



The Radicati Group, Inc.
www.radicati.com

Data Loss Prevention – “Light” vs. Full-Featured DLP Suites

A Radicati Group Webconference

9:30 am, PT
March 31, 2011

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Speakers & Agenda



The Radicati Group, Inc.
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Speakers:

- ▶ Will Irace, *Director Research & Services, Fidelis Security*
- ▶ Ken Liao, *Sr. Product Marketing Manager, Proofpoint*
- ▶ Ashok Devata, *Sr. Manager DLP Products, RSA*
- ▶ John Yun, *Sr. Product Marketing Manager, Websense*

Agenda:

- ▶ *Presentations from Fidelis, Proofpoint, RSA and Apptix*
- ▶ *Speaker Panel Discussion (all) – moderated by Sara Radicati*
- ▶ *Audience Q & A session*



Delivering the **Session** Generation
of Network Security

Network Visibility, Analysis & Control

www.fidelissecurity.com

Fidelis Security Systems gives organizations the power to manage advanced threats and prevent data breaches with real-time network visibility, analysis, and control solutions.

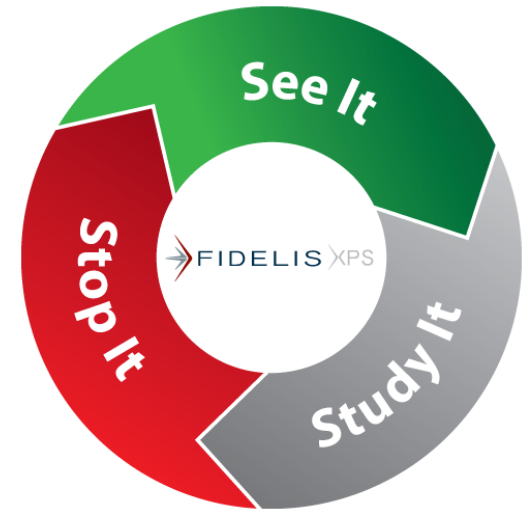


*"An advanced persistent threat
is not a what. It's a who."*

- Josh Corman, The 451 Group

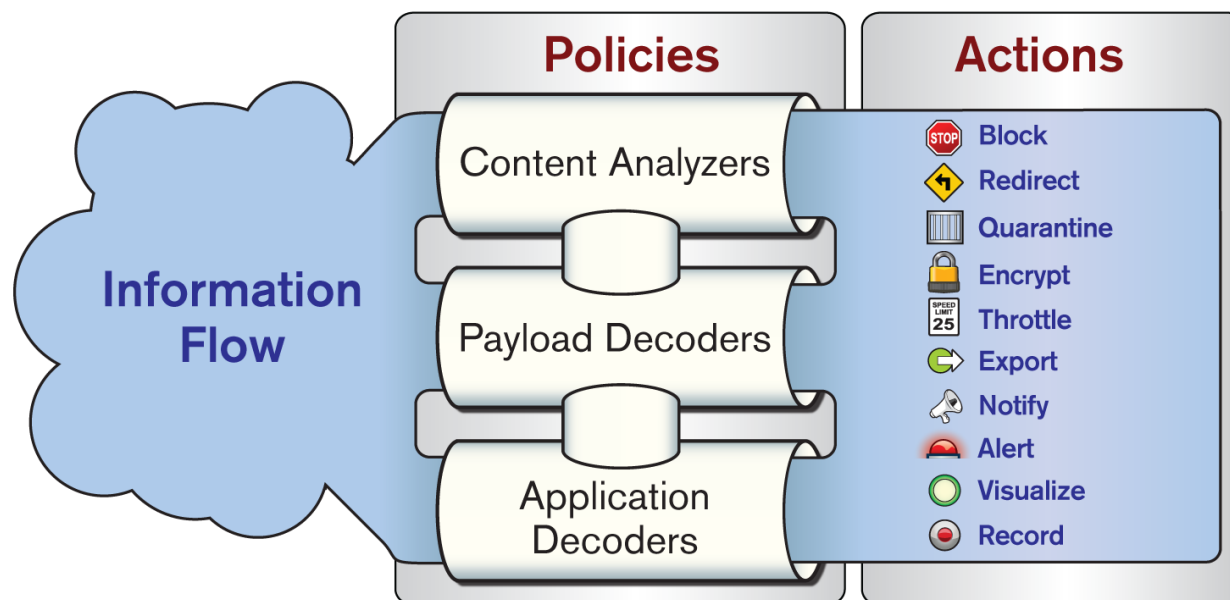
Manage advanced threats and prevent data breaches with real-time network visibility, analysis, and control.

Proactive Situational Awareness
Content Protection
Threat Mitigation
Application & User Activity Control



