



The Radicati Group, Inc.
www.radicati.com

Enterprise Data Loss Prevention Solutions

A Radicati Group Webconference

9:30 am, PT
January 26, 2012

Speakers & Agenda



The Radicati Group, Inc.
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Speakers:

- ▶ Nikfar Khaleeli, *Senior Manager DLP Product Marketing, McAfee*
- ▶ Ash Devata, *Senior Manager DLP Products, RSA*
- ▶ Andrew Forgie, *Director PMM – Data Security, Websense*

Agenda:

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

McAfee Data Loss Prevention

Data Protection in the Modern Organization

McAfee DLP Solution



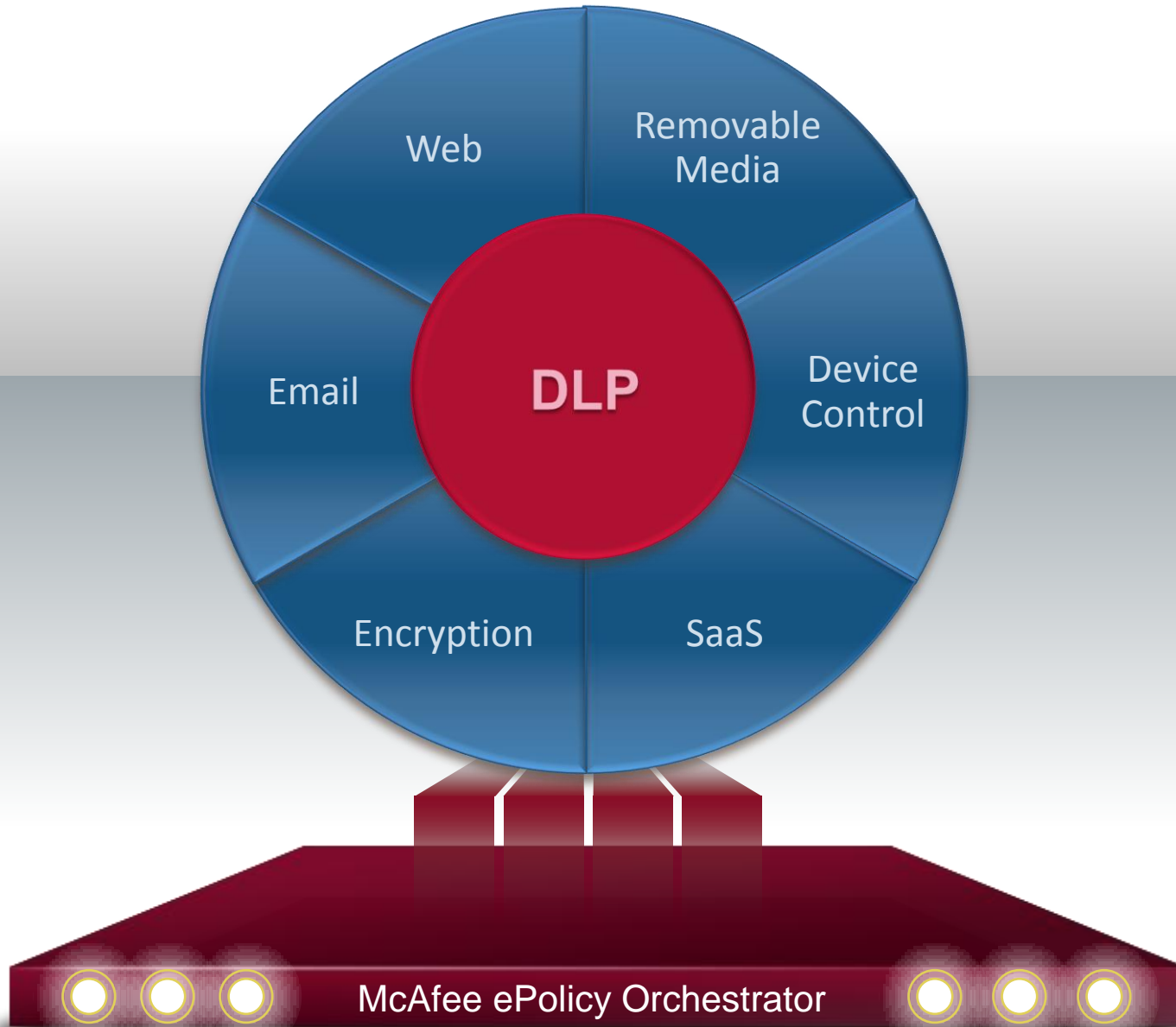
* Also available as virtual appliance (VMware)

Our Unique DLP Technology

- 1 Integrated Protection**
- 2 Capture Technology**
- 3 Data Classification**
- 4 Location & Application Tagging**

