The Confident
SMB

IT As Your Business Enabler

>The **BEAUTY** is in the **PACKAGE**

Design & Source Productions

ALSO

> No More "Red Panic Button"

> Messaging in a Bottle

> Backup Leaps Forward

Laura Tufariello,
Founder and Owner

Kathia Toraño,
Accountant and IT Lead

Contents

Confidence in a connected world.

symantec™

The**Confident**
SMB

Contents

10

Cover Story
The Beauty is in the Package
The passion and attention to detail Design & Source Productions puts into its environmentally sustainable products extend to its technology solutions with the help of Baroan Technologies and Symantec data protection technologies.

By Mark L.S. Mullins

16

23

29

Case Study
No More "Red Panic Button"
Founded in a downstairs room of the home of founder Billy Wilson, Sandcroft Management Services understands entrepreneurship. With managed services from Vitality Consulting Services Limited and various Symantec technologies, Sandcroft is able to focus on evolving and running its business.
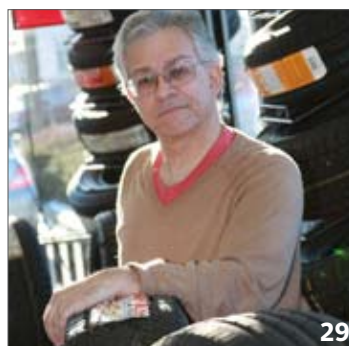*By Patrick E. Spencer*

Features
Message in a Bottle
If you use email or instant messaging, your business is under attack every day—including everything from spam to confidential messages leaving your organization, either maliciously or accidentally.
By Ken Downie

Backup Leaps Forward
New data protection technologies can help you not only avoid potential disasters but aid in reducing costs, saving time, and boosting productivity.

By Alan Drummer

In Every Issue

Business Perspectives
Deduplication: It's Everywhere!
Thoughts and Analysis from Carine Clark

ThinkTank
Find out what security trends will dominate in 2010, how cybercrime is getting much easier, migrate to Windows 7 in seven easy steps, and more.

Confidence in a connected world.

symantec™

Deduplication: It's Everywhere!

Make no mistake about it: Information is the fundamental connecting fabric of your business. You rely on information technology and systems to run your business, drive new opportunities, increase revenue, and operate efficiently. Yet the volume of information and its continued growth is a challenge for companies of every size, especially for budget-constrained SMBs. During the next four years, IDC estimates that the digital universe will expand by 400 percent; however, IT budgets will expand just 20 percent and IT staffing 10 percent. You can't keep buying more disk or tape to store and back up this information because information growth continues to outpace IT expenditures for storage.

But there is a solution! It's called deduplication. By compressing data and storing only changes to the original data, deduplication is about storing data only once. That can help you reduce duplicate data everywhere, cut complexity, and shave IT infrastructure costs.

Most companies have duplicate data in two locations—on their primary storage, where they store common information such as Microsoft Office documents, and in their backup data. With deduplication you can reduce the amount of data you store for backup and recovery by as much as 90 percent. Equally important, this new technology reduces data in remote offices and virtual server environments.

If you are just now considering deduplication—or even if you already have it—you may want to consider a more strategic approach to managing information overload. Put your data storage on a diet. The feature "Backup Leaps Forward!" delves into how you can tackle duplicate information, regardless of its location, with a single solution. This can reduce not only complexity and costs, but deliver more reliable access to the information that drives your business. And that's a direction you want your business to follow everywhere.
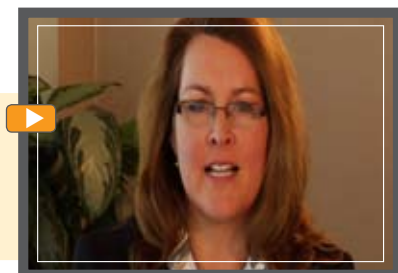
Regards,

Carine S. Clark
Chief Marketing Officer, Symantec

Video
Carine explains how to manage information overload with deduplication.

Data Protection

Messaging Security

Case Study

Cover Story

Contents

< 3 >

Confidence in a connected world.

symantec.

The Confident
SMB

The Enduring Family Business

A Third of S&P 500 Companies are Family Businesses that Began Small with a Big Vision

Family businesses are an often-overlooked form of ownership. Yet they are all around us—from millions of small and midsize companies that underpin many economies to household names such as BMW, Samsung, and Wal-Mart. A recent McKinsey report[1] finds that less than 30 percent of family businesses survive into the third generation of family ownership. However, those that do, tend to perform well over time compared with their corporate peers.

What are the attributes of a successful family business?

1. Meritocracy. Successful businesses that survive many generations have a strong management ethos based on meritocracy.

2. Control. Maintaining family control while raising fresh capital is a major source of potential conflict. Enduring family businesses regulate ownership issues—for example, how shares can or cannot be traded inside and outside the family.

3. Participation. Families that participate actively in company boards fare well. On average, 39 percent of board members in family businesses listed on the S&P 500 are inside directors, compared with 23 percent in nonfamily companies.

4. Long-term perspective. Successful family companies seek steady, long-term growth and performance, rather than short-term gains that avoid risking the family's wealth and control of the business. This also serves debt-holder interests: family businesses tend to have lower financial leverage and cost of debt than corporate peers.

5. Value, not size. Family businesses make smaller but more value-creating M&A deals than their corporate counterparts. According to McKinsey's analysis, the average family business M&A deal was 15 percent smaller, but total value added—measured by market capitalization after the announcement—was 10.5 percent, compared with 6.3 percent for nonfamily counterparts.

6. Philanthropy. Charity is an important element in keeping families committed to the business, providing meaningful jobs for family members and promoting family values for future generations. In the U.S., family-funded foundations include 13 of the 20 largest players.

For the full report, **click here.**

[1]Christian Caspar, Ana Karina Dias, and Heinz-Peter Elstrodt, "The five attributes of enduring family businesses," *McKinsey Quarterly*, January 2010.

Contents

< 4 >

Confidence in a connected world.

symantec.

TheConfident
SMB

Windows 7 Gains Momentum

IT Professionals at Small Business Have Been Most Aggressive in Their Plans to Upgrade to Windows 7

A recent Spiceworks' Voice of IT report measures upgrade plans and adoption sentiment on Windows 7 before and after its official debut. With results from over 1,500 respondents, highlights from the report include:

> The number of SMBs planning to adopt Windows 7 grew by 20 percentage after the official launch

> IT pros at the smallest firms (<20 employees) are upgrading the fastest, at more than double the rate of larger organizations

> The top two reasons for moving to Windows 7 were speed (73 percent) and user interface (69 percent)

> In the next 12 months, 45 percent of Windows 7 installations will be on new machines, while 55 percent will be on existing machines

For the complete report, **click here.**

Intent to upgrade to Windows 7 within the first 90 days post-launch as measured by company size

Company size	Percentage
1-19	42%
20-99	24%
100-249	22%
250+	28%
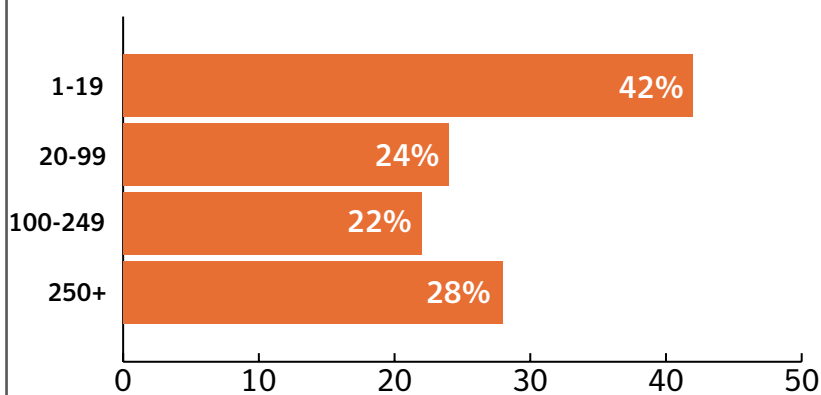
Source: Spiceworks, "Voice of IT report, Microsoft Windows 7 & SMBs: Speeding Up Adoption Rates," January 2010.

SMBBEAT

BBB Launches FREE Data Security Guide for Small Business

Nearly 85 percent of data breaches occur at small businesses, according to a September 2009 report by VISA. Responding to this trend, the Better Business Bureau (BBB) has launched a free, customized education program called "Data Security—Made Simpler" to help small business owners develop and implement effective data-security strategies. Data security can sometimes be an overwhelming topic for small companies, and this program is designed to demystify the complexities of data security tools. "While data breaches affect businesses of all sizes, many small business owners aren't taking the necessary steps to create ongoing data security policies and practices, including training their employees," says Steve Cox, President and CEO of the Council of Better Business Bureaus.

