



PARTNER SUCCESS

Bay Dynamics

Creating Value for Customers with Products that Impact the Business

With some technology companies, partnership might seem like a one-way street: a large corporation creates products, and a smaller business resells those products and services to customers. But that's not the case at Bay Dynamics, a ten-year-old IT solutions provider based in San Francisco, CA.

Bay Dynamics is unique in the fact that it is an original equipment manufacturer (OEM) partner, and a Symantec consulting and development partner. To Bay Dynamics, the partner relationship with Symantec is more like a two-way interstate highway than a one-way street.

“Our partnership with Symantec is very deep,” says Feris Rifai, CEO and co-founder (with CTO Ryan Stolte) of Bay Dynamics. “Our focus as an organization is to establish strong partnerships that have a very balanced value equation, where Bay Dynamics brings as much value as possible to its partnerships—with Symantec, for instance.”

Addressing shared challenges

Bay Dynamics carries sales and/or technical accreditations for Symantec products in every Symantec solution category, including Security Management, IT Compliance, Data Loss Protection, and Systems Management. “We have the largest number of technical accreditations in the entire global Symantec ecosystem,” Rifai says. “It’s an investment we’ve made very consciously to ensure that Bay Dynamics remains at the forefront and provides value to our clients.” The staff at Bay Dynamics is also ITIL (Information Technology Infrastructure Library) certified, meaning that they apply a tested, cohesive, standards-based set of IT best practices in their work.

From its San Francisco headquarters, to its offices in New York, Bay Dynamics serves the IT needs of a global client base. Most clients have over 1000 employees and many have been included on the Top Fortune 50 list. Rifai finds that the larger the customer, the more value they get from Bay Dynamics’ combination of solutions and services. But that distinction is fading as midmarket companies become more sophisticated in their use of IT. “These companies have many of the same challenges as larger organizations, and they are focused on solving them,” Rifai says.

PARTNER PROFILE

Website: www.baydynamics.com

Geographical Area Served: Americas, EMEA & APJ

Headquarters: San Francisco, California

Serves Company Size: Mid-market, Enterprise & Public Sector

Status: Symantec Platinum Partner

Symantec Solution Focus: Security Management, Endpoint Security, Data Protection, Endpoint Management, IT Compliance

Specializations: Data Loss Prevention, Endpoint Management, Enterprise Security, IT Compliance

Master Specializations: Endpoint Management

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Feris Rifai

CEO

Bay Dynamics

Bay Dynamics has clients in a variety of sectors including technology, communications, financial services, healthcare, government, education, manufacturing, entertainment, and consumer goods. While each client is unique, Rifai finds that they share many of the same technology concerns. “Each IT department has its own specific challenges, but they also have a lot of common issues,” Rifai says. “They’re all struggling with managing and protecting their information and assets.”

From data to insight

As Bay Dynamics served its diverse client base over the last ten years, Rifai and Stolte came to an important realization. “IT managers had a ton of data about their environments, but not a lot of knowledge,” Rifai explains. For example, Symantec’s Altiris products collected valuable information about software and hardware inventories, but managers sometimes had a hard time working with that large volume of information. “They needed to do ad-hoc data mining to sift through mountains of data and extract the pertinent information, and then be able to act on it in an informed fashion,” Rifai explains.

Out of this need, the Bay Dynamics development team created IT Analytics™. IT Analytics taps into information from Altiris™ Client Management Suite, Altiris™ Service & Asset Management Suite, Symantec™ Endpoint Protection, DeepSight, Symantec™ Data Loss Prevention, and more Symantec products. It brings a variety of data together, and then applies to it advanced business intelligence technology and manifests it through a new lens that converts raw data into actionable information.

“With IT Analytics, an IT manager can use high-level Key Performance Indicators (KPIs) to see how an organization is doing right now, and identify critical trends,” Rifai explains. “They can also do forensic analysis on the fly. That’s been missing in the security and IT space as a whole.”

BAY DYNAMICS SOLUTIONS SUCCESS SUMMARY:

Key Industries Served

- Financial
- Insurance
- Real Estate
- Manufacturing
- Retail Trade
- Services
- Transportation
- Public Utilities

Services Provided

- Business Process Management
- IT & Security Consulting

Technical Accreditations

- ASC Endpoint Management Specialization (January 2011)
- Altiris Deployment Solution Foundation 6.9
- STS Altiris Client Management Suite 7.0
- STS Symantec Backup Exec 12 for Windows Servers
- STS Symantec Backup Exec System Recovery 8.5
- STS Symantec Control Compliance Suite 9.0
- STS Symantec Data Loss Prevention 10.5
- STS Symantec Data Loss Prevention 9.0
- STS Symantec Endpoint Protection 11
- STS Symantec Mail Security 8300 Series
- STS Symantec Mail Security for SMTP 5
- STS Symantec Management Platform 7.0 with Notification Server
- STS Symantec Network Access Control 11
- STS Symantec Security Information Manager 4.5

Symantec Product Focus

- Altiris™ Asset Management Suite
- Altiris™ Client Management Suite
- Altiris™ Server Management Suite
- Altiris™ IT Management Suite
- Altiris™ Inventory Solution
- Altiris™ Deployment Solution
- Symantec Backup Exec™ for Windows® Servers
- Symantec Backup Exec™ System Recovery
- Symantec™ Control Compliance Suite
- Symantec™ Data Loss Prevention
- Symantec™ Endpoint Protection
- Symantec Enterprise Vault™
- Symantec™ Mail Security for Microsoft® Exchange
- Symantec™ Management Platform with Notification Server
- Symantec™ Network Access Control
- Symantec™ Protection Suite Advanced Business Edition
- Symantec™ Protection Suite Enterprise Edition
- Symantec™ Protection Suite Enterprise Edition for Endpoints
- Symantec™ Protection Suite Small Business Edition
- Symantec™ Security Information Manager
- Symantec Management Platform
- Veritas NetBackup for Unix
- Veritas Storage Foundation for UNIX

For more information on Bay Dynamics and other partner success stories, please go to <http://go.symantec.com/partnersuccess>.