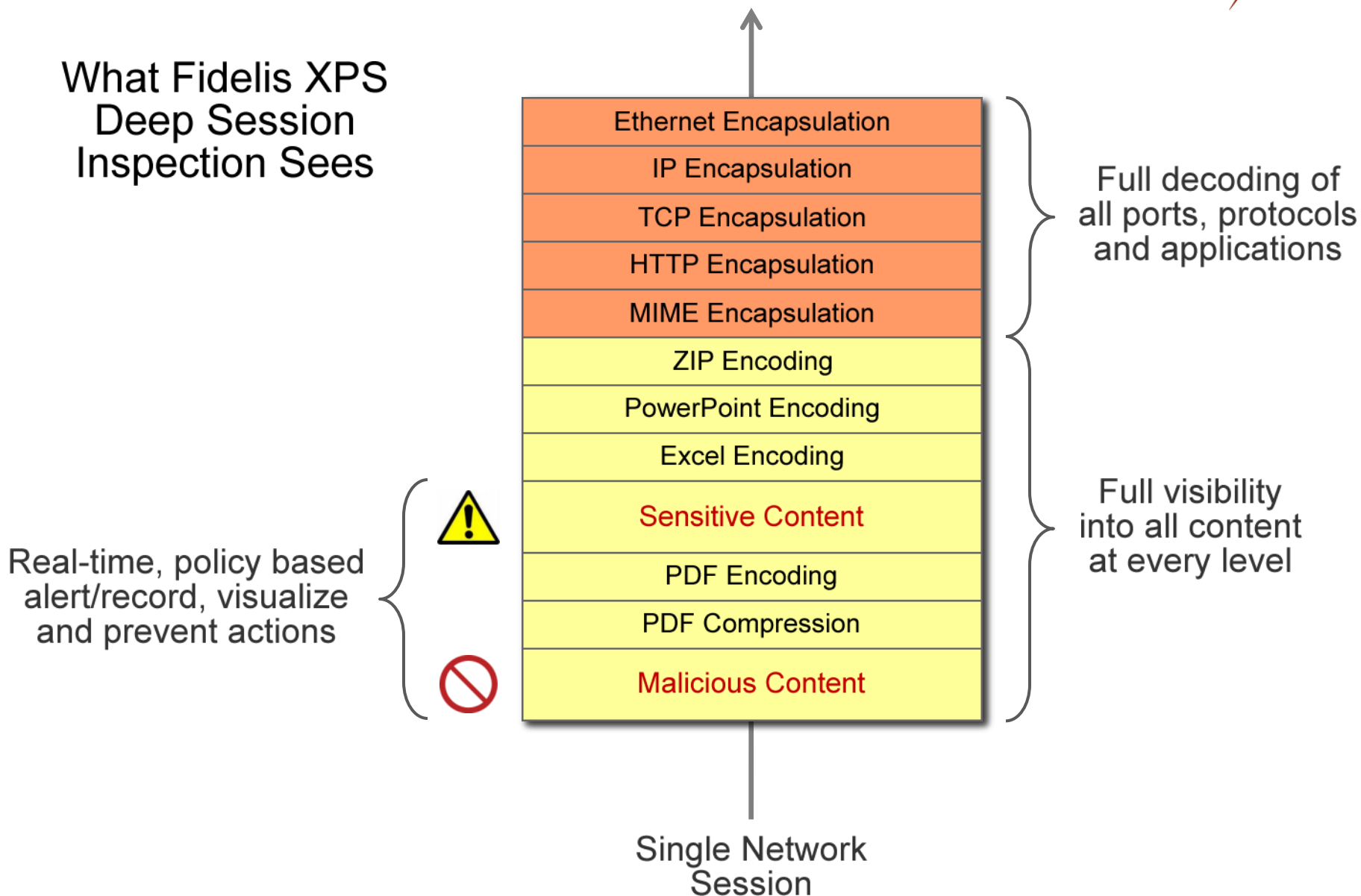
What is Deep Session Inspection[®]?

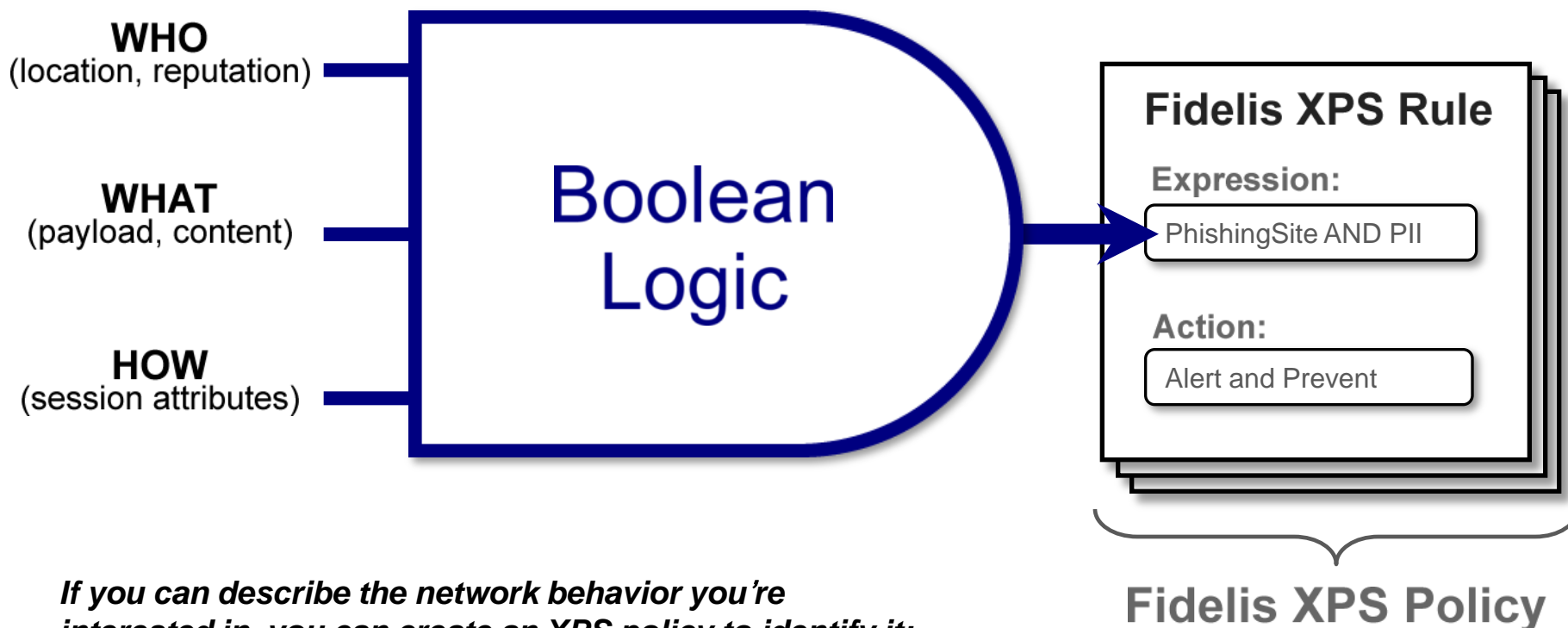
- Fidelis' patented core architecture: captures, decodes, analyzes and controls network traffic at the *session* level (rather than at the *packet* level) in real time
- Deeper visibility into applications and content than packet based network security technologies
- Broader visibility and control, and higher performance, than proxy based technologies
- Essential for combating today's application and content level threats



The Content Onion, Fully Peeled

What Fidelis XPS
Deep Session
Inspection Sees





If you can describe the network behavior you're interested in, you can create an XPS policy to identify it:

- *"Block third-party applications on Facebook"*
- *"Alert on any external transfer of PII outside defined business process"*
- *"Block all connections to known phishing, malware and botnet locations that contain PII"*
- *"Alert on rogue SSL/TLS to 'banned' countries after hours"*
- *"Alert on executable files whose file extensions have been changed"*
- *"Alert on PDFs with executable code or specific binary signature matches"*
- *"Alert on encrypted traffic with inadequate cipher algorithm or strength"*
- *"Alert on sessions using unknown protocols"*



Protect valuable, sensitive or classified information

- Comply with government regulations (PCI, HIPAA, HITECH, ARRA, SARBOX, GLBA, FERPA...)
- Protect your data against leakage or theft by trusted insiders or external threat actors
- Preserve your brand, reputation, customer trust, shareholder value...