Developed in partnership with Symantec, VISA, Kroll's Fraud Solutions, and NACHA—The Electronic Payments Association, the program

Contents

< 5 >

Confidence in a connected world.

symantec.

Cybercrime Made Easy

Do-it-yourself Kits Drive a Surge in Internet-Borne Computer Infections

Do-it-yourself (DIY) kits are becoming big business in the cyber underworld, according to a recent report in *USAToday.com*. Generally sold for $400 to $700, the kits come with everything you need to begin infecting PCs. Selling software is legal; it's what you do with it that can get you in trouble. Rookie and veteran cyber crooks alike are using DIY kits to carry out phishing campaigns, blasting out fake e-mail messages that look like official notices from UPS, FedEx, or the IRS, or account updates from Vonage, Facebook, or Microsoft Outlook, or even medical alerts about the H1N1 flu virus. "It's possible that the people creating and selling these kits may be the same groups already profiting from cybercrime, and they could see this as yet another revenue stream," says Marc Rossi, manager of research and development at Symantec.

For more on this report, **click here.**

Internet Infections

2009
Global
spam rate
87.7%
Global
spam estimate
107
billion per day

2009
Global
virus rate
1 in 286.4

Email spam intercepted
Top 5 geographies

88.2%	Denmark
87.6%	Hong Kong
87.4%	France
86.9%	China
86.2%	Norway

Top 5 verticals

87.7%	Engineering
86.3%	Education
86.3%	Marketing/Media
86%	Retail
85.8%	Manufacturing

Email virus intercepted
Top 5 geographies

1 in 112.2	Luxembourg
1 in 173.3	China
1 in 188.3	Brazil
1 in 199.2	United Kingdom
1 in 225.8	Germany

Top 5 verticals

1 in 192.2	Education
1 in 147.8	Gov/Public
1 in 168.8	Accom/Catering
1 in 214.2	Marketing/Media
1 in 242.1	Engineering

Source: MessageLabs Intelligence: 2009 Annual Security Report

is presented by Kelley Drye Warren, LLP and Bryan Cave, LLP. To learn more about this program, **click here.**

Security in 20 Minutes

For small businesses to get the most out of a network security application, it should be easy to install and use, offer robust functionality, and minimize hardware and network complexity. According to a recent product review by *ChannelWeb*, Symantec Endpoint Protection Small Business Edition offers all of these characteristics. "[It] is smart, well-tailored to small business, and easy to manage. And, yes, it takes about 20 minutes to install—from start to finish—so a small network can achieve nice security with minimal hassle," says Edward F. Moltzen, who reviewed the product for

ChannelWeb. Tested at the CRN Test Center lab, Symantec Endpoint Protection Small Business Edition was installed and configured in about 16 minutes, with a few more minutes to build software for network clients.

For the complete review, **click here.**

Deduplicate Data, Replicate Savings

Delivering on its deduplication strategy, Symantec has launched Backup Exec 2010 to offer midsized businesses a flexible approach to eliminating duplicate data without adding complexity. According to market research, while storage capacity is growing 48 to 50 percent each year, approximately 70 percent of data stored is duplicate and has not been accessed in more than 90 days. Thus, organizations that implement

Data Protection

Messaging Security

Case Study

Cover Story

Contents

< 6 >

Confidence in a connected world.

symantec.

TheConfident SMB

CAPTCHA!

Luring the Needy into Cybercrime

Remember the swirling letters and numbers you're asked to type in as a verification measure when you log in to supposedly secure websites? Well, cyber criminals have figured a way around these CAPTCHAs—Completely Automated Public Turing tests to tell Computer and Humans Apart. According to the MessageLabs Intelligence: 2009 Annual Security Report, CAPTCHA-breaking tools became more readily traded in the underground cyber economy in 2009, and criminals were able to create large numbers of real accounts for webmail, instant messaging, and social networking websites.

In fact, a new kind of business has emerged, specializing in providing real people to create real accounts on major webmail services. Often

---

Threat Landscape

Total malware variants

73million

Spam botnet machines

5 million

Spam stopped

60million

Unique domains hosting malware

30 million

Source: MessageLabs Intelligence: 2009 Annual Security Report

---

advertised as a data processing job, each worker can receive approximately $2 to $3 per 1,000 accounts created, with each being sold to spammers for around $30 to $40 per 1,000 accounts.

Some major sites are already investigating alternative verification methods such as large libraries of photographic images, whereby users must be able to analyze or interact with the image in a way that would be very challenging for a computer program.

For the complete MessageLabs report, **click here.**

SMBBEAT

an integrated deduplication and archiving solution can realize savings of up to 20 to 40 percent in storage costs while making critical information more readily accessible.

Backup Exec 2010 offers fully integrated data deduplication and archiving technologies and is the first backup and recovery solution to offer granular recovery of Microsoft Exchange 2010, SQL Server, and Active Directory in VMware as well as Microsoft Hyper-V environments from a single pass backup. It also enables integration with third-party deduplication appliances through the Symantec OpenStorage Technology (OST) program.

For more information, **click here.**

PC Advisor Awards 2010: Norton Wins PC Advisor's Best Security Software Award

PC Advisor Awards 2010 have named Norton Internet Security 2009 as the Best Security Software. Combining solid protection with a user-friendly interface, Norton gains accolades from the *PC Advisor* test center for the accuracy of its reputation-based algorithm, which helps it protect against rapidly evolving threats. Antispyware and firewall tools are included, along with strong measures to thwart Trojans, viruses, and rootkits. An intuitive interface allows users to see exactly what's what and tweak the setup easily.

For the complete review, **click here.**

Data Protection

Messaging Security

Case Study

Cover Story

Contents

< 7 >

Confidence in a connected world.

symantec™

TheConfident SMB

OFFERS

Save up to 35% on Backup Exec 2010 Family of Products
Save on backup, recovery, and deduplication

Check out Symantec Protection Suite Challenge
Uncover the state of your security

WORD TO THE WISE

Symantec Backup Exec 2010: Addressing the Causes of Inefficiency in Data Protection

Selecting Your Hosted Security Service Provider

eDiscovery Compliance: New Requirements

The Tangled Web: Silent Threats and Invisible Enemies 2010

Death to PST Files: The Hidden Cost of Email

REALITY CHECK TECH BRIEFS

Migrating to Windows 7, Get Started Here

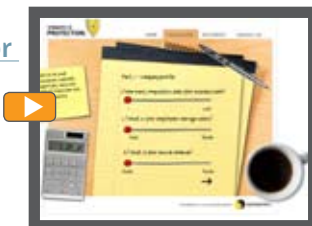**Expect These Security Trends to Dominate in 2010**

Don't Fall for Malicious "Tweets"

STREAMING

WATCH: Backup Exec 2010
Learn how to improve backup performance while reducing storage costs

WATCH: Threat Forecast 2010
What to expect and how to protect your organization

WATCH: Risk Calculator
Calculate the cost of a system outage to your business

SUCCESS in ACTION

Bank of Tampa
Secure vault protects hundreds of endpoints from threats

Business Office Systems
Office business downtime minimized

CBSA Architects
Data protection solution solidly designed

Orion Registrar
High quality backup saves time and costs

Payment Systems Group
Online processor protects customer and company data

Rodyk & Davidson LLP
Law firm gains control over data

The boss said he wanted that email found by end of day. Now, I wonder which tape it's saved on.

Tips & Tricks

8 Tips to Protect Your Business and Secure Its Data

10 Tips to Achieve Backup and Recovery Success

Data Protection

Messaging Security

Case Study

Cover Story

Contents

< 8 >

Confidence in a connected world.

symantec™

TheConfident SMB

EVENTS

Click Here for more event information.

Talk Back to Symantec

Do you recommend Symantec? Share your thoughts.

RESOURCES

Visit us online at **Small Business Solutions** and **Midsize Business Solutions** and take advantage of a world of resources to help you have confidence in your connected world.

Find a Reseller
Find the perfect partner to help you manage your IT needs

Trialware Downloads
Trial version of Symantec products are available for download

Symantec eLibrary: A Subscription for Success
One-year subscription gives you access to hundreds of Symantec training modules

Chat with a Sales Specialist Now
Security made simple. Chat directly with a specialist now

License Renewal Center
Get continued protection for your product today

Podcasts
For people on the go, podcasts deliver news, product information, and strategies you can use

Customer Success
See how other SMBs succeed with the help of Symantec

Hosted Services
Secure and manage your information using the power of cloud computing

Education Services
Maximize your IT investment with a skilled, educated workforce

Symantec Connect
A technical community to help your IT team keep your systems up and running

Business Store
Protect information that drives your business
Shop Now ▶

SOCIAL MEDIA

The Confident SMB Blog
Get insights and highlights of new content, and interact with *The Confident SMB* team.