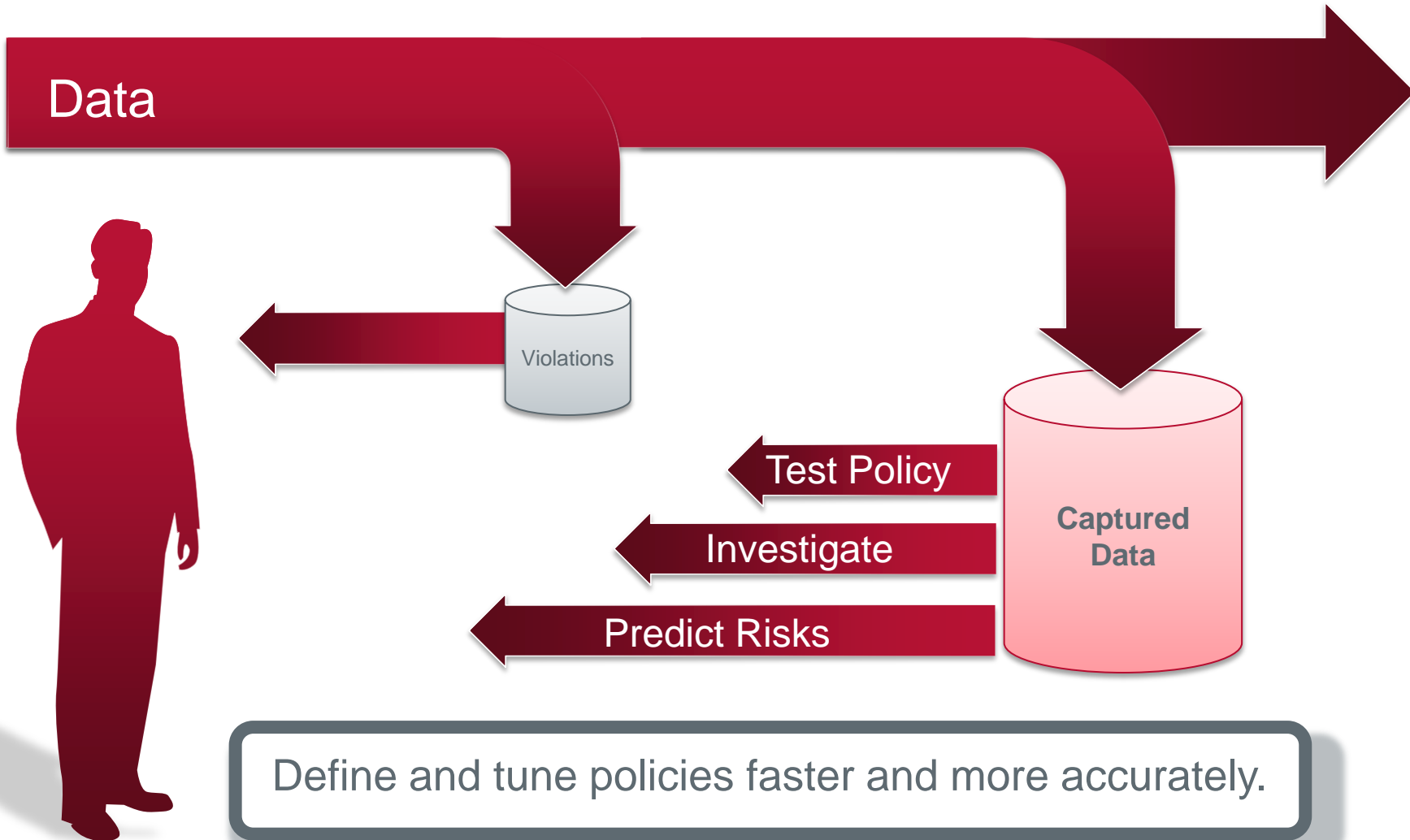
1. Integrated Protection

Single Centralized Management



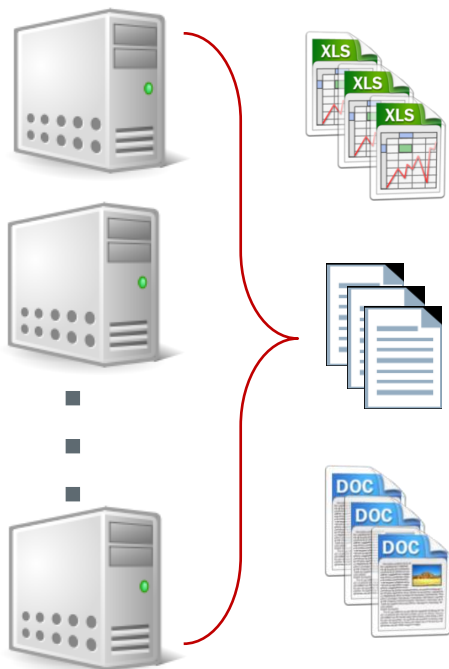
2. Capture Technology

McAfee DLP Leverages Data



3. Data Classification

Optimize remediation



PCI
Data



Sensitive
IP



Encrypt



Delete



Move

Quick Inventory

Categorization &
Classification

Remediation

4. Location & Application Tagging

Track and Protect Even When Data Changes

Location & Application Tagging

Protected Finance Share



Copied



Endpoint



Tagged



Applications



Download



Tagged



Enforcement



Web posting



Copy/Paste
Save as/Rename



Copy to media/device





RSA Data Loss Prevention (DLP)