Key Fidelis XPS capabilities

- Statistical content analyzers (smart identity profiles) can identify personal identity information with high accuracy
- Pre-built content profiles for identity information, intellectual property, classified information...
- All-ports prevention capability enables not only detection but *prevention of* data leakage across all ports/protocols

Statistical content analyzers

Pre-built content profiles

All-ports prevention

Fidelis XPS Solutions

• *Advanced Threat Management* • *Data Breach Prevention* • *Intelligent Network Forensics*

What do you want to do today?



Monitor and control social networking, webmail, peer-to-peer, and other network applications?

Highlight abnormal, unusual or unexpected network behavior?

Understand what's happening on your network *as it's happening* (real-time situational awareness)?

Find deeply embedded malware that's flowing over the network?

Investigate and analyze targeted or customized threats?

Identify compromised endpoints and users?



Prevent the leakage (or theft) of valuable, sensitive or classified information?

All of the above?

Tested and Certified to Strict Government Standards



Deployed in United States Federal government customers across defense, intelligence and civilian agencies



Meets stringent product and technical requirements

- Common Criteria Validated (EAL2+)
- Sandia National Labs Red Team tested
- Uses FIPS 140-2 validated encryption
- On United States Department of Defense Unified Capabilities Approved Products List (DoD UC APL)



Pre-built Federal policies and Federal expertise

- Dedicated Federal sales and system engineering organizations
- Cleared personnel on-staff



Award-Winning

- GSN 2009 Homeland Security Awards: Best Network Security / Enterprise Firewall Solution
- GCN Labs Reviewer's Choice and "Product of the Year"

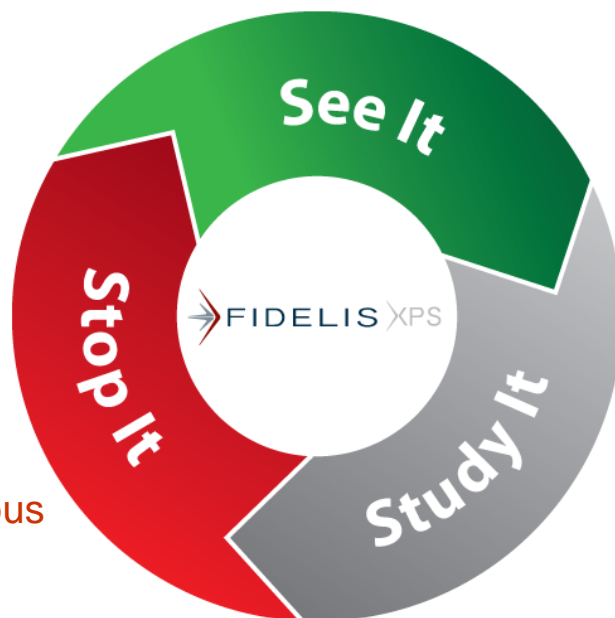


See It

- Visualize the flow of protocols, applications, content and users over the network in real time
- Model the effects of security policies before deploying them
- Gain the real-time situational awareness necessary to react proactively to threat situations as they develop

Stop It

- Prevent unauthorized transfers of sensitive information
- Block access to malicious locations
- Prevent transfers of malicious content



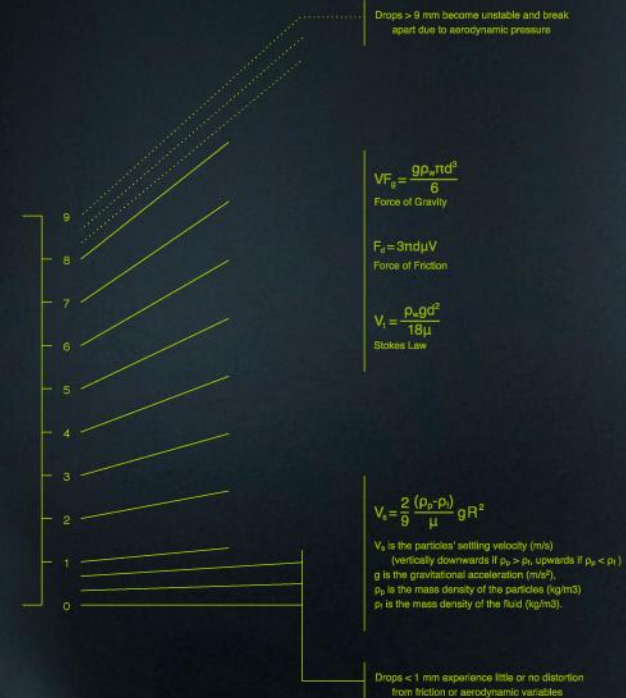
Study It

- Selectively capture and record events of interest with granular control
- Analyze rich network, application, payload, content and user level metadata
- Extract complete forensic information with a single click

Proofpoint Overview

Ken Liao

Sr. Manager, Product Marketing



Proofpoint: Cloud-Enabled Email Solutions

**4000
Customers**

Leading email security, compliance & archiving solutions for complex organizations

Enterprise-class protection for lowest email risk & cost-of-ownership

Industry leadership

**Leaders Quadrant,
SEG Magic Quadrant**

Gartner.