Symantec Facebook Page
Readers with Facebook accounts can connect and share ideas with Symantec while also receiving notification of each new issue. Become a fan today.

Twitter
Tweeting on everything from the new *The Confident SMB* articles, research reports, podcasts, webcasts, customer successes, and more, the Symantec Publishing Twitter account keeps Symantec customers and partners up to date. Start following the tweets today.

LinkedIn
Exchange tips and strategies with peers by joining *The Confident SMB* group on LinkedIn.com.

< 9 >

Confidence in a connected world.

symantec™

By Mark L.S. Mullins

The Beauty
is in the
Package

**Technology Enables Creativity
for an International Small Business**

Entering the headquarters of Design & Source Productions is a transformative experience. Stepping off the elevator on the third floor of a nondescript building in Manhattan's Flatiron District, one suddenly experiences an environment full of vivid color and visual stimuli, but with an overriding aura of peace. Modernistic displays of the company's glamorous product lines blend seamlessly with the old building's exposed brick and loft-style architecture. One gets the feeling that the proprietors are not corporate types, and that they know something about design.

MICHAEL BRUNETTO

< 10 >
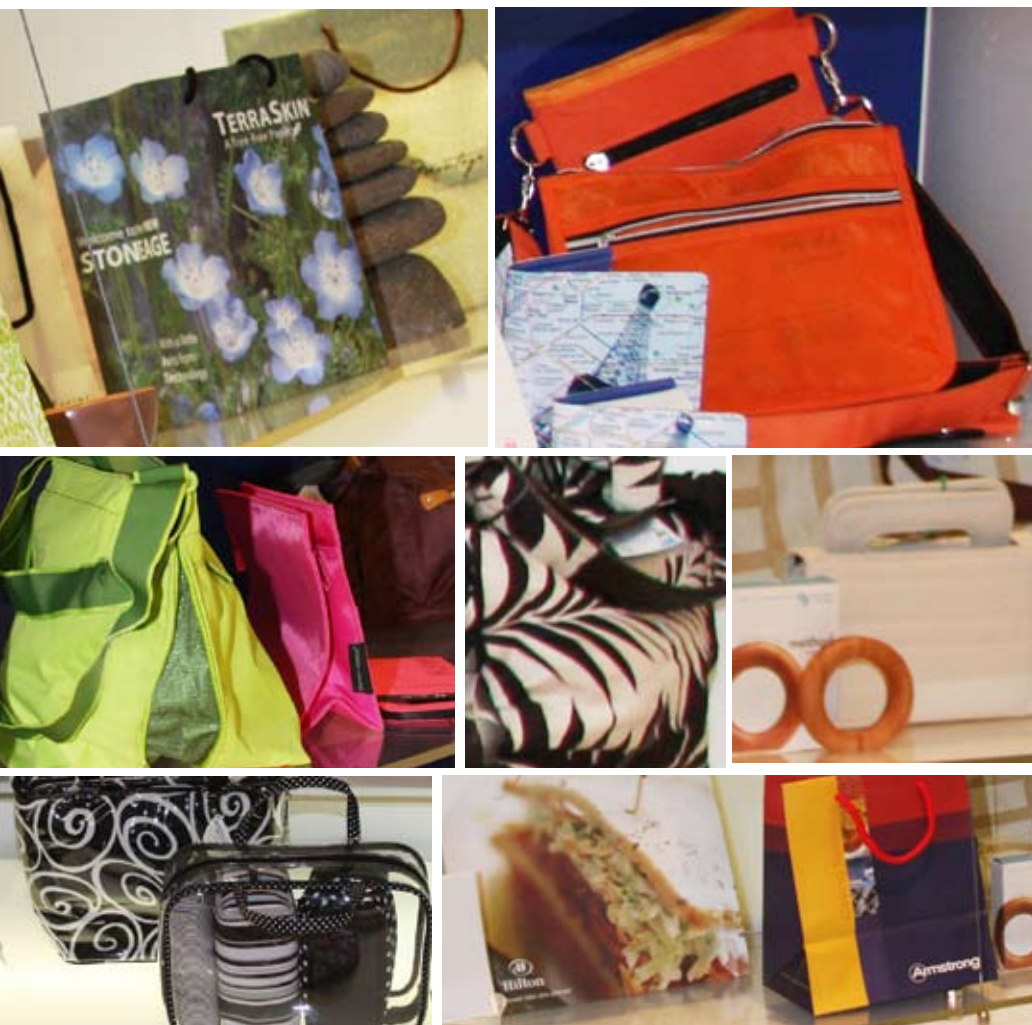
The Full Package on Design & Source Productions

Founded: 1996
Headquarters: New York City, New York
Locations: 5
Employees: 16
Key Products: Custom luxury packaging and private label and promotional accessories that include: shopping bags, totes, handbags, and gift and display boxes
Cutting-edge, Sustainable Materials:
- TerraSkin (paper made from stone)
- Recycled textiles
- Bio plastics (made from vegetable starch)
- Renewable pulp (made from sugar cane, reed, and rice straw)

Website: *www.designandsource.com*

Of course, design is what the company is all about. The 16-person firm creates beautiful and environmentally sustainable product packaging, shopping bags, stationery, and accessories; it also advises companies on how to make their packaging more eco-friendly. Its customer list includes upscale department and specialty stores, hotels, cruise lines, gift shops, and cafés.

A business born of passion

The company's roots can be traced to a career change decision that Laura Tufariello made in 1986. She was completing a stint as an airline flight attendant and was a school teacher for a number of years before that. "I decided to build a business on the passions of my life—design and travel. So I got into the business of importing stationery and gift bags," she recalls.

Tufariello's prior experience served her well in the new endeavor. She had visited many exotic places as a flight attendant, bringing back things of beauty from each location, and creative design was a lifelong hobby that she also practiced during her teaching career.

"I started the business out of my small apartment, and my first suppliers were in Taiwan," Tufariello explains. "In 1996, I founded Design & Source Productions, and we have grown to occupy a 5,000-square foot headquarters space and four branch offices across Asia."

Technology evolves with the business

The company's first step into the world of technology was small by today's standards. "The fax machine was introduced the year I began my first company," Tufariello relates, "and I quickly discovered how useful that device was to an international business."

"We got an Atari computer with a dot-matrix printer in the late 1980s," Tufariello continues. "Later, we got a scanner and started scanning designs and photos. Email was a hard sell for me at first, but I became convinced that it's an effective and efficient way to communicate."

As the company's technology footprint grew, its needs for IT services evolved. "At the beginning, we would use 'friends of friends' to help us with our technology needs. There was always someone willing to help, but most of them had their own way of doing things. So the next person would come in and

Contents

< 11 >

Confidence in a connected world.

symantec.

Beautiful and Sustainable:
The Birth of a Market Niche

Design & Source Productions found its environmental niche in the late 1990s. "We always got involved with products that we liked and thought were beautiful," explains founder and owner Laura Tufariello. "A little over 10 years ago, I was drawn to a particular material because of its beauty, and it turned out to be a better choice environmentally."

The new material produced fewer toxic fumes during production and use than the material that it would replace. "I learned that environmentally friendly materials don't have to look like granola—that green can be glamorous," describes Tufariello. "So I decided to move our focus toward new and more sustainable materials."

The result was the creation of a new subsidiary, Chameleon Packaging, that essentially defines the larger company's culture and identity today. "More and more companies are wanting to reduce waste, improve their packaging, and generally bolster their green credentials," Tufariello says. "We have proven that major companies can re-invigorate brands through innovative, sustainable packaging.

"One material we're excited about is TerraSkin, a paper that is made entirely from stone left over from construction projects," Tufariello continues. Design & Source has used TerraSkin in everything from shopping bags to soap packaging. The firm also uses a leather-like material made from recycled cotton, plastics made from vegetable starch, and paper packaging made from the pulp of sugar cane and rice straw.

Through her company's innovation, Tufariello has earned a solid reputation in green design. She is an adjunct professor at the State University of New York's Fashion Institute of Technology, teaching a course in sustainable package design. In 2008, she was a guest speaker at the Women's Leadership Council at the United Nations. And in the same year, Design & Source Productions received the "New York Enterprise Best Practices Award" for Green Business.

do it differently, and there was no standardization."

Finding the right IT partner
Tufariello decided to try another approach when the time came to deploy a new customer relationship management (CRM) package in 2000. "We chose GoldMine and engaged the reseller W Systems to set it all up for us. They did such a good job that we asked them for a recommendation for general IT services, and they recommended Baroan Technologies."