Extending value

“Bay Dynamics’ IT Analytics gives companies insight across their entire Symantec security portfolio,” Stolte explains. He describes one potential scenario for IT Analytics Solution: IT leaders can use Altiris to see what computers are in a company’s inventory, and what software patches are missing on those machines. They can then blend that information with data about security vulnerabilities, gathered from Symantec’s DeepSight.

Then, using Symantec™ Data Loss Prevention, the company can find out which computers have the most sensitive data, and cross-reference that information with the information about vulnerable computers. The result is a clear picture of the most critical machines with the highest risk—in essence, a prioritized list of action items for the IT team. “That’s real knowledge integration across the entire Symantec portfolio,” Stolte says.

Software license compliance is another valuable use for IT Analytics. “A company wants to have as much visibility into what software it’s actually using and where it has that software installed, versus what it’s contractually entitled to from vendors,” Stolte explains. “We’ve had customers who’ve used IT Analytics in conjunction with inventory solutions and contract management modules. Microsoft has done software audits and reaffirmed the numbers that come out of IT Analytics. This lets our customers negotiate with confidence and not overbuy software just to make sure they’re not at risk.”

IT Analytics has been widely adopted, and is so powerful and useful that Symantec itself offers the product to its direct-sales customers. So in turn, the conventional top-down partnership model is turned on its head: Symantec is reselling software developed by Bay Dynamics.

Partnership makes it possible

IT Analytics exists because Bay Dynamics was able to build upon Symantec’s foundation of technical innovations and development resources. “No one else in security has all the pieces to pull together like Symantec does,” Rifai says. “We’re leveraging IT Analytics to bring those pieces together, and the result puts us in a position where we have a clear differentiator as a company.”

Rifai says. “Symantec creates platforms that partners can build their own solutions on top of,” he explains. “I think that’s a very successful model that allows partners to build IP and equity in their own organizations.”

The trusted partnership between Symantec and Bay Dynamics is so deep that Bay Dynamics has also become a Symantec development partner. This means Symantec calls on Bay Dynamics when it’s time to integrate two Symantec products or extend the functionality of a given product. Symantec also recommends Bay Dynamics to its customers who want to customize Symantec solutions to their own environments, and refers Bay Dynamics to other software companies that seek to integrate their products with Symantec solutions.

“Symantec recommends us because of our in-depth knowledge of the Symantec SDKs (software development kits) and platforms,” Rifai says. He also points out that Bay Dynamics’ dual roles as a software developer and an OEM partner makes the company a strong contender for complicated projects. “We come from a development background,” he says, “but we also understand the IT market and the struggles and challenges that an IT manager, CIO, or CISO has to contend with.”

“Symantec creates platforms that partners can build their own solutions on top of. I think that’s a very successful model that allows partners to build equity in their own organizations, and to have an edge with our mutual clients.”

Feris Rifai

CEO

Bay Dynamics

Mastering partnership

The latest evolution in Bay Dynamics' partnership with Symantec was its 2011 achievement of Master Specialization in Endpoint Management solutions. "Master Specialization promotes dedication and commitment to an identified practice," Rifai says, explaining why Bay Dynamics chose to get Master Specialized. "Building quality practices requires a significant investment of time and money, but prior to Master Specialization there was little that differentiated partners who had made that investment from those who had not. With Master Specialization we're also able to stand out based on the quality and dedication of our services practices."

In order to achieve Master Specialization, Bay Dynamics' consultants had to pass the challenging Authorized Symantec Consultant (ASC) examinations. The Bay Dynamics team found that the exams, while difficult, were fair. Justifiably, they focused on the critical balance between technical skills and business acumen. Reviewing Symantec's materials and attending exam prep webcasts were essential to Bay Dynamics' success on the exams, as was their own corporate culture which supports interaction among their consultants. They worked with and coached each other.

Passing the exams and earning Master Specialization in Endpoint Management solutions has renewed Bay Dynamics' focus on its own strengths. Master Specialization has effectively allowed the Bay Dynamics team to measure its qualifications and skills against those expected by Symantec. Bay Dynamics' services group feels that this assures their customers that they are receiving services that are based on Symantec's highest standards. Bay Dynamics reconfirms the value of these standards by surveying its customers after each engagement, tracking actual versus promised delivery times, and measuring utilization rates. These metrics show that the services Bay Dynamics delivers via its Master Specialization achievement are well-matched to its customers' actual needs.

Aligned goals

Rifai sits on Symantec's Partner Advisory Council, which guides Symantec on partners' needs, challenges, and issues. He's pleased with Symantec's willingness not only to listen to partners' concerns, but also to act on them. "For a large organization, we've been very impressed with the agility and quickness with which Symantec has responded to some of the issues tackled in the advisory council," Rifai says.

Those issues have included ways to better align Symantec's services organization with services provided by partners, and partners' suggestions for improving Symantec's licensing arrangements. "We get results out of our meetings, and that's what I like," Rifai says. "That shows a commitment on Symantec's part to its partners' success."

Symantec is committed to ensuring that its partners are successful, and it's taking a continuous improvement approach to the ecosystem."

That's particularly true when the channel is a bustling two-way street, as it is between Symantec and Bay Dynamics. "Our partnership with Symantec is focused on providing cutting-edge solutions that complement Symantec's broad portfolio of products." Rifai concludes. "By creating IT Analytics, we have been able to add value to Symantec, our own business, and most importantly our mutual clients"

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