Symantec Brings Back Veritas

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Symantec names its recently separate information management business Veritas Technologies Corporation, bringing back the brand name of the storage management vendor it acquired back in 2005.

"Veritas remains a powerful brand that still has tremendous equity with our customers, partners and employees, and after careful review it was an easy choice as the name for our information management business," Symantec says. "While the name recalls the company's heritage, the new logo signals that Veritas is ready to solve the most critical information challenges facing our customers today and tomorrow."

Apparently the new logo (essentially VERITAS in a red rounded font represents "the concepts of open, heterogeneous technologies that are required to harness the power of information." Sure, if they say so.

Symantec acquired Veritas back in 2005 for $10.2 billion, with the hopes of combining storage and security into a single, powerful force. However this was not to be, as Symantec split its security and storage businesses last October
, citing a need for distinct strategies for the two entities.

Go Symantec Selects Veritas Technologies Corporation as the Name for its Independent Information Management Company