Based in New Jersey and founded 13 years ago by Guy Baroan, Symantec Partner Baroan Technologies offers managed IT services customized to the unique needs of each customer. "We cater to small and midsize businesses that don't have their own IT staffs," explains Baroan. "We provide everything from software and hardware deployment to ongoing monitoring and help desk services."

Standardizing data protection
Baroan conducted an assessment and began helping Design & Source streamline

< 12 >

Confidence in a connected world.

symantec

and upgrade its infrastructure. One of the early projects involved data protection. "Backups were being done manually and sporadically, which put a lot of critical data at risk," Baroan recalls.

Baroan rolled out the latest version of Symantec Backup Exec at Design & Source in

daily incremental and weekly full backups, and all the local team had to do was change out the tapes."

Going green through virtualization

Two years ago, with a network and server upgrade project on the drawing board, the

"I decided to build a business on the passions of my life—**design and travel.**"

– Laura Tufariello, Founder & Owner, Design & Source Productions

2005, deployed concurrently with a Dell PowerVault network-attached storage (NAS) system. "The most important benefit was that the backups were happening and the data was being protected," Baroan asserts. "But in addition to that, the process became simpler. We set up the

Baroan team showed the company how they could significantly reduce their power consumption through virtualization. "This was attractive to us because of our environmental emphasis," Tufariello says. "We were already purchasing 100 percent wind power for our

From left: Laura Tufariello, Founder and Owner, in the Design & Source showroom with Guy Baroan, President of Baroan Technologies, and Design & Source Accountant and IT Lead Kathia Toraño

MICHAEL BRUNETTO

< 13 >

Confidence in a connected world.

✱ symantec.

Accounting and What Else…?

When Kathia Toraño was in high school in her native Puerto Rico, she was naturally good with numbers and adept with computers, but she never thought that these natural skills would become a career for her. "I used to joke with my classmates, 'No one graduates from high school wanting to be an accountant'," she quips.

Toraño resisted this career path for a time, declaring majors in communications, French literature, and photography before settling on accounting. She also changed schools, studying at Fordham University for two years before returning home to complete her degree at the University of Puerto Rico, where she also worked for the accounting firm Kevane Grant Thornton.

"I fell in love with New York during my time at Fordham and knew that I wanted to come back," Toraño recalls. "So after

Kathia Toraño, Accountant and IT Lead, Design & Source Productions

graduation, I put my resume on the New York craigslist page. Design & Source contacted me, I flew to New York for a series of interviews, and within a week I was working here."

Toraño's official role at the company is in accounting, but as with most small businesses, that was not the only hat she would be called to wear. Specifically, the accountant at Design & Source also manages the company's IT infrastructure. "I was good with computers, but I never really learned about networks or business systems," Toraño says.

Fortunately, the Baroan Technologies team was already in place, so Toraño wasn't alone in the role. "I became the liaison between the end users and Baroan," she explains. "At first, I was calling them with all sorts of simple questions. But now I feel that I know my way around our systems pretty well.

"It's great to work for a small business because I can gain experience in a lot of different areas," Toraño continues. "I'm studying for the CPA exam, but I'm also involved in IT, Web design, and even trade show marketing. It's interesting to mix things up a bit and find a new balance."

headquarters, but virtualization helped us go one step further."

About this time, Kathia Toraño came on board as Design & Source's accountant—a role that also includes overseeing the IT infrastructure and managing the relationship with Baroan Technologies. "We took our five servers and converted them to VMware ESX servers on one piece of hardware," she says, "and we can add more servers as needed without adding hardware."

Bolstering disaster recovery

At Baroan's recommendation, Design & Source deployed Symantec Backup Exec System Recovery to add another layer of data protection and provide for more robust disaster recovery for its virtual environment. "Although we haven't had a large-scale disaster, Baroan showed us how important it is for us to be prepared," Toraño says. "We're going crazy

Data Protection

Messaging Security

Case Study

Cover Story

< 14 >

Confidence in a connected world.

symantec.

The Confident
SMB

here when the CRM is down for 15 minutes, so the fact that it could be days was a real concern."

Backup Exec System Recovery takes snapshots every two hours of the company's three most critical servers—the main administrative

particularly the deduplication option," Toraño says. "Being a design firm, we are often sending and receiving emails with multiple image attachments, and copies are sent

> "We're going crazy here when the CRM is down for 15 minutes, **so the fact that it could be days was a real concern."**
>
> – *Kathia Toraño, Accountant and IT Lead, Design & Source Productions*

server, the server hosting the Microsoft SQL Server-based CRM system, and the image library—which together have close to a terabyte of data. In the event of a server failure, these snapshots can be used to quickly restore the servers—even to dissimilar hardware.

Looking to the future

"We are really excited about up-grading to Backup Exec 2010,

to several people in our company. Being able to identify and remove the duplicate data will be amazing, as it will save so much space."

"We're also planning to deploy Symantec Protection Suite Enterprise Edition at Design & Source this year," Baroan adds. "With the amount of critical data and the global interactions they have every day, it makes complete sense to deploy a comprehensive security solution."
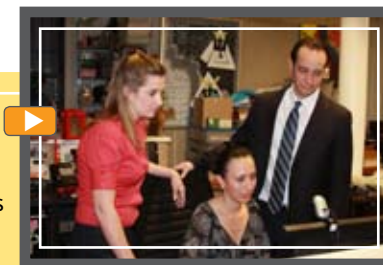
Toraño couldn't be happier with her relationship with Baroan Technologies and Symantec. "The Baroan team introduces us to the technology advances that we need to keep our business successful, and they're always just a phone call away if something happens. And Symantec provides us with the peace of mind that our data is protected no matter what." ◼

Mark L.S. Mullins is a managing editor of The Confident SMB *and* CIO Digest *and senior manager of Symantec's Global Reference Program team.*

Sustaining Data with Symantec Solutions

- Symantec Backup Exec
- Symantec Backup Exec System Recovery Server Edition
- Symantec Backup Exec System Recovery Desktop Edition
- Symantec Partner: Baroan Technologies

Contents

< 15 >

Confidence in a connected world.

symantec™

TheConfident
SMB

No More "Red Panic Button" By Patrick E. Spencer

Managed Services and the Right Technologies
Accrue Tangible Results at Sandcroft Management Services

The roots of entrepreneurship run deep in the history of Cambridgeshire, England (the County of Cambridge). When a group of scholars left Oxford under the threat of hostile townspeople in 1209, they resettled in the township of Cambridge. The refuge became a permanent home with the appointment of their first Chancellor in 1226, one that developed into one of the most renowned educational institutions in the world today—the University of Cambridge.

Entrepreneurship forms part of the fabric of Cambridgeshire, the founding of the University of Cambridge being just the start—from Silicon Fens, the high-tech area on the outskirts of Cambridge, to Cambridge University Press, the

world's oldest continually operating book publisher, to the many small businesses scattered across the county. Counted among the latter is Sandcroft Management Services Ltd., which was started in 1990 in

a downstairs room in the home of founder Billy Wilson.

From large to small
Billy started his career working for several large United Kingdom-based

Contents

< 16 >

Confidence in a connected world.   symantec.

William (left) and Billy Wilson,
Sandcroft Management Services

firms. About 10 years later, he was recruited by a small accounting business to manage its operations. And he quickly learned what he wanted to do with the rest of his career. "With this move, I discovered that I enjoyed working in a small business versus a large business," he says. "And I never turned back."

After a few years he determined to start his own small business, having identified a need for one-stop accounting, bookkeeping, and consulting services for small businesses and the self employed. Always looking for new opportunities, Billy added payroll services to the business' portfolio in 1991 under the name of Sandcroft Payroll Services Ltd.

Sandcroft Management Services grew very quickly during its first several years. "We more than tripled in size," Billy remembers. And though there have been some unexpected bumps in the road, the company has sustained its early success; its offices are a flurry of activity. Technology has been a key part of the success. "Beyond a lot of hard work and long hours, a key enabler of our growth has been technology," Billy notes.

An important hallmark in the expansion of the business was the addition of Billy's son, William Wilson, in the late 1990s. "Unofficially, I

JULIAN HICKMAN

Entrepreneurial Equation: **Sandcroft Management Services**

Founded: 1990
Employees: 13
Customers: Accounting, bookkeeping, and payroll services for limited companies, charities, partnerships, and sole traders; payroll services for approximately 300 businesses, from small to enterprise
Location: Sawston, Cambridge, U.K.
Websites: *www.sandcroft.co.uk* and *www.sandcroftpayrollservices.co.uk.*

Confidence in a connected world.