Understand business risk and mitigate it effectively

26 Jan 2012

Ash Devata, DLP Products

DLP as a Risk Management Solution



ESTABLISH A DLP PROGRAM TO BETTER MANAGE RISK

[Visibility & Controls]

Definition of DLP

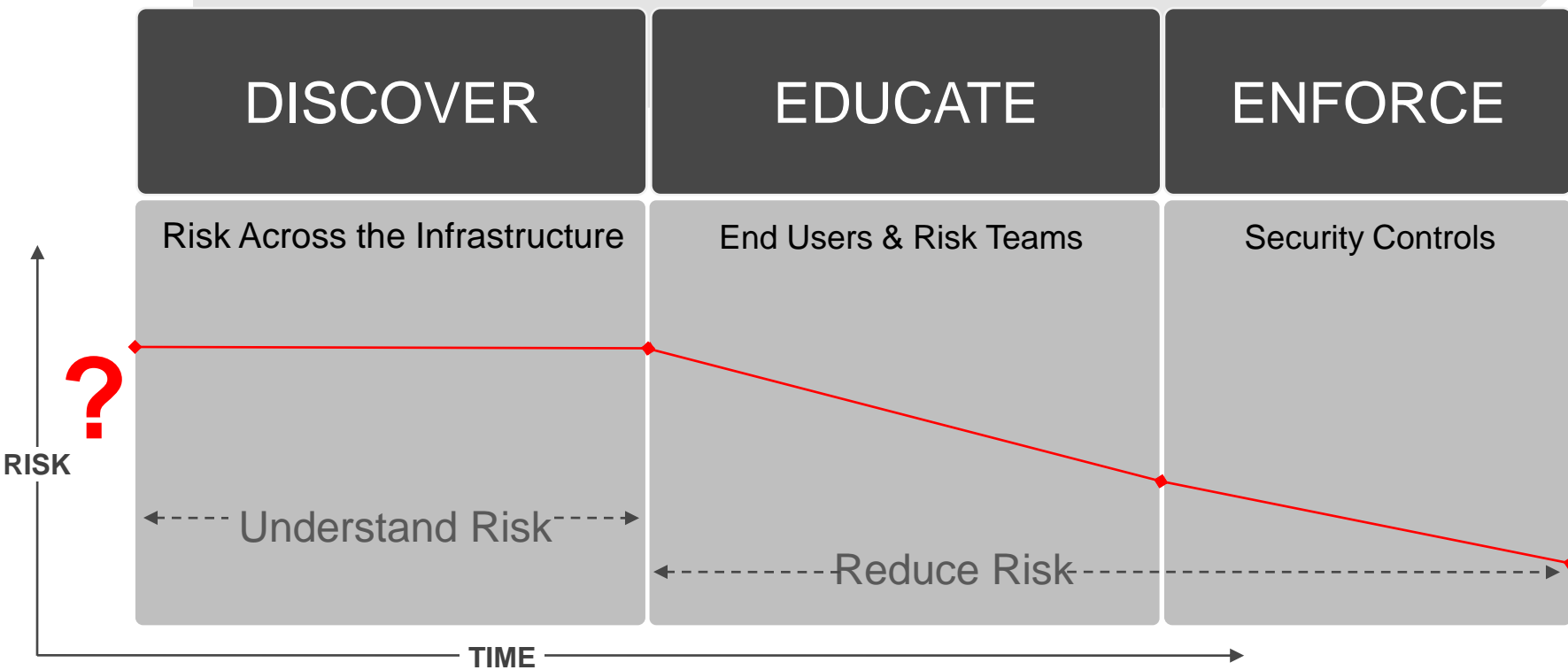
“DLP is a **technology** that helped us
build a **process** to protect our
people from leaking sensitive data”

