

Employee Communications Case Study



Client



Challenge

- Proactively notify companies of emerging security threats to help mitigate risk, manage threats, and ensure business continuity

Solution

Leverage an enterprise notification service to deliver instant early warning virus and vulnerability notifications to customers using their preferred wired or wireless devices.

Results

- Positive customer feedback from Symantec customers
- Competitive advantage in the marketplace
- Efficient, auditable communications

Spreading the Word to Prevent Costly Internet Security Attacks

Symantec® gets reliable, on-demand customer communications with Varolii Profiles™ for Business Continuity.

Symantec, a world leader in Internet security technology, provides a broad range of content and network security software and appliance solutions to individuals, enterprises and service providers. Headquartered in Cupertino, Calif., Symantec has operations in 37 countries. Its Norton brand of consumer security products is a worldwide leader in sales and industry awards.

Evaluating and preparing for the increasingly destructive nature of Internet security threats, the speed with which they propagate, and the escalating cost of downtime, Symantec sought to help customers avert the potentially devastating effects of virus and spyware attacks. With a focus on communicating rapidly with their customers, they moved beyond posting security alerts on its corporate Web site to partner with Varolii. With Varolii, Symantec can deliver instant security alerts to premier customers around the globe using a variety of wired and wireless communications devices.

Flexible, Robust Capabilities

To meet the needs of their mobile, time-sensitive premiere customers, Symantec integrated Varolii Profiles for Employee Communications into their DeepSight™ and early warning solutions. Using Varolii, Symantec can create and distribute personalized messages quickly; delivering them to the recipient's wired or wireless device of choice, with full tracking. According to Erick Bryant, Manager, Web & Wireless Services for Symantec Security Response, Varolii was chosen to power its alerting service because of its scalability, flexibility, message queuing capabilities, and the overall robustness of its technology.

Symantec uses Varolii's easy-to-use interface to predefine "events" (i.e. different categories of security alerts), while allowing message recipients to create and maintain their own profiles that specify their preferred contact method and timing for each type of event to which they subscribe.

Symantec's service keeps customers immediately informed about newly detected "in the wild" threats on the Internet, increases to the threat rating on a previously identified virus, and updates to the availability of virus definitions.

In addition, the company uses Varolii Profiles to distribute "Platinum Bulletins" to customers on topics ranging from product updates to customer service.

“Varolii complements our security offerings by giving Symantec a tremendous advantage in the market, allowing us to save our customers time, money and aggravation...”

Erick Bryant
Manager, Web and Wireless Services, Symantec

Personalized and Multi-Channel

Customers can opt to receive messages via phone (either voice or SMS), fax, email, or pager. Customers can also edit their personal profile at any time — specifying what category of alerts they want to “subscribe to” and on which device or devices they wish to be notified, including scheduling options based on the time of day and event type.

“We wanted to provide our customers with a means to quickly and easily update their contact information and preferences,” explained Bryant. “By leveraging Varolii Interact, we allow them to do this online, regardless of time of day and availability of customer service personnel, making it simple and pain free. And because the database is updated in real time, there is no delay in processing their changes.”

A Competitive Advantage

Since launching service with Varolii in early 2001, customer feedback has been extremely positive, according to Bryant. “One of our customers at a fossil and nuclear power energy production facility told us that with our service, they are consistently notified of viruses at least four to six hours before getting any information from their other anti-virus support vendors. Given the incredible speed at which many of the most recent high-threat viruses have spread around the globe, every second counts. With Varolii as our partner, we are able to communicate instantaneously with our customers – anytime, anywhere – to help mitigate potential damage. Varolii complements our security offerings by giving Symantec a tremendous advantage in the market, allowing us to save our customers time, money and aggravation in an increasingly risky environment.”



About Varolii

Varolii provides on-demand communication software and services that enable organizations to more effectively reach and interact with their customers and employees, getting the best result from every interaction. www.Varolii.com

Contact Us
800.206.2979 or
info@Varolii.com