✺ symantec™

Adding **Vitality to IT** with Managed Services from Vitality Consulting Services Limited

When Sandcroft Management Services turned to Symantec Partner Vitality Consulting Services Limited for help in gaining tighter control over its IT environment, the company had high expectations—and those have been either met or exceeded. The success is a mix of the right IT governance and business management processes and the deployment of the right technologies. The managed services model from Vitality Consulting Services was precisely what Sandcroft Management Services needed.

No spam at last

For messaging security, Vitality Consulting Services implemented Symantec Mail Security for Microsoft Exchange layered with MessageLabs Hosted Email Security. The solution stopped the incoming spam "dead in its tracks," according to George Ilko, CTO and founder at Vitality Consulting Services. "We have great confidence that whatever the messaging security solution

JULIAN HICKMAN

🔊 **Podcast**
George Ilko discusses how Symantec helps **Vitality Consulting Services** deliver essential solutions for small businesses.

George Ilko, CTO and Founder, Vitality Consulting Services Limited.

from Symantec—whether it is Symantec Mail Security for the very small business or Symantec Brightmail Gateway or MessageLabs Hosted Email Security for the larger small business or midsize business—that it will resolve the message security challenges of our clients."

The benefits of the deployment are dramatic. "Our employees previously

joined the company a few weeks after its founding, posting invoices for a pound an hour," he jokes. "However, officially, I have been with the company for about 13 years." In addition to his accounting responsibilities, he oversees IT strategy and decision making for the firm.

Remediating "worry"

Adoption of computer technologies by Sandcroft Management Services was hastened in the mid-1990s when one of the largest Internet companies in the U.K. at the time became a customer for its payroll services. "We had to conduct business with them over the Internet," Billy explains. "This actually expedited our reliance on IT."

Prior to 2008, Billy and William managed their IT environment with supplemental support from a local IT provider. However, day-to-day IT management was consuming valuable billable time, not only

Contents

< 18 >

Confidence in a connected world.

symantec.

Case Study

Sandcroft Management Services
Vitality Consulting Services

Data Protection

Messaging Security

Case Study

Cover Story

The Confident **SMB**

spent as much as 30 minutes each day managing spam," says William Wilson, account and IT strategist at Sandcroft Management Services. This time has been recaptured and is being spent on billable or other business-critical initiatives.

Tallying endpoint security

For endpoint security, Vitality Consulting Services rolled out Symantec Endpoint Protection. "Locking down the network is typically the first step we take with clients," Ilko says. "Getting a comprehensive set of endpoint security checkpoints, from antivirus and antispyware to network intrusion prevention, is critical. With Symantec Endpoint Protection, we have one console from which to manage all endpoint security." This not only improves operational efficiencies for Vitality Consulting Services, it reduces the overall risk exposure for Sandcroft Management Services.

The integration of Symantec Endpoint Protection and Symantec Backup Exec System Recovery allows Vitality Consulting Services to deliver added value to its clients such as Sandcroft Management Services. "We are able to initiate off-site system backups based on threat levels identified by Symantec Endpoint Protection," Ilko says. "This is a huge selling

Video

George Ilko discusses Vitality Consulting Services' partnership with Symantec.

point for us. We can sell a robust disaster recovery solution to small businesses that they previously could not have afforded."

Numbers are in data protection

Backups to a virtual server at an off-site location hosted by Vitality Consulting Services are scheduled daily. "We get an email notification that each backup was successful," Ilko says. "And in the case of system failures at the Sandcroft Management Services' facility, we are able to redirect to the virtual infrastructure. Email, the practice management software, and other applications continue to run."

Of course, successful backups are only as good as the ability to recover the data. "Testing of most backup-and-recovery solutions is typically a very time-consuming process," Ilko notes. "With Backup Exec System Recovery, we are able to test data restore in real time using the virtualization feature."

Vitality Consulting Services Services maintains a virtualized server environment,

for Billy and William, but for the entire staff. "We would spend two hours trying to fix a problem and create another one that took four hours to sort out," William explains.

"There were really two primary business issues when Sandcroft Management Services approached us," remembers George Ilko, chief technology officer and founder of Vitality Consulting Services Limited. "Spam was the first one." Specifically, the staff was expending valuable energy on deleting spam each morning and then throughout the day, time that could be spent on billable projects. The second was related to business continuity; data retention requirements as specified by insurance and regulatory bodies such as the Accounting Standards Board. "We must maintain successful backups every day," Billy says. "I cannot count the number of

Contents

< 19 >

Confidence in a connected world.

✦symantec.

Data Protection

Messaging Security

Case Study

Cover Story

using HP servers and VMware, at its client sites as at it's hosted data center. The built-in virtualization support in the different Symantec software tools, from Backup Exec and Backup Exec System Recovery to Endpoint Protection, is important to Vitality Consulting Services, as well as it's clients such as Sandcroft Management Services.

For Sandcroft Management Services storage infrastructure, Vitality Consulting Services maintains a tiered storage model. The first tier consists of using Backup Exec System Recovery to back up systems to a Seagate Maxtor disk device. (For larger clients and infrastructures,

Vitality Consulting Services performs disk backups to Cisco or HP NAS devices.) After 30 days, the data is then moved to an HP StorageWorks tape library. Then, for additional business continuity protection, Vitality Consulting Services uses Backup Exec to replicate data from its data center to the Lloyd's of London data center location in London every 30 days. "We are able to offer our clients an enterprise-class business continuity solution on a small business budget," Ilko proudly states.

Returns keep coming

Just as the releases of Symantec Endpoint Protection and Symantec Backup Exec System Recovery 2010 added to Vitality Consulting Services's toolbox, the recent release of Backup Exec 2010 does so as well. "The addition of the deduplication technology is going to be a big plus for us," Ilko says. "We are able to reduce our storage requirements, including energy costs and rack space, which means we can deliver more competitive solutions to our clients like Sandcroft Management Services. Our benefit becomes a shared benefit with our clients."

times when I've arrived at home and realized that I'd forgotten the backup tape at the office and had to drive back to the office to retrieve it (an insurance requirement)."

They began looking at different options and settled on a managed services model. "IT is not our area of expertise, it's accounting, bookkeeping, consulting, and payroll services," William observes. "The reason we turned to Vitality Consulting Services was to stop the worry," Billy adds. "We sought someone we could trust to manage our IT for us."

Sandcroft Management Services signed a managed services agreement with Vitality Consulting Services in early 2008. "The solutions from Vitality Consulting Services allow us to avoid pressing the 'red panic button'," Billy quips. "When a PC went down before, or something else happened, we lost valuable staff time remediating. Now we simply call Vitality and know the problem will be resolved."

Contents

Vitality Consulting Services Ltd.

Founded: 2007
Customers: Small businesses that span various industry segments such as media and entertainment, business and professional services, and retail, among others
Services: Managed services that include IT consulting, security, and business continuity
Key Partnerships: Symantec, HP, Cisco, APC, and Microsoft
Location: Cambridge, U.K.
Websites: *www.vchq.co.uk*

< 20 >

Confidence in a connected world.

symantec

Managed services equation

A Symantec Silver Partner, Vitality Consulting Services worked with the Sandcroft Management Services team to conduct an audit of their existing IT environment. The audit included an assessment of network, security, and business continuity requirements compared to the organizational status

notes they aim for one hour. Using Symantec pcAnywhere, the team is able to remediate many problems remotely. "Remote access decreases the interruptions to our staff," William relates. "However, when needed, the Vitality Consulting

Podcast
Billy and William Wilson talk about the importance of a robust technology infra-structure for their business growth.

components. To address security and business continuity requirements, Vitality Consulting Services relies on various Symantec technologies that are used to manage the Sandcroft Management Services IT environment. These include Symantec Backup Exec and Symantec Backup Exec System Recovery for backup and recovery, Symantec Endpoint Protection for endpoint security, and Symantec Mail Security for Microsoft Exchange layered with MessageLabs Hosted Email Security for messaging security.

"The reason we turned to Vitality Consulting Services **was to stop the worry.**"

– Billy Wilson, Founder, Sandcroft Management Services Ltd.

quo in each of these areas. Vitality Consulting Services then mapped several different technology solutions to meet these different requirements.

The annual managed services agreement with Vitality Consulting Services, which Sandcroft Management Services renewed for another year in early 2009, includes a four-hour service-level agreement (SLA) response time, though Ilko

Services' team will come out on site—24×7."