-CISO, Healthcare Company

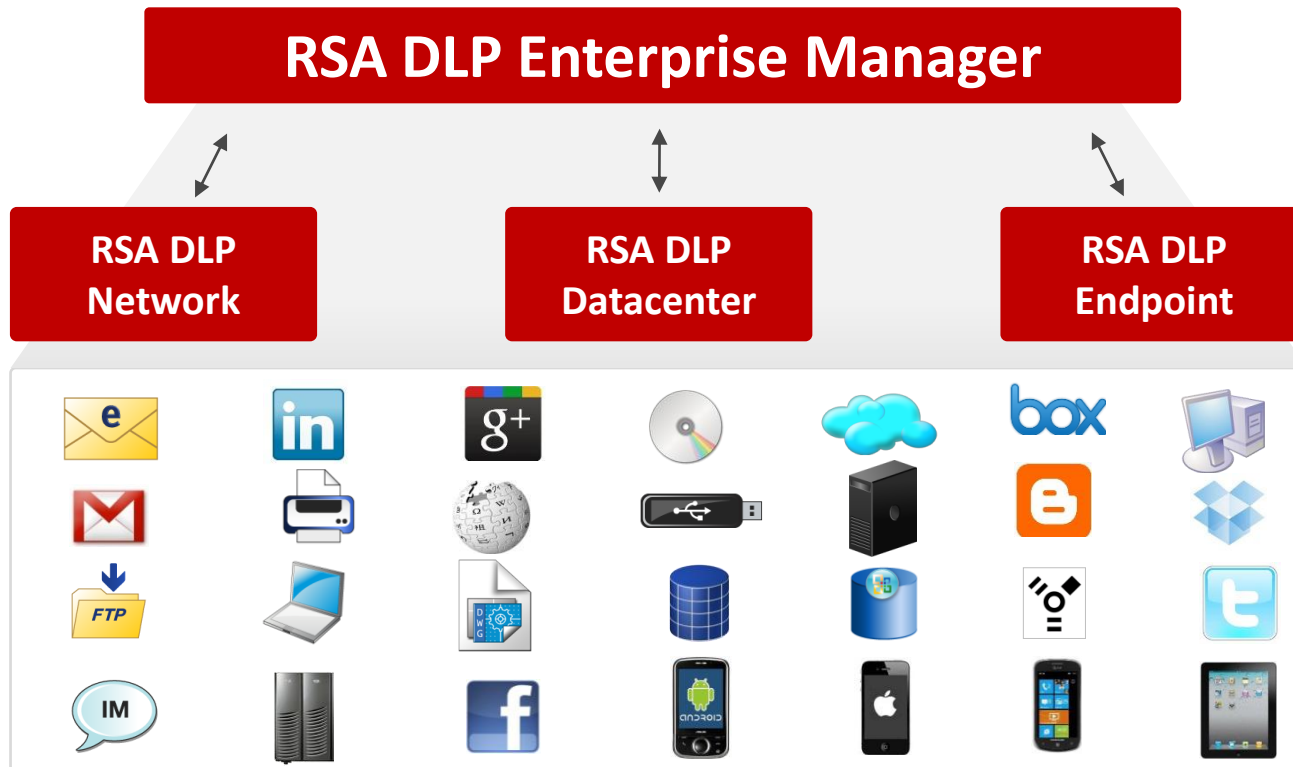
RSA subscribes to this philosophy and encourages customers to focus on people and process and to take a risk based approach in building DLP projects

Establishing a Risk Based DLP Program

DLP Program Lifecycle Management (driven by risk based policies)



