator product family and in 2005 F-Secure was the first antivirus vendor to announce a tool to detect and eliminate active rootkits.

### 4. CUSTOMER CARE

In delivering support and services, being a small sized company can be an advantage. As a small vendor, F-Secure is more effective in its operations and provides better and more individual service than Symantec. In brief, F-Secure is small enough to support its customers and big enough to serve each of them. On the contrary, several reviews show that Symantec's technical support staff is arrogant and queuing times are long. (See, for example, [www.infosecuritymag.com](http://www.infosecuritymag.com), October 2004 issue.)

High satisfaction ratings for F-Secure technical support in general, and for the competence of the support staff in particular prove the high quality of F-Secure services. High quality is ensured by well-defined service-level agreements for each customer segment. For large enterprises, F-Secure offers Premium and Premium Gold services with the highest priority 24/7/365 telephone support and personalized and proactive support services. A network of support partners in several countries guarantees high availability of the services.

### 5. MORE VALUE FOR MONEY

Not only is F-Secure pricing on average 10-15% lower than Symantec, F-Secure provides more value for its customers than Symantec. For example, all F-Secure licenses include the right to version upgrades; you do not need to pay any extra as Symantec customers do when they want to upgrade their product to an enhanced version. F-Secure also offers annual renewals 20-30% lower than Symantec and F-Secure does not limit the number of support calls like Symantec for small and medium-sized customers. Finally, all F-Secure product bundles include F-Secure Anti-Virus Client Security and you do not need to buy desktop firewall separately, which is the case for Symantec customers.