Vitality Consulting Services pinpointed several technology solutions as a result of their initial audit. These encompassed three different business areas. For the network environment, Vitality Consulting Services worked with Sandcroft Management Services to implement various Cisco technology

Accruing the results

The results of the different solutions are impressive. Employees no longer spend valuable time sorting through spam every day, sometimes up to 30 minutes daily per employee. Billy no longer needs to manage daily backups, which consumed as much as 30 minutes of his time every day. System recovery time has also been slashed. A recovery with the previous

< 21 >

Confidence in a connected world.

symantec.
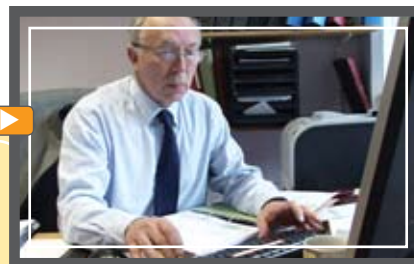
infrastructure and processes—locating the tapes in the off-site facility, retrieving them, and then restoring the data—would have taken up to two days to complete. However, under the managed services SLA from Vitality Consulting Services, a one-hour recovery window is stipulated, though Ilko notes that they can usually complete a recovery in 20 minutes.

In addition, the new security measures and infrastructure reduces Sandcroft Management Services' risk exposure and enables the organization to maintain compliance with PCI standards and other regulatory requirements. "We've passed PCI audits and penetration testing with flying colors," Ilko reports.

Sandcroft Management Services gained unexpected value from their Symantec investment when they were recently faced with the need to migrate their practice management software to dedicated hardware. "Without Backup Exec System Recovery,

it would have taken us days to complete the migration," Ilko says. "And the staff would have been without access to the practice management software during this timeframe. However, we were able to complete the entire migration in about 20 minutes using Backup Exec System Recovery to image the existing server and redeploy the practice management software solution to the new HP ProLiant server hardware."

Time for rugby and gardening

Despite the economic downturn, Sandcroft Management Services continued to see year-over-year growth in 2009. "We're quite proud of our success this past year," William touts. "And IT has become an increasingly important growth enabler for us."

"Vitality Consulting Services, along with the software tools they have deployed, give me peace of mind at the end of the day," Billy adds.

"We have highly confidential client information such as employee addresses, insurance numbers, and banking details, and we simply cannot lose any of that information."

The "red panic button" is no longer to be found on Billy's—or William's—desk. Billy even thinks he might be able to take a little time off, concluding: "Now that I have all of the IT systems set up just the right way, and William heavily involved in the business, I plan to take a little bit of time off—perhaps watch some rugby or do some gardening." ■

Patrick E. Spencer (Ph.D.) is the editor in chief for The Confident SMB *and* CIO Digest *and the author of a book and various articles and reviews published by Continuum Books and Sage Publications, among others.*

**In Whole, Not in Part:
Symantec Solution**

- Symantec Backup Exec
- Symantec Backup Exec System Recovery
- Symantec Endpoint Protection
- Symantec Mail Security for Exchange
- Symantec pcAnywhere
- MessageLabs Hosted Email Security
- Symantec Partner: **Vitality Consulting Services Ltd.**

< 22 >

Confidence in a connected world.

symantec™

The Confident
SMB

Message in a Bottle By Ken Downie

Don't Let Poor Security Hamper Your Communications

If you use email or instant messaging, your business is under attack every day. Spam is no longer just an annoyance, but certifiably dangerous. A primary conduit for viruses and malware, it's also a productivity vampire that represents a constant drain on your IT staff, end users, network bandwidth, and computer systems—not to mention the morale of employees who are routinely bombarded by offensive messages.

Consider the other side of the coin: the risk of sensitive, confidential, or obscene messages leaving your organization, either maliciously or accidentally. Compliance and legal concerns are forcing many companies to take control of outbound messaging, while other organizations are doing so voluntarily, out of concern for their reputations. Indeed, do you really know what's leaving your SMTP gateway?

With that in mind, smart SMBs are working with their technology partners to minimize messaging security risks and reclaim productivity with the least amount of management overhead and capital expense.

< 23 >

Confidence in a connected world.

symantec.

Sean Adams,
IT Manager, Bertelkamp
Automation, Inc.

CHRISTIAN LANGE

Bertelkamp Automation, Inc.
Founded: 1975
Location: Knoxville, Tennessee
Employees: 100+
IT Staff: 4
Partner: JensenIT.com
Website: *www.bertelkamp.com*

Calculate the true cost of spam

In the war on spam, now is not the time to be weak—but if you are, you're not alone. Many SMBs are still in denial about the true cost of spam, yet they are even more at risk than larger organizations.

"SMBs are more vulnerable to spam and email-borne threats because they generally don't have the time, money, or IT resources to implement the security infrastructure that a typical enterprise environment has," says Brian Burke, program director, security products & services, IDC. "So whether it's a virus infection that knocks out their network for a few hours or days, or an information leak via email, although these things can be costly to a company of any size, they're much more of a risk to smaller businesses because the bottom line is that much more sensitive."

The bulk of the cost of spam to SMBs, however, is likely to arise from a less dramatic, yet very regular occurrence—the daily exercise of identifying and deleting spam messages from inboxes. Many companies can save thousands of dollars per year simply by freeing employees from this drudgery.

Besides, with spam accounting for more than 90 percent of email volume at most companies, paying for servers, bandwidth, storage, and IT staff to support data you don't want doesn't make much sense.

Minimize complexity with a single-vendor solution

There's no one-size-fits-all solution for messaging security, even for SMBs, but using security products from a single vendor can be helpful from an integration standpoint. "Security vendors are now developing products that are focused on the SMB market to meet the need for cost-effective, easy-to-manage, integrated messaging security solutions," notes IDC's Burke. "And a single-vendor solution can strengthen overall business continuity by combining traditional messaging

< 24 >

Confidence in a connected world.

symantec.™

security with data loss prevention and archiving technologies."

Bertelkamp Automation is a Knoxville, Tennessee-based representative and stocking distributor for manufacturers of industrial automation components. The company has experienced firsthand the disadvantages of a piecemeal security solution.

"We used to just block everything and then had to manually edit firewall configurations to let the good stuff through. It was very labor intensive,"

This thing probably came in through an email from a trusted source. Once it was in, of course, it was too late."

Working with Symantec Partner Jensen Information Technologies, Bertelkamp integrated a Symantec Brightmail Gateway Small Business Edition appliance into its Multi-Protocol Label Switching (MPLS) cloud network. Symantec Brightmail Gateway Small Business Edition was the right

Messaging Security Trends

Framingham, Massachusetts-based technology consulting firm IDC recently conducted a survey[1] and related forecast update[2] on key trends in the messaging security market. Highlights include:

> 79 percent of companies want their messaging security solution to handle both inbound and outbound security issues

> 34 percent of organizations are planning to adopt virtual security appliances over the next 12 months

> 63 percent of organizations feel that a hybrid approach (combination of on-premise and in-the-cloud) to email security is most effective for stopping inbound email threats

> SaaS will overtake both software and appliances as the most widely deployed messaging security platform in 2012 (based on revenue)

[1] "Messaging Security Survey: The Good, Bad, and Ugly," IDC #216781, February 2009
[2] "Worldwide Messaging Security 2009–2013 Forecast Update and 2008 Vendor Shares: Is Virtual a Reality?" IDC #219270, July 2009

"Security vendors are now developing products that are focused on the SMB market to meet the need for **cost-effective, easy-to-manage, integrated** messaging security solutions."

– Brian Burke, Program Director, Security Products & Services, IDC

recalls Sean Adams, IT manager. "Despite this, we had an incident where one of our workstations got infected by an email-borne virus, and we basically became an email spam relay for this virus.

fit for Bertelkamp," says John Jensen, systems architect at Jensen IT. "It's cost effective and easy to deploy."

Now, Adams is getting back the 30 to 40 minutes a day he used to spend on firewall white-list management, and he no longer worries about messaging security. "The accuracy of Symantec

< 25 >

Confidence in a connected world.

symantec.

Alan Barrett, Head of IT,
TWM Solicitors LLP

Brightmail Gateway is unbelievable," he says. "We're blocking around 25,000 spam messages a day, and we haven't had one false positive. We're also able to grant certain users access to instant messaging and know we're doing so securely. In addition, with the outbound message filtering, I finally have control over the content

TWM Solicitors LLP
Founded: 1790
Location: Guildford, U.K.
Employees: 175
IT Staff: 5
Website: *www.twmsolicitors.com*

that leaves our organization—from now on, email around here is going to be monitored very conservatively."

Although Bertelkamp chose a physical appliance, many companies are opting for virtual appliances to conserve power and space. "SMBs have a strong interest in virtual security appliances," says IDC's Burke. "The benefits of increased scalability and data center consolidation combined with hardware cost savings can easily be explained to management. And the use of virtualization is very compatible with Green IT initiatives, which can actually be a key driver depending on an executive's personal philosophies."