**Fastest Growing
Messaging Security**



Best Buy, 5 Stars



Robust Partner Ecosystem

Partnerships
maximize value
to customers



Enterprise-class Cloud-enabled Email Suite

Email Threat Protection

Protect the infrastructure from outside threats

Data Loss Prevention

Ensure external requirements and internal policies are met

Email and Collaboration

Complete platform for business email, collaboration and calendaring

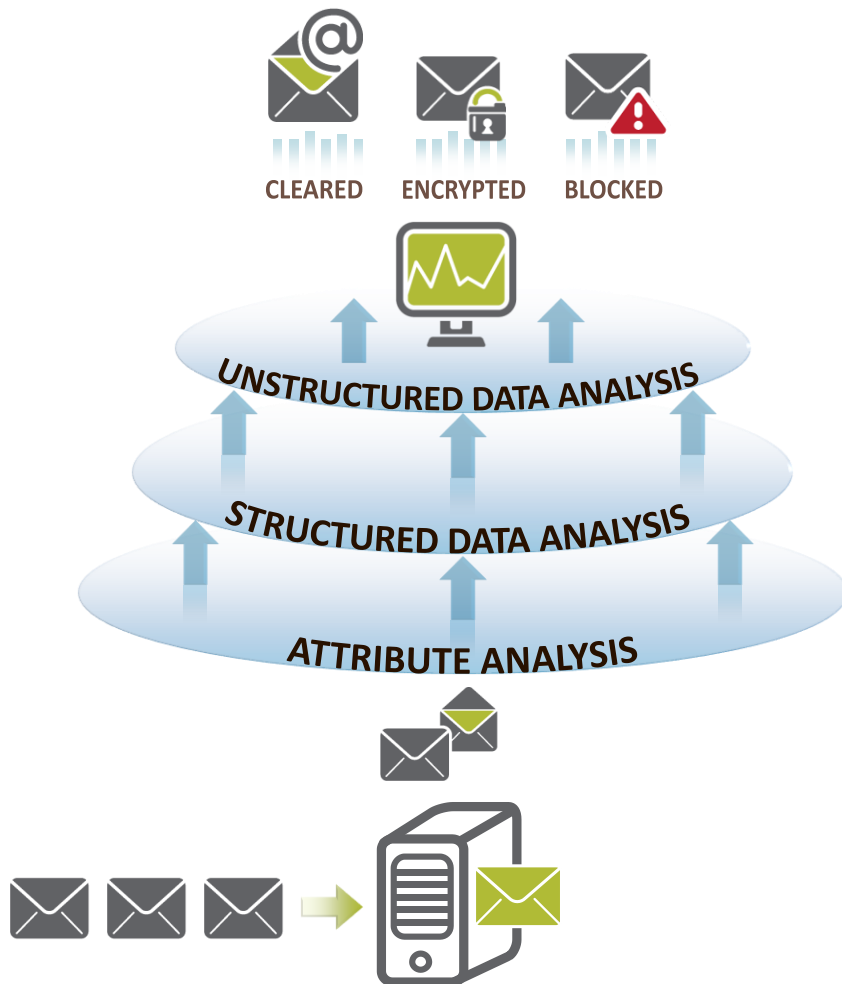
Secure Communication

Encrypt emails and send large attachments securely

Archiving and eDiscovery

Enable search, eDiscovery, storage management and compliance

Enterprise Privacy Overview



> Multi-layered defense in depth

- Smart Identifiers for SSNs, PANs, ABA Routing Numbers, etc.
- Proximity and correlation analysis to client data
- Block emails containing sensitive authorization data

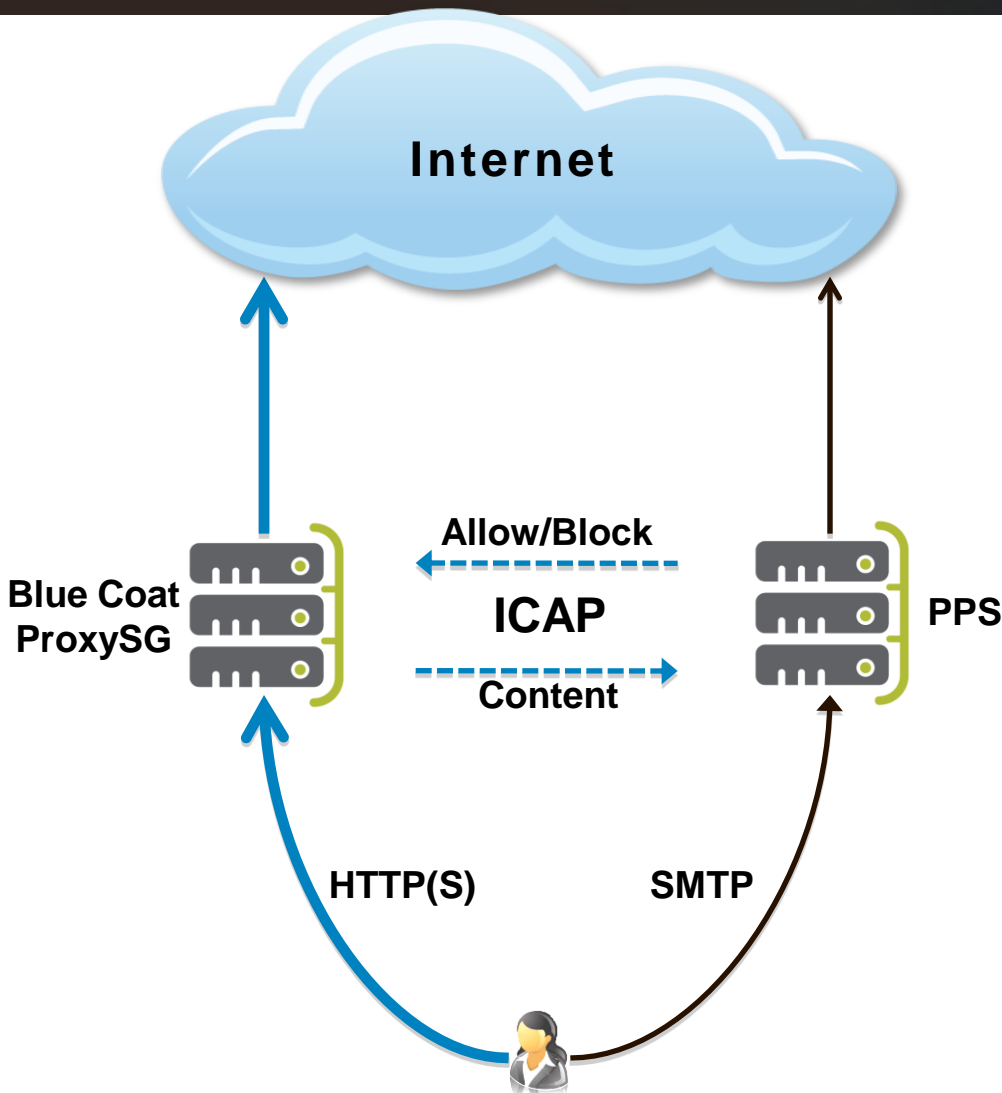
> Integrated encryption

- Native, integrated, strong encryption technology
- Encrypt messages automatically, based on presence of sensitive data

