Real-world auctions are often restricted to being symmetric (anonymous and non-discriminatory) due to practical or legal constraints. We examine when this restriction prevents a seller from achieving his objectives. In an independent private value setting with heterogeneous buyers, we characterize the set of incentive compatible and individually rational outcomes that can be implemented via a symmetric auction. Our characterization shows that symmetric auctions can yield a large variety of discriminatory outcomes such as revenue maximization and affirmative action. We also characterize the set of implementable outcomes when individual rationality holds in an ex-post rather than an interim sense. This additional requirement may prevent the seller from maximizing revenue.