Reclaim your workforce
Putting an effective messaging security strategy in place can result in enormous productivity gains for SMBs. One example is **J.A. Kennedy Real Estate Co.** in Las Vegas, Nevada, which decided to outsource its entire IT infrastructure to local managed services provider Kortek Solutions, a Symantec partner. A previous IT consulting arrangement had resulted in widespread damage from a virus received via email and multiple instances of data loss.

"We had projects and lots of information to manage, we were adding employees, and we couldn't afford to lose any more valuable time to spam and viruses," says Joe Kennedy, founder and president.

Kortek Solutions hosts a single Microsoft Exchange-based server for J.A. Kennedy, which also runs Symantec Mail Security for Microsoft Exchange software with Symantec Premium AntiSpam, an add-on subscription service that offers a high accuracy rate against critical false positives.

"False positives were a real problem before," Kennedy recalls.

Data Protection | Messaging Security | Case Study | Cover Story | Contents

< 26 >

Confidence in a connected world. symantec

From Left: Lyle Epstein, President and CEO, Kortek Solutions and Joe Kennedy, President, J.A. Kennedy Real Estate Co.

"Our previous antispam software was not very effective at distinguishing spam from legitimate email. It was causing us to miss business-critical emails. This has not happened since we switched to Symantec Mail Security."

In addition, spam email used to be a major productivity challenge for Kennedy and his staff, draining hours a week per employee. Now the company is saving more than 1,000 hours a year previously spent sifting through email and deleting spam, or hunting down information from accidentally deleted emails.

"We're able to reduce the number of hours we spend on unproductive tasks, which contributes directly to the bottom line," Kennedy confirms. "And we're mitigating risk as well—we haven't had any instances of data loss since using Symantec Mail Security."

"Small businesses are deeply affected by any kind of productivity loss, and messaging is a key area where IT can give that time back to the business," observes Lyle Epstein, president and CEO of Kortek Solutions.

Consider a hosted services approach

A growing number of organizations are choosing hosted, software-as-a-service (SaaS) solutions for messaging security, a trend that IDC's Burke expects to continue. "By utilizing SaaS, the initial capital expense of the software or appliance invest-

Podcast
Joe Kennedy and Lyle Epstein talk about how they reclaim productivity at **J.A. Kennedy Real Estate**

J.A. Kennedy Real Estate Co.
Founded: 2004
Location: Las Vegas, Nevada
Employees: 12
IT Staff: None
Partner: **Kortek Solutions**
Website: *www.jakennedyrealestate.com*

"We had projects and lots of information to manage, we were adding employees, and **we couldn't afford to lose any more valuable time** to spam and viruses."

– Joe Kennedy, President, J.A. Kennedy Real Estate Co.

< 27 >

Data Protection

Messaging Security

Case Study

Cover Story

Contents

Confidence in a connected world.

symantec™

ment is eliminated and replaced with a monthly or annual subscription service fee," he notes. "SaaS can also significantly reduce soft costs related to ongoing maintenance, upgrades, and staff training. There's less need for capital investments to replace aging technology. We're seeing more and more SMBs gravitate toward hosted mail security solutions, and the main driver is cost savings."

For **TWM Solicitors**, a Guildford, U.K.-based law firm that operates from seven locations in the south of England, cost was what drove its decision to outsource email security. "Nearly 90 percent of our email traffic was spam, and I didn't want to filter within our network because the hardware and bandwidth demands would be cost prohibitive," explains Alan Barrett, head of IT.

The firm now uses MessageLabs Hosted Email Security from Symantec for virus and spam protection, as well as outbound content control. "By outsourcing our spam filtering to MessageLabs Hosted Email Security,

we're paying a fraction of what it would cost us to manage messaging security in house, and we're handing it off to experts," says Barrett.

The firm is also using MessageLabs Hosted Email Archiving from Symantec to ensure that all emails sent or received are retained, and to enable non-technical users to retrieve old email without assistance from IT.

"We have an appliance in our data center that acts as the retriever," Barrett explains. "Everything gets journaled to a mailbox on both of the [Microsoft] Exchange servers, and then gets picked up by the archiving box, encrypted, and sent off to the external archive in the cloud. So we have a complete history of communication. And because the archive is hosted off site, there are disaster recovery benefits as well."

Staking your reputation—every day

IT professionals who pay close attention to messaging security are also making a savvy career move. The CEO probably won't know if the

server didn't get patched on time, but every spam that lands in her or his inbox makes her or him wonder why IT isn't doing a better job.

"Before, enough spam was getting through to impact my image as a savvy IT professional who can stop these kinds of things," says Bertelkamp's Adams. "Now I don't get any complaints."

TWM Solicitors' Barrett agrees. "The effectiveness of our messaging security and archiving strategy is ultimately communicated out to our clients," he concludes. "It demonstrates professional excellence." ■

Ken Downie is Senior Writer at NAVAJO Company. His work has appeared in Business Finance, Business Credit, *and* CIO Digest *magazines.*

Layered Messaging Security Symantec Solutions

Symantec Hosted Services
- MessageLabs Hosted Email Archiving
- MessageLabs Hosted Email Security
- MessageLabs Hosted Instant Messaging Security

Security from Symantec
- Symantec Brightmail Gateway Small Business Edition
- Symantec Mail Security for Microsoft Exchange
- Symantec Premium AntiSpam subscription service

< 28 >

Confidence in a connected world.

symantec

Backup **Leaps** Forward
by Alan Drummer

New Data Protection Strategies Save Time and Money

Who has time for this topic? You're in a hurry, with bigger and more important goals.

Just like the captain of the Titanic.

Seriously, there are new strategies in data protection that can not only keep your business off the bottom of the Atlantic, but also reduce costs, save time, and boost productivity. *The Confident SMB* has prepared a quick summary.

Reviewing the strategies are several IT decision-makers at small and midsize businesses, along with their IT partners. Some interviewees are the sole IT resources at their companies, serving hundreds of users. Like you, they're stretched thin, and they're looking for ways to stretch further.

If analyst Jon Collins, managing director of Freeform Dynamics Limited, had only a few

Contents

< 29 >

Confidence in a connected world.

symantec™

Nick Joseph, Network Manager,
Orion Registrar

moments to sum up data protection, he'd want to leave you with two points:

1. There are some things in data protection that are easy to do, such as making a copy of data and storing it elsewhere (often done) and validating that the copy can be restored (not done enough).
2. And there are some things that if you don't do them, then you are risking a great deal.

Ask the right questions
True data protection, Collins explains, is not about finding the right answers, but sitting down and asking the right questions.

"You need to understand what kind of information you're storing and what kind of risks exist for that information," Collins adds. "The key word is classification. Probably 20 percent of your information has 80 percent of your business value. Which small bits of information would put you most at risk if they were lost or stolen? And what might go wrong with that information?"

Classify data
Many businesses have a customer database that gets regularly backed up, Collins says, and those tapes should be validated. But a data protection review might also identify that the business' most sensitive data is elsewhere—such as pricing information that is stored on the

Contents

Orion Registrar, Inc.

Founded: 1994
Location: Arvada, Colorado
Employees: 24+
IT Staff: 1
Symantec Partner: **Advanced Internet Security, Inc.**
Website: *www.orion4value.com*

MICHAEL BRUNETTO

"We can't go wrong with deduplication. We're digitizing nearly two floors of file cabinets, and I can't wait until they're gone."

– Nick Joseph, Network Manager, Orion Registrar, Inc.

< 30 >

Confidence in a connected world. **symantec**

Mike Levine, Senior Vice President and Chief Information Officer, Winebow

Winebow

Founded: 1980
Location: Montvale, New Jersey
Employees: 450
IT Staff: 5
Symantec Partner: **Quality Technology Solutions, Inc.**
Website: **www.winebow.com**

CEO's laptop. "Then the question is more about guarding against data loss," Collins points out. "Instead of just backing that data up, a better answer may well be encrypting that data or storing it on the main server and giving the CEO secure access."

Have less to protect: deduplicate

Data protection becomes simpler with deduplication—technology that enables only a single backup copy to be made if there are multiple instances of the same information.

"Even a non-technical person understands the value of deduplication immediately," Collins points out. "Instead of 'why deduplicate?' the question becomes "why duplicate?'"

When deduplication first emerged, it was expensive and often required a special appliance, Collins acknowledges. "The uptake hasn't been that fast for smaller organizations for perfectly valid reasons," he observes. "But because

deduplication shortens backup times and conserves storage capacity, it will become a part of the landscape—a feature rather than a technology—and part of the way we do backups."

Deduplication is already an integrated feature of Symantec Backup Exec 2010, released in February 2010. And it will be put to use at **Orion Registrar, Inc.**, an Arvada, Colorado-based quality and environmental systems registrar that provides audits to organizations seeking ISO 9001 and other types of certification. The company is busy migrating from paper to digital processes.

