

ZAPTHINK ZAPNOTE™

SYMANTEC *WEB-SERVICE ENABLING THE PRODUCT LINE*

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Abstract

For many software vendors, Web Service-enabling their product line is a daunting task. For such companies, Web Services represent more than simplified integration; they often represent a new approach to building and delivering software. Symantec, on the other hand, considers moving to Web Services a straightforward evolutionary product development step. The difference? Symantec has been delivering software as an automatic service for years, under their LiveUpdate brand. For Symantec, Web Services provide them an open standards-based approach to providing customer value following a business model they have already perfected.

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Web-Based Security Services that Predate Web Services

Symantec is an established software vendor that provides a range of security and utility software packages for consumer, small office, and enterprise customers. Symantec appeared on ZapThink's radar during the research process for the *XML and Web Services Security* report. Of all the companies ZapThink covered, Symantec was the only one that was providing security functionality as a *Web-based software service*, as defined in the accompanying sidebar.

Symantec's LiveUpdate is a feature of most of their products. It automatically updates virus definitions, intrusion detection signatures, URL locations, and program enhancements on both desktops and servers. Symantec's has based their current implementation of LiveUpdate on proprietary technologies, but they are laying a foundation to enable the move to a Web Service-based approach in their upcoming products. For Symantec, the move to the open standards-based, loosely coupled world of Web Services is a simple evolutionary step in their already well-established Web-based service product line.

Symantec is also using Web Services to solve integration problems behind the firewall, as many other companies are doing. They are also exploring the uses of UDDI and directory services as part of their long-term product development strategy.

The notion of a software service is confusing, primarily because the term *Web Service* is a poor choice of words that we are unfortunately saddled with. Here are the relevant definitions:

- A *software service* is application functionality that accepts requests from a service requester, and responds to those requests with the appropriate information. In general, software services are also able to accept requests without responding, or send information to clients without having received a request.
- A software service is *Web-based* if its clients are browsers that make requests via the HTTP protocol, whether internally or externally. If a client is a desktop application (other than a browser), but makes requests of the software service over HTTP, then that service is still considered to be Web-based.
- A *Web Service* is a software service that communicates via standard, loosely coupled interfaces, typically with XML-based specifications such as SOAP (the Simple Object Access Protocol) and WSDL (Web Services Description Language).

Note that Web Services may or may not be Web-based, depending on whether they communicate with clients via HTTP. Also note that a Web Service may have nothing to do with the World Wide Web.

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Thank you for reading ZapThink research! ZapThink is an IT market intelligence firm that provides trusted advice and critical insight into XML, Web Services, and Service Orientation. We provide our target audience of IT vendors, service providers and end-users a clear roadmap for standards-based, loosely coupled distributed computing – a vision of IT meeting the needs of the agile business.

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Security Solutions for Consumers, Small Companies, and Enterprises

Symantec provides security solutions for all tiers of an enterprise network: at the gateways at the edge of the network, at the servers, and at end-user devices including desktop PCs, laptops and handheld devices. Both enterprises and small companies use Symantec's firewall solutions, and Symantec also provides enterprises with intrusion detection solutions that help to spot intruders that penetrate the network.

Symantec also offers antivirus solutions for desktops, servers, and gateways, for the consumer, small company, and enterprise markets. In addition, Symantec offers enterprise administration tools that help companies roll out thousands of new PCs or migrating existing PCs to new operating systems. Symantec also provides a solution for secure remote control and access. Symantec's Norton brand of consumer security products includes integrated products that protect individual's computers from virus outbreaks or malicious hacker attacks.

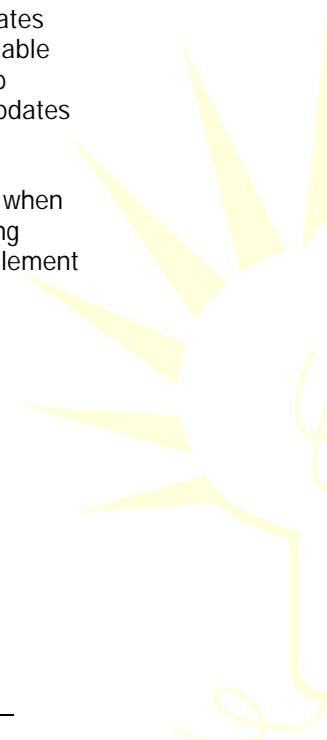
Symantec also provides managed security solutions through their *Security Services*, which include industry best practices, proactive monitoring and management, and knowledge transfer. Symantec *Security Response* provides proactive security protection through product security policies and best practice guidelines that LiveUpdate can update and distribute automatically. In addition, Symantec Security Response includes an incident response program, which proactively analyzes emerging threats, such as the increased use of exploits integrated into worms to attack a system.