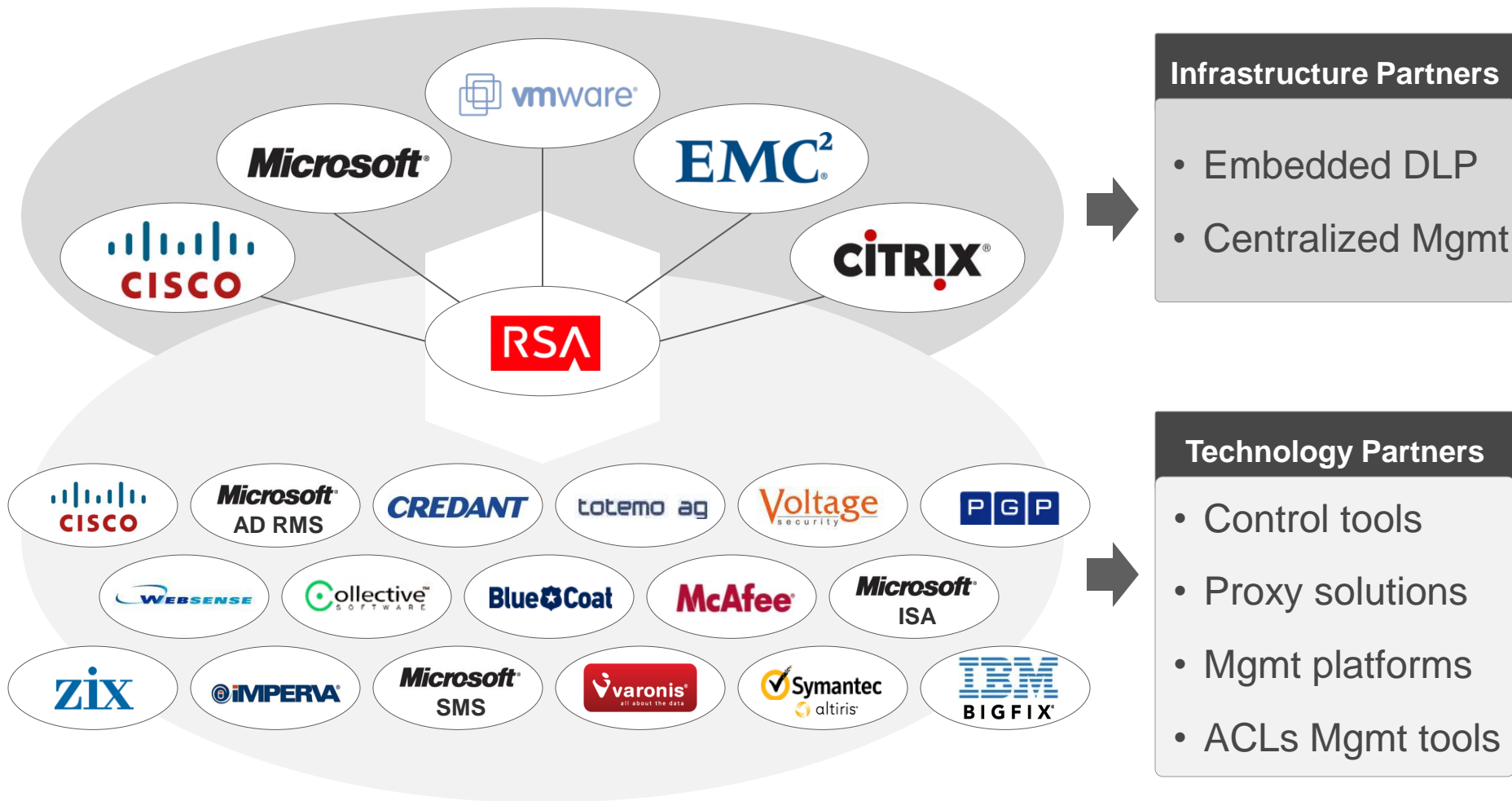
DLP Covers Your Entire Infrastructure



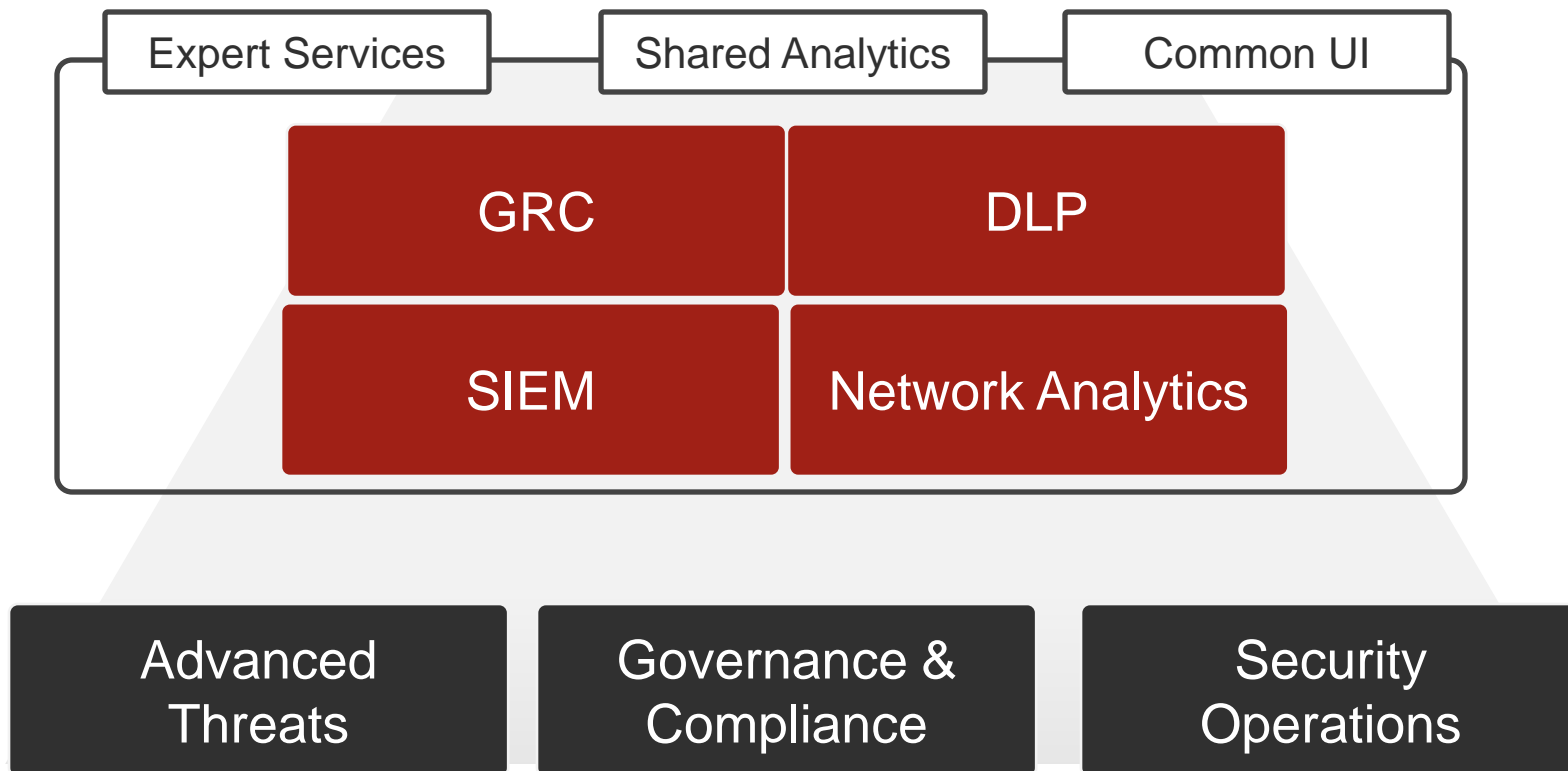
Consistent Classification & Management Across the Board