"We can't go wrong with deduplication," says Nick Joseph, network manager at Orion. "We're digitizing nearly two floors of file cabinets, and I can't wait until they're gone.

Data volume is now 200 gigabytes, and Joseph expects it to as much as triple in the next 18 months. Backup

Podcast
Winebow discusses how it solved storage, email, and availability challenges with Quality Technology Solutions.

< 31 >

symantec™

Data Protection

Messaging Security

Case Study

Cover Story

TheConfident
SMB

time had already been reduced by 33 percent with an upgrade to Symantec Backup Exec 12, and Joseph expects that deduplication in Backup Exec

SMBs Report on Data Protection

Symantec commissioned Rubicon Consulting to conduct an independent survey of IT decision-makers at several hundred small businesses in North America with fewer than 250 employees. Highlights include:

92% of SMBs have some form of data backup technology

50% of SMBs have experienced significant data loss

33% of those who lost data lost sales

25% of SMBs conduct no PC backup

20% of SMBs conduct no server backup

50% of backup files on PCs and servers are stored in the same location as originals

13% of those who lost data lost customers

2010 will further streamline backup and reclaim a substantial amount of disk space. "And that moves directly over to cost savings," he says.

Joseph is a one-man IT operation serving 24 employees, 80 sub-contractors, and 11 offices in 9 countries, and like many other small businesses depends heavily on his IT partner, in this case Symantec Gold Partner Advanced Internet Security. "I couldn't do this without help from people like David Kramer at Advanced Internet Security," Joseph adds. "They keep me up on the latest advances such as deduplication and make sure I take advantage of them."

Get a load off your servers: archive
Mike Levine is experiencing another benefit of deduplication. He's senior vice president and chief information officer of **Winebow**, a leading U.S. importer of international wines, spirits, and sakes that represent high

quality and good value. A sales force of 250 promotes the Winebow portfolio in the field, relying extensively on email.

As the volume of email grew, performance slowed. "I was getting several complaints a day from reps trying to sync up their email and having to wait up to 30 seconds," Levine says. "That can seem like a lifetime when you're sitting across from a customer."

Levine turned to Quality Technology Solutions, Inc. (QTS), a Symantec Silver Partner serving hundreds of businesses in the northeast United States. QTS deployed Symantec Enterprise Vault, a solution that deduplicates and compresses messages and their attachments as it migrates them off Winebow's email server to an archive.

"Symantec Enterprise Vault reduces the volume of messages by about 40 to 60 percent as it archives them for our customers," says Neil Rosenberg,

Confidence in a connected world.

symantec™

From left: Harry Dente, IT Manager, ETD Discount Tire Center, David Navara, V. President and Howard Adler, President, Pascack Data Services, Inc.

president and chief executive officer of QTS. "That leaves just current messages on the email server, which can then work as intended."

"Now email is instantaneous," Winebow's Levine adds. "There are no more complaints. Yet users still see the older, archived messages in their mailboxes because of Enterprise Vault, and can open them with a double-click."

Recover faster: archive

Why continue to back up data that's not changing? That's a good question. "Once you've archived data you don't need and stored it safely with a tested plan for disaster recovery, you shouldn't have to back it up anymore," notes analyst Collins.

This is the case at Winebow, where the Microsoft Exchange database is replicated with a third-party solution over a wide area network (WAN) to another site for disaster recovery purposes. "The

amount of data pushed over the circuits was too high, even with WAN optimization," QTS' Rosenberg observes. "And the target servers were running out of disk space to keep up with the source servers, which are on a SAN. So by implementing Symantec Enterprise Vault, we were essentially able to reset the replication and send only current data to the DR site."

Recover smarter: granular recovery

Orion's Joseph can also recover email in minutes because of patent-pending granular recovery technology in Symantec Backup Exec. "It's been absolutely incredible, saving us an extra two hours of backup time and also space we would have used for a brick-level

ETD Discount Tire Center

Founded: 1946
Location: Lyndhurst, New Jersey
Employees: 300
IT Staff: 1
Symantec Partner: Pascack Data Services, Inc.
Website: *www.etddiscounttire.com*

backup in addition to the granular backup," he says. "I can get what I need in one backup pass. I can recover individual Exchange messages—or virtual machine files—and prevent issues from occurring ahead of time."

MICHAEL BRUNETTO

< 33 >

Confidence in a connected world.

symantec

Recover sooner: image-based backup

Harry Dente had a tough data protection challenge. He's IT manager of **ETD Discount Tire Center** (ETD), a major wholesaler/retailer with seven locations in New Jersey, 300 employees,

Computer Associates' ARCserve. But as systems got older, if a server totally crashed it became harder to recreate them on similar hardware. "Over time, you get different disk drives, controllers, and applications that require different drivers," Dente

or complete Windows systems in minutes instead of hours or days— even to different hardware, virtual environments, or remote locations.

"One of its big plusses for us," Dente notes, "is that in testing, Symantec Backup Exec System Recovery Server Edition has worked great for bringing our servers back on dissimilar hardware." Adds David Navara, vice president at Pascack Data Services, "We can now recover servers in under an hour. Before we started using Symantec Backup Exec System Recovery it would have taken many hours and probably even a day or two."

> "I was getting several complaints a day from reps trying to sync up email and having to wait up to 30 seconds. **Now email is instantaneous.** Yet users still see older, archived messages because of Enterprise Vault."
>
> *– Mike Levine, Senior Vice President and Chief Information Officer, Winebow*

and 100 workstations. Dente supports them all as a one-person IT team.

The company's infrastructure includes several servers that are older, but critical to the business. "Downtime for our point-of-sale server could easily cause a high five- or six-figure disruption," Dente notes.

He used to perform a full backup of the servers each night using

explains, "making the likelihood of successful recovery slim."

Dente turned to IT provider Pascack Data Services, Inc., a Symantec Silver Partner, and was introduced to Symantec Backup Exec System Recovery Server Edition, an image-based backup and disaster recovery solution that easily recovers individual files/folders

Reduce risk: delete!

Winebow's Mike Levine is looking forward to an ultimate form of protection: deleting data

Video

Learn how Backup Exec 2010 makes life easier for IT administrators.

< 34 >

Confidence in a connected world.

symantec™

> "Symantec Backup Exec System Recovery Server Edition **has worked great** for bringing our servers back on dissimilar hardware."
>
> *– Harry Dente, IT Manager, ETD Discount Tire Center*

that's no longer needed. "We've just been through a workshop with QTS to set data lifecycle policies and will be able to discard older information according to policy," Levine explains. "We're close to finalizing what our policies will be."

The usefulness of data lifecycle management is often overlooked, QTS' Rosenberg notes. "Organizations tend to just keep adding storage, and more than half the stored data will never be needed again. Meanwhile, keeping significant amounts of old data can create exposure."

It's safer and more efficient, Rosenberg notes, to have lifecycle policies that identify how long certain information needs to be kept, and at what point it can be deleted. When policies like these

are consistently enforced, courts have held that organizations can't be required to produce information they are not legally obligated to keep. Symantec Enterprise Vault includes features that can automate the enforcement of data lifecycle policies.

Protecting confidence

Good data protection secures more than just data, Orion's Joseph points out. "Years ago, backup was something we considered after the fact—after a deployment," he recalls. "Now, we look at data protection in tandem with planning an implementation. And because our employees can count on backup and recovery success, they have much more trust in IT and are more

willing to try new operating systems and applications we roll out, such as Microsoft Windows 7 and Microsoft Office 2007. Good data protection makes us all more productive."

Back out on the North Atlantic, it was a clear, calm, and cold night on Sunday, April 14, 1912. Judging from dinner menus, everyone on the Titanic had enjoyed a good meal—from 10 courses in first class down to the simple but nutritious dishes in steerage. And if the captain had been focused on concepts other than fast and unsinkable, the meal might have been followed with a good night's sleep. ■

Alan Drummer is Creative Director for Content at NAVAJO Company. His work has appeared in CIO Digest, Los Angeles Times, Create Magazine, *and on The* History Channel.

Symantec Solutions for Data Protection
- Symantec Backup Exec 2010
- Symantec Backup Exec System Recovery Desktop Edition
- Symantec Backup Exec System Recovery Server Edition
- Symantec Enterprise Vault

Data Protection

Messaging Security

Case Study

Cover Story

Contents

< 35 >

Confidence in a connected world.

symantec™

SYMANTEC IS PROTECTION.

**RUN YOUR BUSINESS.
WE'LL PROTECT IT.**

Learn more about protecting your information from risk

Confidence in a connected world. symantec.