The ZapThink Take

ZapThink believes that Web Services are more an evolutionary step from existing computing architectures rather than a revolutionary, new technology. Symantec is a case in point. Because they've been offering Web-based services for several years now, their move to Web Services is a straightforward step that is made as an appropriate business step. Such a move will likely reduce some of their costs, as well as their customers' costs, which will be sufficient motivation to make the change. However, Symantec will also find that Web Services will help their top line as well, since new product development possibilities arise that weren't possible or cost-effective with the proprietary technologies currently in place.

Furthermore, ZapThink believes that the LiveUpdate model for delivering software updates will become the norm across the industry as software vendors move to Web Service-enable their product lines. Therefore, Symantec is essentially an "fortuitous leader" in the Web Services software delivery arena—a leader because they've been delivering software updates as a service for years, but fortuitous, because they have not been an early adopter or proponent of Web Services. Nevertheless, because they have worked out the logistics, business models, and business processes of delivering software updates as a service, when they move to Web Services, the hard work will already be mostly done. After all, teaching software to speak SOAP and WSDL is the easy part; the challenge in Web Service enablement are the business issues that Symantec has already resolved.

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Profile: Symantec	(July 2002)
Date Founded: 1982	
Nasdaq: SYMC	
CEO: John W. Thompson	
Employees: Over 4000	
Products:	
<ul style="list-style-type: none">• Symantec AntiVirus (virus protection for enterprises)• Symantec Desktop Firewall (firewall protection for enterprises)• Intruder Alert (intrusion detection)• NetRecon (network vulnerability management)• Norton AntiVirus (virus protection)• Norton SystemWorks (security and assistance products)• Norton Utilities (computer utilities)• pcANYWHERE (PC to host communication)• Symantec Ghost (enterprise software installation)• Symantec Enterprise Security Manager (enterprise vulnerability management)• Symantec Enterprise Firewall (software firewall)• Symantec Gateway Security (integrated security appliance)• Symantec Firewall/VPN Appliance (hardware firewall)• Symantec VelociRaptor (hardware firewall)	
Address:	
20330 Stevens Creek Blvd.	
Cupertino, CA 95014	
URL: http://www.symantec.com	
Main Phone: 408-517-8000	
Contacts: David Sarjantson dsarjantson@symantec.com	

Related Research

- *Service-Oriented Management* Report (ZTR-WS106)
- *Web Services Technologies and Trends* Report (ZT-WEBSRV)
- *XML and Web Services Security* Report (ZTR-WS104)

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About ZapThink, LLC

ZapThink is an IT market intelligence firm that provides trusted advice and critical insight into XML, Web Services, and Service Orientation. We provide our target audience of IT vendors, service providers and end-users a clear roadmap for standards-based, loosely coupled distributed computing – a vision of IT meeting the needs of the agile business.

ZapThink's role is to help companies understand these IT products and services in the context of SOAs and the vision of Service Orientation. ZapThink provides market intelligence to IT vendors who offer XML and Web Services-based products to help them understand their competitive landscape and how to communicate their value proposition to their customers within the context of Service Orientation, and lay out their product roadmaps for the coming wave of Service Orientation. ZapThink also provides implementation intelligence to IT users who are seeking guidance and clarity into how to assemble the available products and services into a coherent roadmap to Service Orientation. Finally, ZapThink provides demand intelligence to IT vendors and service providers who must understand the needs of IT users as they follow the roadmap to Service Orientation.

ZapThink's senior analysts are widely regarded as the "go to analysts" for XML, Web Services, and SOAs by vendors, end-users, and the press. They are in great demand as speakers, and have presented at conferences and industry events around the world. They are among the most quoted industry analysts in the IT industry.

ZapThink was founded in October 2000 and is headquartered in Waltham, Massachusetts. Its customers include Global 1000 firms, public sector organizations around the world, and many emerging businesses. ZapThink Analysts have years of experience in IT as well as research and analysis. Its analysts have previously been with such firms as IDC and ChannelWave, and have sat on the working group committees for standards bodies such as RosettaNet, UDDI, CPExchange, ebXML, EIDX, and CompTIA.

Call, email, or visit the ZapThink Web site to learn more about how ZapThink can help you to better understand how XML and Web Services impact your business or organization.

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