RSA DLP Partner Ecosystem



RSA Portfolio Relevant to DLP



Thank You



The Security Division of EMC

Websense Data Security

Andrew Forgie, CISSP

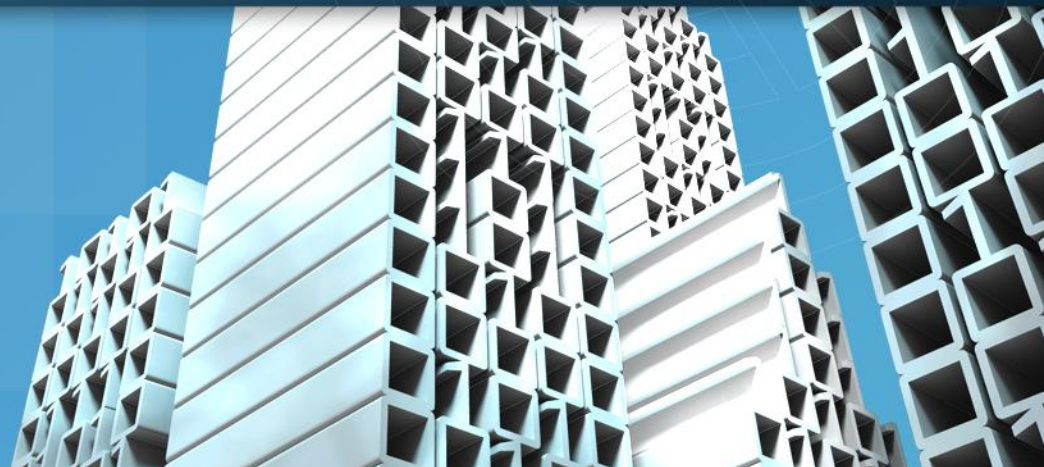
Dir. PMM – Data Security

TRITON™

Web security

Email security

Data security



Enterprise DLP Controls

Identify Information

Identification
Methods

In-Motion

In-Use

At-Rest

Described
(Pattern-matching)

Registered
(Finger-prints)