> Easy to implement and use

- Deploy in days
- Proofpoint Key Service eliminates key management overhead
- No end-user training required

Protect HTTP(S) with Web DLP



> Data Loss Prevention to web protocols

- Webmail, blog posts, etc. sent to PPS for DLP filtering
- Proofpoint returns allow or block

> Single management interface

- All policies managed through Proofpoint administrative interface
- Easily leverage existing policies or create new ones

> Easy to implement and use

- Configure Proxy to deliver content to PPS
- No licensing required for use of ICAP interface



The Security Division of EMC

RSA Data Loss Prevention (DLP) Suite

Understand business risk and mitigate it effectively

Ash Devata, Sr. Manager, DLP Products

Three Pillars of a Successful DLP Project

PEOPLE



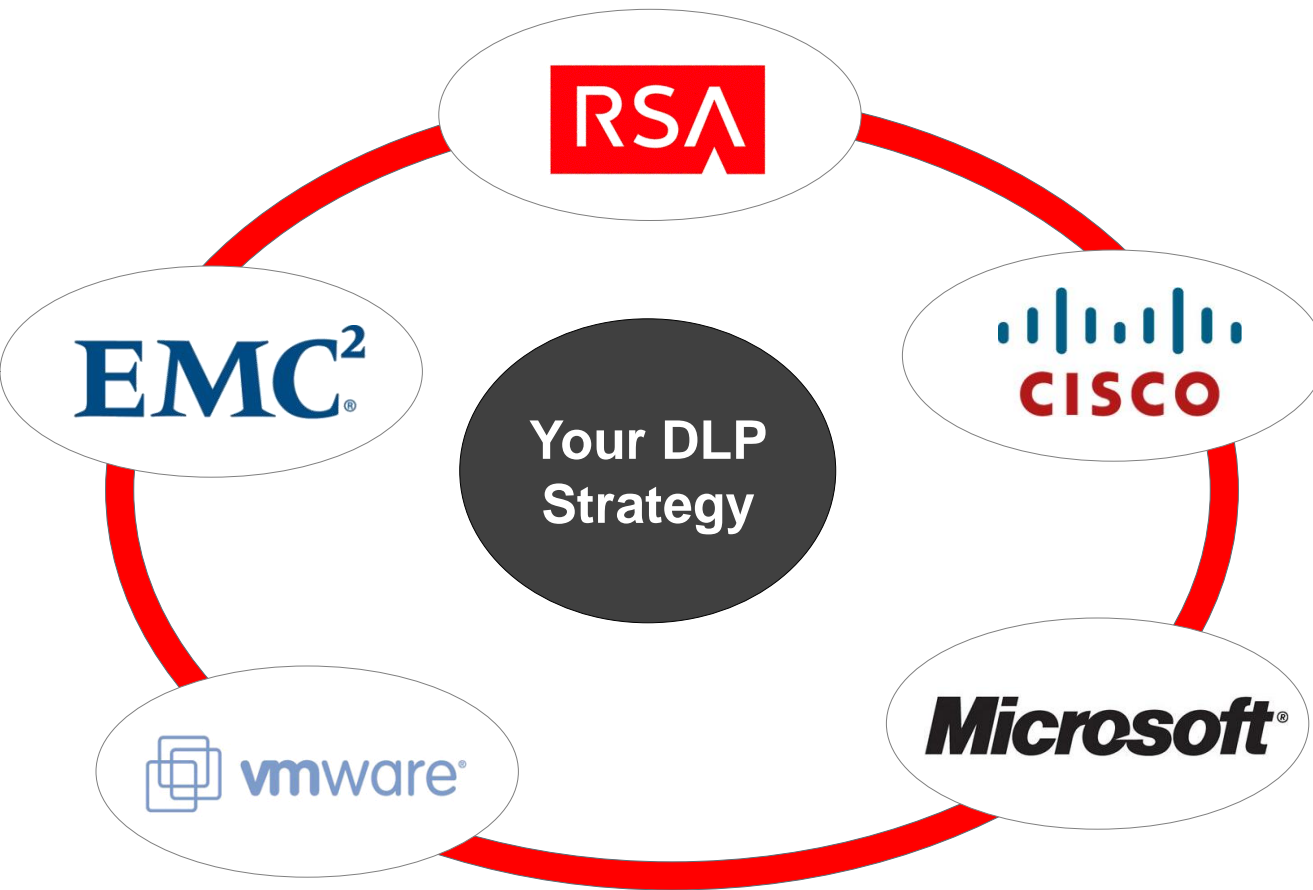
PROCESS



TECHNOLOGY



