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Key Project Examples and
Methodologies



TOOLKIT

NortonLifeLock Corporate Site

Summary

Launching NortonLifelock

- Enterprise and Corporate sites co-mingled
 - Different AEM instance from Consumer
 - Most of the Corporate information in the /about section
 - Some /about content slated for Enterprise-only (Broadcom)
 - Technology Profile (SRL, STAR, etc), Customer Success, Analyst Relations
- Need to move off of the Symantec domain/sub-domains
 - Norton in-product URLs utilize Symantec URLs
 - Norton engineering URLs utilize Symantec URLs
 - Corporate subdomains (investor.Symantec.com)
 - Requires reverse TSAs for redirects

Options to get to Day 1

Option1

Stay on Enterprise AEM

- Requires reverse TSA
- Light re-skinning for brand
- Symantec.com content resources can be dedicated (won't detract from e-commerce priorities)

Preferred Approach

Option 2

Move to Norton AEM

- Complete content migration required
- New UX/Visual designs required to make content work
- Content resources would need to be trained on Norton components or use Norton resources

Scope

- Set up new domain www.nortonlifelock.com
- Migrate /about content to new folders on Enterprise instance
 - New Corporate Home Page
 - Careers
 - Corporate Responsibility
 - Investor Relations
 - News Room
 - Benefits Microsite
 - Privacy
 - Legal
 - Procurement
- Light Reskinning
- Content updates for new company name
- Cross-link to Norton.com, Lifelock.com, Broadcom.com where appropriate

Phased Approach

Phase 1 Up to Day 1

- New Domain
- Reverse TSA with Broadcom for use of servers and AEM instance
- Content migration to new folders
- New Header/Footer
- Light reskinning
- Update Norton & Lifelock footer links
- Cross-linking to Broadcom where necessary
- English-only

Phase 2 6 Month TSA Period

- Refine content
- Refine branding
- Translations 10 languages
- Plan for Future State (Phase 3)
- **Prepare fully integrated site design & architecture**
- **Define org structure**

Phase 3 Post TSA

- Fully integrated website
- New design & architecture
- EOL Norton.com
- EOL LifeLock.com
- Norton AEM instance
- Complete translations all languages (same as Norton)

Tools

- Integrated Project Plan
- Content workstreams identified
- Content Folders set up on SharePoint
- Weekly cross-functional meetings to stay on track
- Daily Standups for Content Producers to guarantee optimal throughput