DLP Vendors

Methodology

Vision

Capabilities

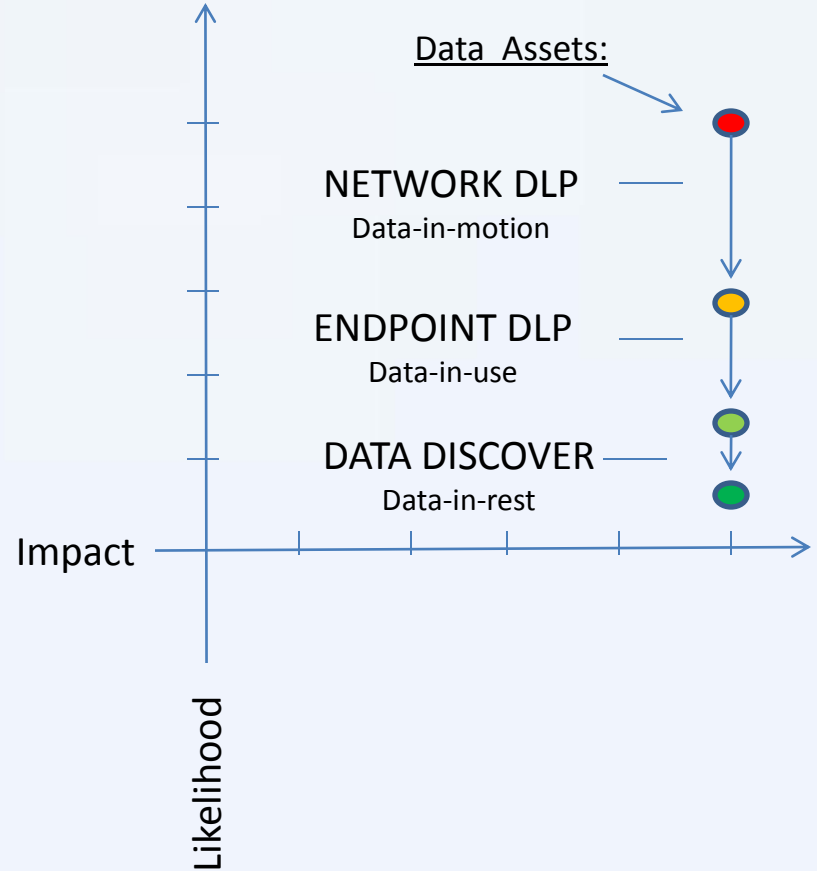
Roadmap

Execution Strategy

Approach

TCO

Time-to-Value



Records Lost via Hacking, Web, and Removable Media

The Leaking Vault 2011

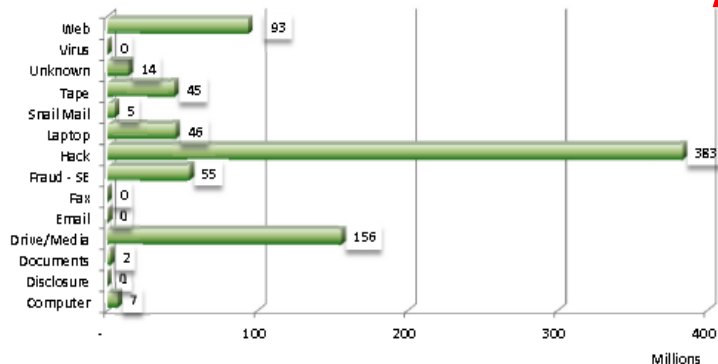
Six Years of Data Breaches

A study conducted by Suzanne Widup
Published by the Digital Forensics Association
Publication Date: August 2011



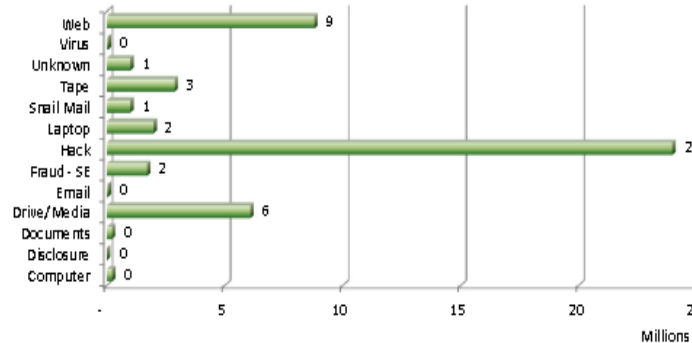
Breach Vectors: Records Disposed (2005 - 2010)

78%



2010 Records Breach Vectors

81%



WHAT
WOULD YOU DO
WITH THIS?

10 x 20 = 200 minutes = 3hrs 20 minutes

10 x 40 = 6hrs and 40 minutes

10 x 48 = 8 hrs = 1 Full-Time Employee



Security Alert A

Data: PCI & PII
Source: 10.14.222.21
Channel: Web
Destination: 93.10.219.62

Standard DLP Web Alert



WHAT ABOUT THIS ALERT?

Websense Web DLP Alert



Security Alert B

Data: PCI & PII, customer database
Source: Joe User x1234, juser@company.com
Title: Associate
Dept: Finance
Manager: Jane Manager x1234,
jmanager@company.com
Channel: Web
Destination: mail.google.com
Type: General Email
Location: Mountain View, CA

HOW MUCH TIME DID THAT TAKE?



The Power of Web Categories

PRACTICAL ANALYSIS

- 1792 Total Incidents
- 2 incidents of Data Theft
- 22 online storage/backup
- General Email # 1 Leak Vector
724 of 1792 Total Incidents (40%)
157 of 307 High Impact incidents (51%)

Show All

URL Category	High	Medium	Low	Total
General Email	157	209	278	724
Social Networking	8	36	265	309
Web Chat	0	2	265	267
Advertisements	7	20	81	118
Search Engines and Portals	16	47	35	98
Uncategorized	44	5	37	86
Information Technology	1	12	69	82
Internet Radio and TV	0	7	60	67
Government	20	0	37	67
Games	0	10	57	67
Business and Economy	2	2	36	40
Shopping	2	4	23	29
Job Search	1	25	2	28
Financial Data and Services	24	0	1	25
Personal Network Storage and Backup	0	5	17	22
Message Boards and Forums	0	1	16	17
Entertainment	0	5	8	13
Reference Materials	7	4	1	12
Advocacy Groups	0	0	11	11
News and Media	1	4	6	11
Educational Institutions	0	1	9	10
Travel	0	2	7	9
Instant Messaging	0	0	8	8
Illegal or Questionable	7	0	0	7
Professional and Worker Organizations	0	0	7	7
Society and Lifestyles	0	0	6	6
Blogs and Personal Sites	0	0	6	6
Streaming Media	0	1	5	6
Sports	0	0	5	5
Service and Philanthropic Organizations	0	1	4	5
Proxy Avoidance	0	0	2	2
Hosted Business Applications	0	2	0	2
Gay or Lesbian or Bisexual Interest	0	0	2	2
Phishing and Other Frauds	2	0	0	2
Personals and Dating	0	0	2	2