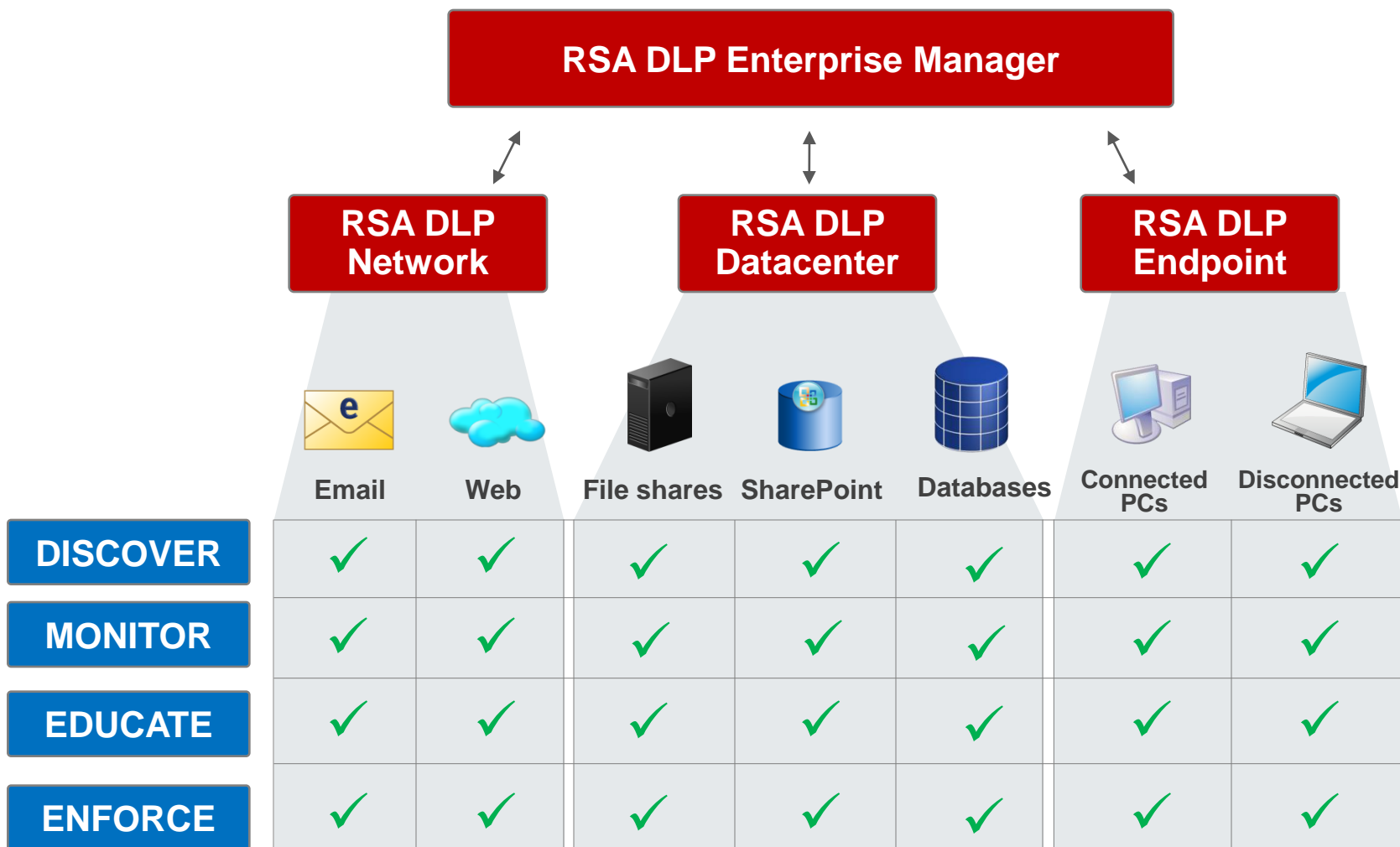
RSA's DLP Ecosystem



What's in it for you

- Leverage your current infrastructure for DLP
- Faster and cost effective deployments
- Centralize policies and management

RSA DLP Covers Your Entire Infrastructure



The Security Division of EMC

Policies: Broad Range of Expert Policies

150+ built-in policies you can use

Retail

- PCI DSS
- MA CMR 201
- CA AB 1298

Healthcare

- HIPAA
- Caldicott (UK)
- PIPEDA

Telecom/Tech

- CPNI
- Source Code
- Design Docs

Manufacturing

- ITAR
- Patent Apps
- EAR

Financial Serv

- GLBA
- FCRA
- NASD

Other

- NERC
- Global PII
- 401k & 403b

Knowledge Engineering



Sample Profile of
a Knowledge
Engineer

Work Exp: 12 years
Certifications: 18 regulations
Languages : Four
Background: Linguistics, artificial intelligence, search technologies
Education: Library sciences, Computer science

