

Symantec Enterprise Instant Messenger.cloud

Analyst View

“Organizations taking a pass on IM should consider that the business case for EIM demonstrates that it adds value to the enterprise communications efforts by making the enterprise more agile and responsive”

“Security risks also must be addressed, because IM is similar to e-mail in that it is susceptible to malware, viruses, and SPIM.”

Instant Messaging: The Real Value of Real-Time Communication, Burton Group, April 2009

The Symantec.cloud Difference

- Cost-effective service facilitating quick and efficient business communications
- Creates a secure and private network connecting employees, partners, and customers, via TLS encrypted communications
- Enables IM users to communicate and exchange files with each other in real time with complete security and privacy
- Integrates with selected consumer IM services
- Intuitive and easy to use for end-users and customizable for IT administrators via a user-friendly, web-based administration and reporting tool

Is Your Use Of Instant Messaging Secure?

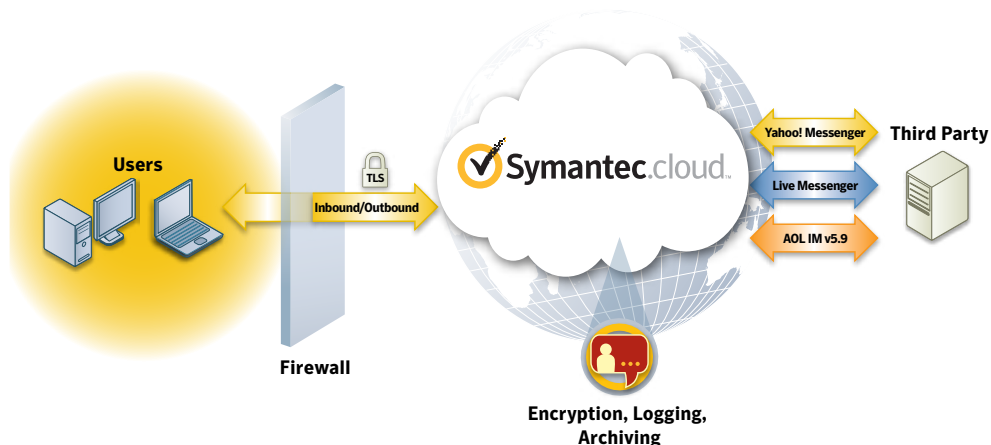
Easier to use than email, its speed and immediacy facilitates real-time communication, collaboration, and information-sharing. These benefits translate directly into efficiency and productivity.

But its immediacy and informality also makes Instant Messaging (IM) a potentially serious source of risk. Profit-eroding, brand-damaging viruses, worms, and Trojans, as well as SPIM (spam over IM), can easily penetrate your organization via consumer IM networks, such as AOL, Windows Live Messenger, and Yahoo! Furthermore, left unmanaged, IM can lead to unwanted exposure of confidential data and violation of regulations in areas such as the maintenance of IM logs. Despite the security risks, few organizations have taken measures to safeguard themselves adequately.

The Symantec Enterprise Instant Messenger.cloud (EIM) service enables you to enjoy all of IM’s benefits without any of the risks. Providing you with a secure, private IM network that allows in-house employees, remote workers, and business partners to communicate and collaborate effectively and safely, it also incorporates sophisticated administration, monitoring, and comprehensive message-logging capabilities.

The service is easy to set up and use, is fully interoperable with selected consumer IM networks and can be accessed from any internet-enabled PC. Securely encrypting communications between users, it offers you an unrivalled level of confidence and certainty in your IM communications.

Secure, Productive Instant Messaging



How The service works

- An enterprise-class, secure EIM client (a Professional Online Desktop – POD) is installed on a user’s desktop
- Authorized users have access to a secure, private IM network that uses TLS encrypted tunnels
- All messages and file attachments exchanged over the network are fully encrypted and cannot be intercepted or tampered with
- All file attachments exchanged over the network are scanned for viruses, worms, Trojans and other malware
- Administrators can monitor use of the service through an extensive reporting tool available in an easy to use, web based portal

Corporate Governance

- The Symantec.cloud EIM service ensures businesses can avoid the dangers arising when employees install and use consumer IM applications, often without the involvement of corporate IT staff
- By allowing IM use to be managed and monitored at a corporate level, the service enables businesses to develop, enforce, and benefit from best practice policies on IM use
- With access limited to authorized users, ex-employees can no longer access the network and the resulting risks are eliminated

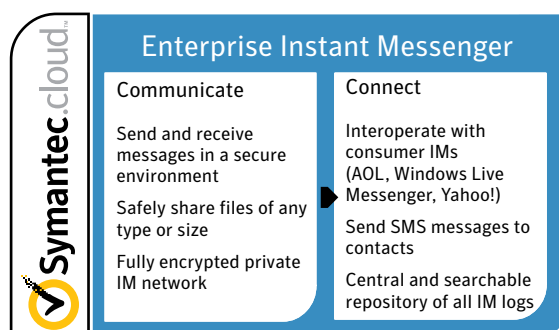
Next Steps

Contact a product specialist:
US: 866 460 0000
info@messagelabs.com

Symantec.cloud’s EIM service provides your organization with a proven, completely reliable means of managing and optimizing your IM use. The service is available in two bundles:

EIM Communicate - Includes Symantec.cloud’s POD (a Professional Online Desktop), enabling users to securely send and receive messages, save and search IM sessions, and simultaneously exchange messages and files; and EIM File Sharing, enabling users to transfer files of any type or size, whether the recipient is online or not.

EIM Connect - Includes all the benefits of EIM Communicate, plus EIM Interoperate, enabling users to connect safely with major consumer IM networks and create a buffer against viruses, worms, Trojans, and other threats; EIM Logging, which stores logs of all IM conversations in a central location; and EIM SMS, enabling users to send SMS (Short Message Service) messages directly from their POD interface.



Feature	Benefit
Accessible from your PC whenever connected to the Internet, anywhere in the world	Facilitates real-time business communication, aiding effective decision-making and action-taking
Uses TLS to encrypt all IM communications between authorized network users	Ensures security of confidential information, promoting trust with your partners and clients
Protects against virus, SPIM and other IM-borne threats and prevents their spread by blocking access to buddy lists	Minimizes disruption caused by IM-borne threats and cuts costs involved in identifying and tackling them
Robust, flexible system that is simple to install, easy to use and virtually maintenance-free	Eliminates unnecessary investment in infrastructure and reduces burden on in-house IT support services
Centralized storage/logging facility, plus detailed reporting interface with fast access to IM conversation logs, activity reports and usage reports	Ensures regulatory compliance, for example by guaranteeing readily available IM logs required as part of legal discovery
All file-sharing transactions take place within the centralized server	Reduces in-house bandwidth requirements
Comprehensive administration tool enables management of domain structures and user base through web-based console	Delivers corporate management of IM by providing control of contacts and feature permissions