Integrated
Content Controls



Integrated Content Security Controls

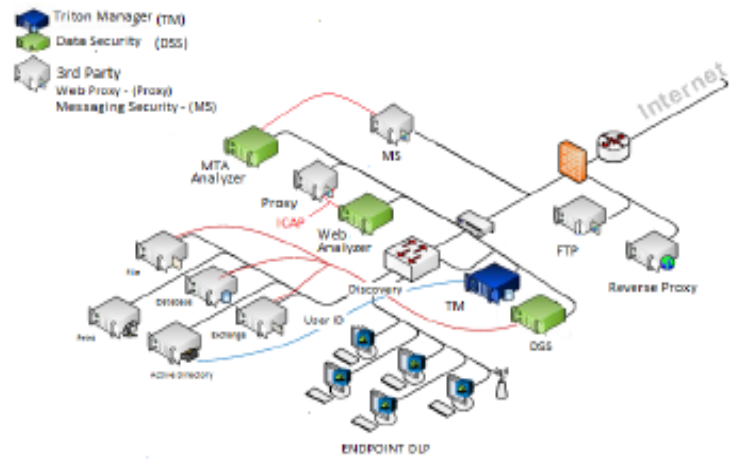
Delivered in any
combination



Using a Single Unified
Management & Risk
Reporting Control



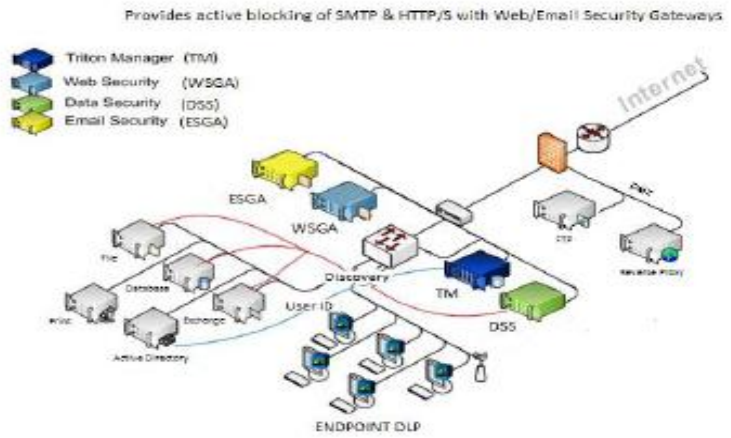
Phase I: Implementation of Websense Data Security Suit with existing controls.



← From Old Technology...

- Multiple 3rd party Vendors/Integrations
- Multiple consoles, licenses, and support
- Additional Hardware Required

Phase II: Migration of 3rd Party Web and Messaging Security Controls



....To New Technology! →

- 33%+ less hardware
- Unified Intelligence and Platforms
- 1 solution – 1 vendor

← From that....



....to this!

EMAIL
WEB
DATA

End Result: Protect – Detect – Respond

Internet

Category Filter: Default

Description:

Provides a nuanced approach to filtering, applying the Permit, Block, Confirm, and Quota actions to different categories.

- Racism and Hate
- Religion
- Security
 - Bot Networks
 - Keyloggers
 - Malicious Web Sites
 - Phishing and Other Frauds
 - Potentially Unwanted Software
 - Spyware
- Shopping
- Social Organizations
- Society and Lifestyles
- Special Events
- Sports
- Tasteless

Preemptively Reduce
Threat Exposure

Applications

Protocol Filter: Default

Description:

Blocks protocols often considered to present a security or productivity risk, including instant messaging, peer-to-peer file sharing, and proxy avoidance protocols, among others.

- Database
 - SQL Net
- File Transfer
 - FTP
 - Gopher
 - WAIS
- Instant Messaging / Chat
 - AOL Instant Messenger or ICQ
 - Brosix
 - Camfrog
 - Chikka Messenger
 - Eyeball Chat
 - Gadu-Gadu
 - Gizmo Project

Pro-Actively Stop
unapproved applications

Sensitive Data

Listed below are the policies in your organization. Expand the tree to view a policy's rules and exceptions. Highlight a policy, rule or exception. Click a button in the toolbar to add, edit, or delete a policy, rule, or exception, or hover over a policy, rule, or exception to view its details.

35 Policies (enabled rules: 170, total rules: 252)

- Business and Technical Drawings Files
- Chinese Confidential
- Credit Card Tracks
- Credit Card Tracks_1
- Credit Cards
- Credit Cards for Printer Agent
- Credit Cards for Printer Agent_1
- Credit Cards_1
- GLBA
- HIPAA
 - HIPAA: SSN and Sensitive Disease or drug
 - HIPAA: SSN and Common Diseases
 - HIPAA: Credit cards and Sensitive Disease ...
 - HIPAA: Credit cards and Common Diseases
 - HIPAA: Names and Common Diseases
 - HIPAA: Names and Sensitive Disease or drug
 - HIPAA: DNA profile (default)
 - HIPAA: DNA profile (narrow)
 - HIPAA: DOB and Name
 - HIPAA: NDC number (wide)

Detect and Respond to
Information Risk

EMAIL
WEB
DATA

Your Speaker Panel



The Radicati Group, Inc.
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- ▶ **Sara Radicati**
President & CEO, The Radicati Group
- ▶ **Nikfar Khaleeli**
Senior Manager DLP Product Marketing, McAfee
- ▶ **Ash Devata**
Senior Manager DLP Products, RSA
- ▶ **Andrew Forgie**
Director PMM – Data Security, Websense

Thank You!



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- ▶ Email Platforms Market, 2011–2015
- ▶ eDiscovery Market, 2011–2015
- ▶ Survey: Corporate Email, 2011–2012
- ▶ Mobile Email Market, 2011–2015
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