Dedicated Knowledge Engineering team develops and maintains DLP policies



The Security Division of EMC



The Security Division of EMC

Websense Data Security

John Yun

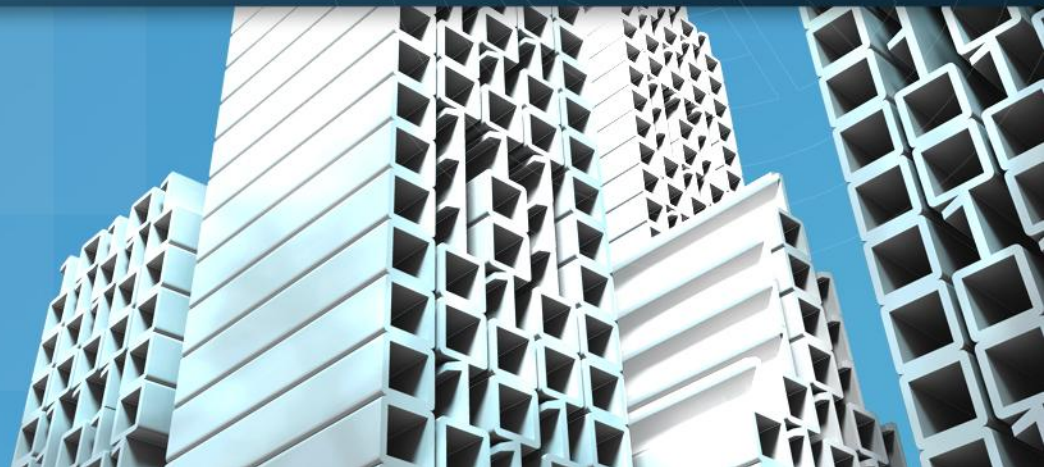
Sr. Product Marketing Manager

TRITON™

Web security

Email security

Data security

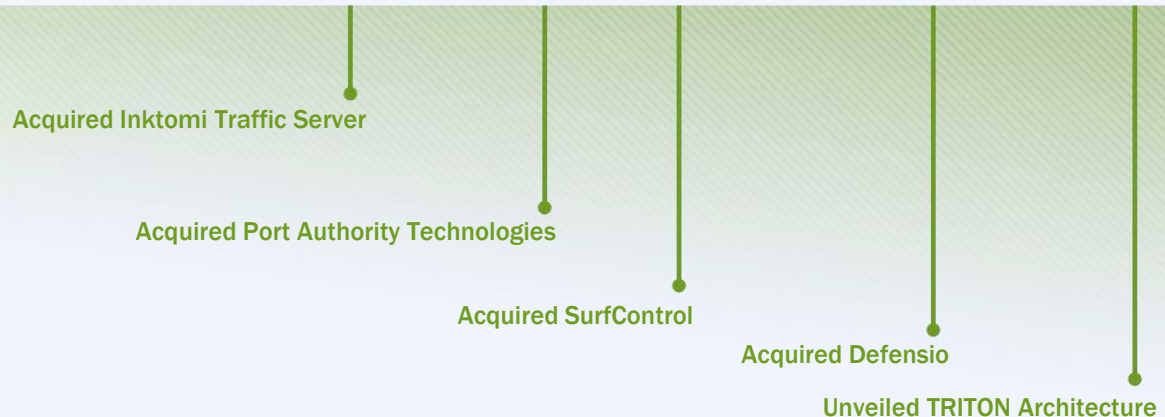


Websense Evolution



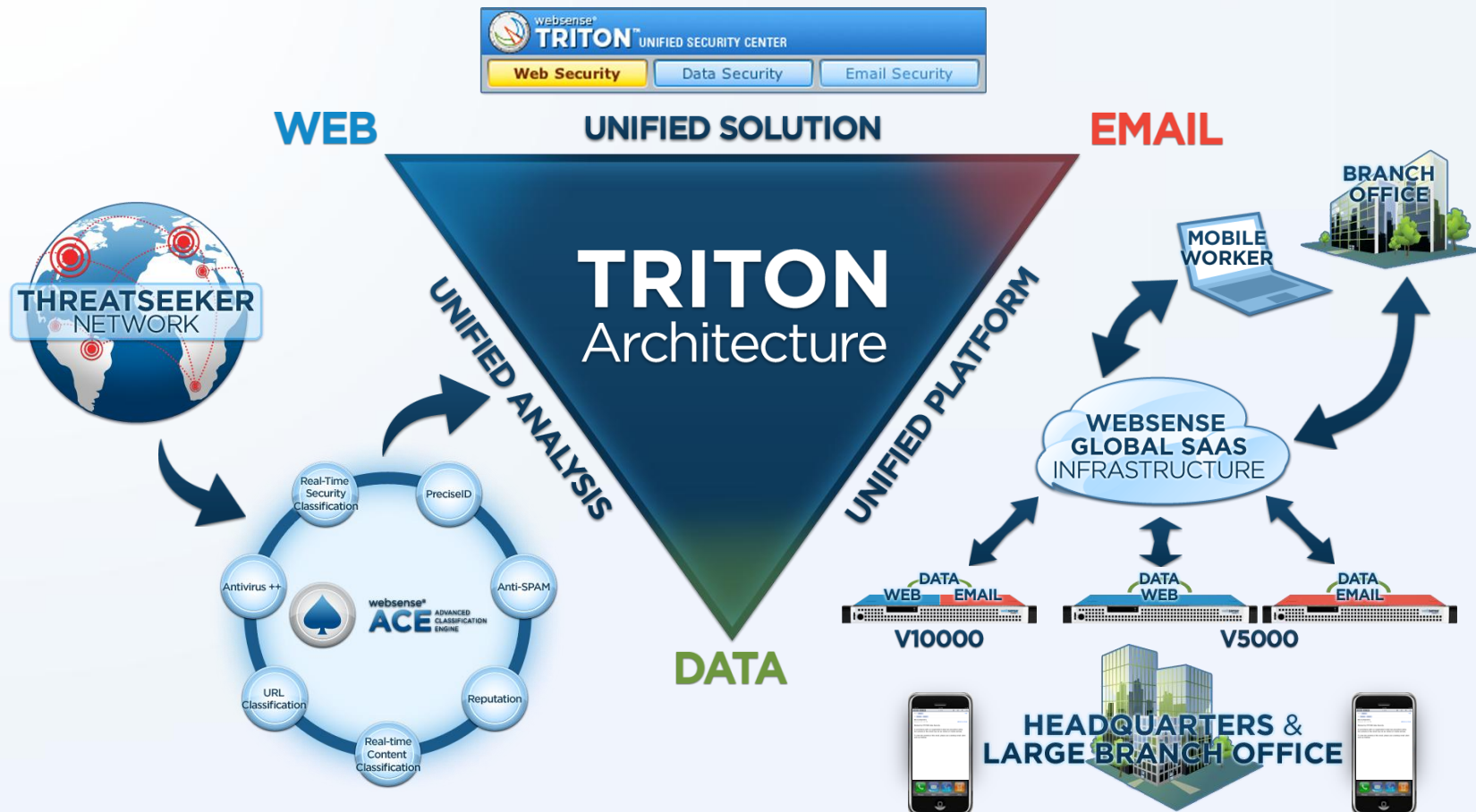
Investment in R&D more than doubled over last three years

Investment & Innovation



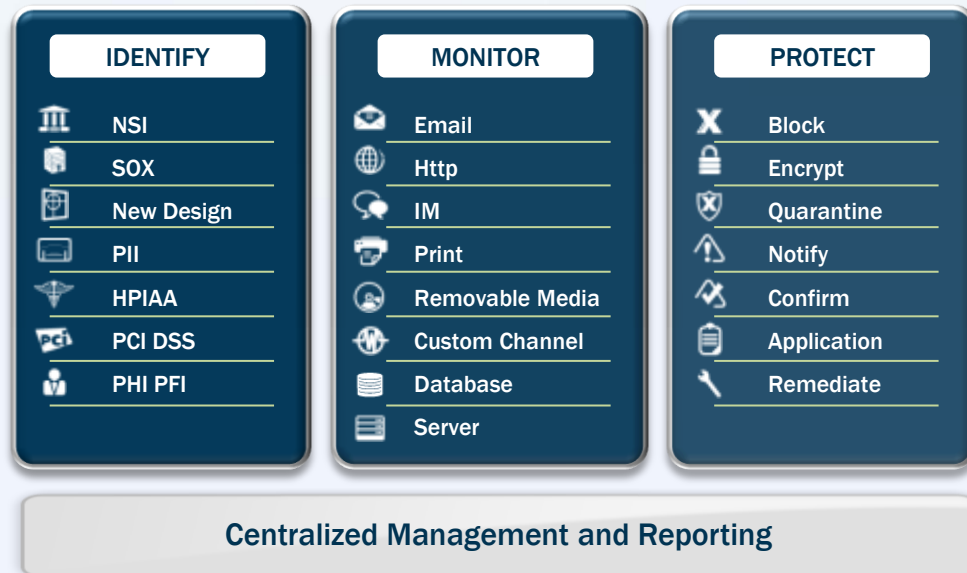
Websense TRITON Solution

websense®



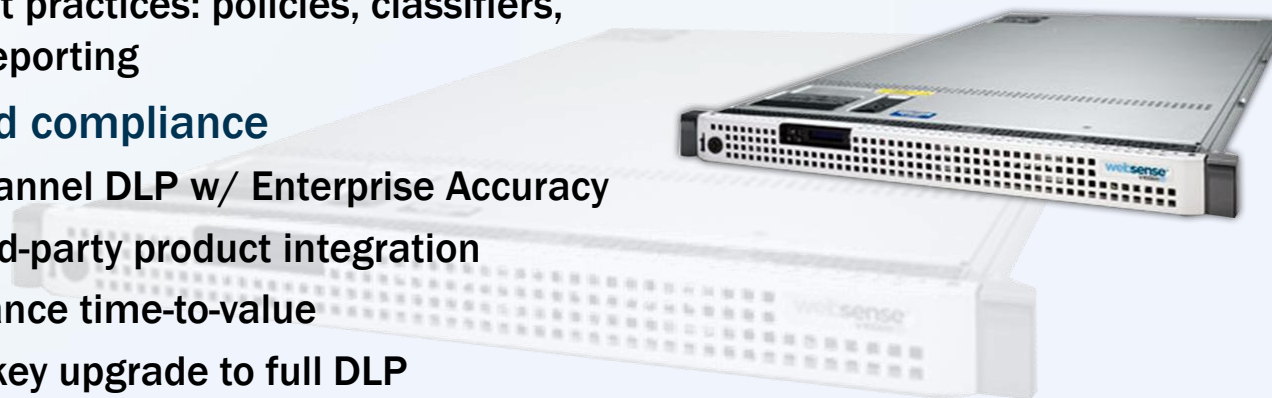
Market-leading Data Loss Prevention technology to identify, monitor and protect confidential data

- **Enforcement w/o Complexity**
 - Unified policy design across all channels
 - Manage all facets of effective Data Loss Prevention policy
 - Powerful monitoring capability to track ever changing data (stored and in transit)
- **Low Cost and Complexity**
 - Modular solution tailors to specific customer requirements
 - Simple deployment and reduced box-count with tight feature integration

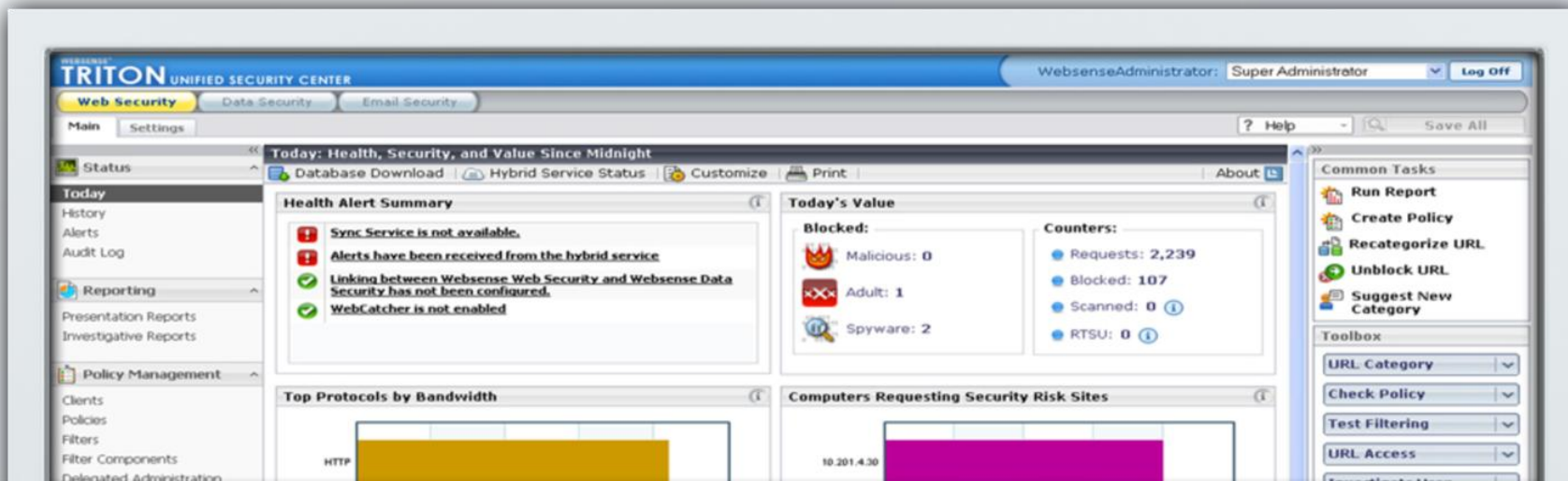


Enterprise-class DLP capabilities prevent data loss over the Web and Email

- **Embedded enterprise-class DLP**
 - Unified appliances, management, and reporting
 - Patented PreciseID analytics
 - Compliance best practices: policies, classifiers, workflow, and reporting
- **Simplified DLP and compliance**
 - Simplicity of Channel DLP w/ Enterprise Accuracy
 - No complex third-party product integration
 - Reduce compliance time-to-value
 - Simple license-key upgrade to full DLP











































- Unified management console for policy management and reporting
 - Full system administration from one console
 - Role based application and control for Web, email, and data loss prevention
- Provides unified content analysis, unified platform, and unified solution for content security
 - Best security at the lowest total cost of ownership



Solutions for Every Customer

websense®

	TruEmail DLP	TruWeb DLP	Data Discover	Data Endpoint	Data Security Gateway	Data Security Suite
Data Identification						
Central Management						
Notifications						
Network Web Traffic						
Network Email Traffic						
Endpoint Web Traffic						
Endpoint Email Traffic						
Endpoint Web Downloads						
Outbound LAN Storage						
Removable Media						
Application Control						
Agent Based Discovery						
Agent-less Discovery						

Your Speaker Panel



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Sara Radicati
President and CEO, The Radicati Group

Will Irace
Director Research and Services, Fidelis Security

Ken Liao
Sr. Product Marketing Manager, Proofpoint

Ashok Devata
Sr. Manager DLP Products, RSA

John Yun
Sr. Product Marketing Manager, Websense

Thank You!



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New Reports just published by The Radicati Group:

- ▶ Corporate Web Security Market, 2011–2015
- ▶ Microsoft SharePoint Market Analysis, 2011–2015
- ▶ Microsoft Exchange and Outlook Market Analysis, 2011–2015
- ▶ Data Loss Prevention – Market Quadrant, 2010
- ▶ Data Loss Prevention Market, 2010–2014

You can view all our published and upcoming reports at www.radicati.com