



The Radicati Group, Inc.  
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# Data Loss Prevention Solutions

A Radicati Group, Inc. Webconference

9:30 am, PT  
February 25, 2010



# Speakers & Agenda

## Speakers:

- ***Joe Peck, VP of Marketing, Code Green Networks***
- ***Faizel Lakhani, VP of Data Loss Prevention, McAfee***
- ***Christian Renaud, CEO, Palisade Systems***

## Agenda:

- *Presentations from Code Green Networks, McAfee and Palisade Systems*
- *Speaker Panel Discussion – moderated by Sara Radicati*
- *Audience Q & A session*



**CODE GREEN**  
NETWORKS

The screenshot shows a software interface for 'CODE GREEN NETWORKS'. At the top, there's a navigation bar with links: 'User Status', 'Dashboard', 'Incidents', 'Agent Activity' (which is the active tab), and 'System Logs'. Below the navigation is a 'Filter Options' section with 'Date Range', 'Computer', and 'User' fields. The main area is titled 'CI Agent Activity Logs - Not Filtered (31 items)'. It contains a table with columns: 'Date/Time', 'Computer', 'User', and 'Action'. The table lists three entries, each with a checkbox, the date 'Oct 10, 2008 5:15 PM', the computer 'CONLAB3', the user 'administrator', and the action 'Locate Item'. A green shield icon with the 'CG' logo is in the top right corner of the interface.

Date/Time	Computer	User	Action
Oct 10, 2008 5:15 PM	CONLAB3	administrator	Locate Item
Oct 10, 2008 5:15 PM	CONLAB3	administrator	Locate Item
Oct 10, 2008 5:15 PM	CONLAB3	administrator	Locate Item

# TrueDL<sup>tm</sup>

Enterprise Data Loss Prevention  
Capability Without Complexity

Joe Peck

VP Marketing, Code Green Networks

# Data Loss Prevention Needs

## Highly Sensitive Data

- ▶ Customer Data
  - ▶ Names, Addresses, SSN,
  - ▶ Acct Info, Credit card number
- ▶ Patient Health Information
- ▶ Intellectual Property
  - ▶ Source code, Product Designs
  - ▶ Pharmaceutical, Project Data
- ▶ Company Data
  - ▶ M&A, Contracts, Customer lists
- ▶ Employee Data
  - ▶ Payroll, Benefits, HR data

## Requires Protection

- ▶ Compliance
  - ▶ PCI, HIPAA, Hi-Tech, State Privacy Laws, Breach notification
- ▶ Reputation/Brand Harm
- ▶ Accidental Leaks
- ▶ Insider Theft
- ▶ Outsourced Data Theft
- ▶ External Theft

# Code Green TrueDLP



## Network DLP

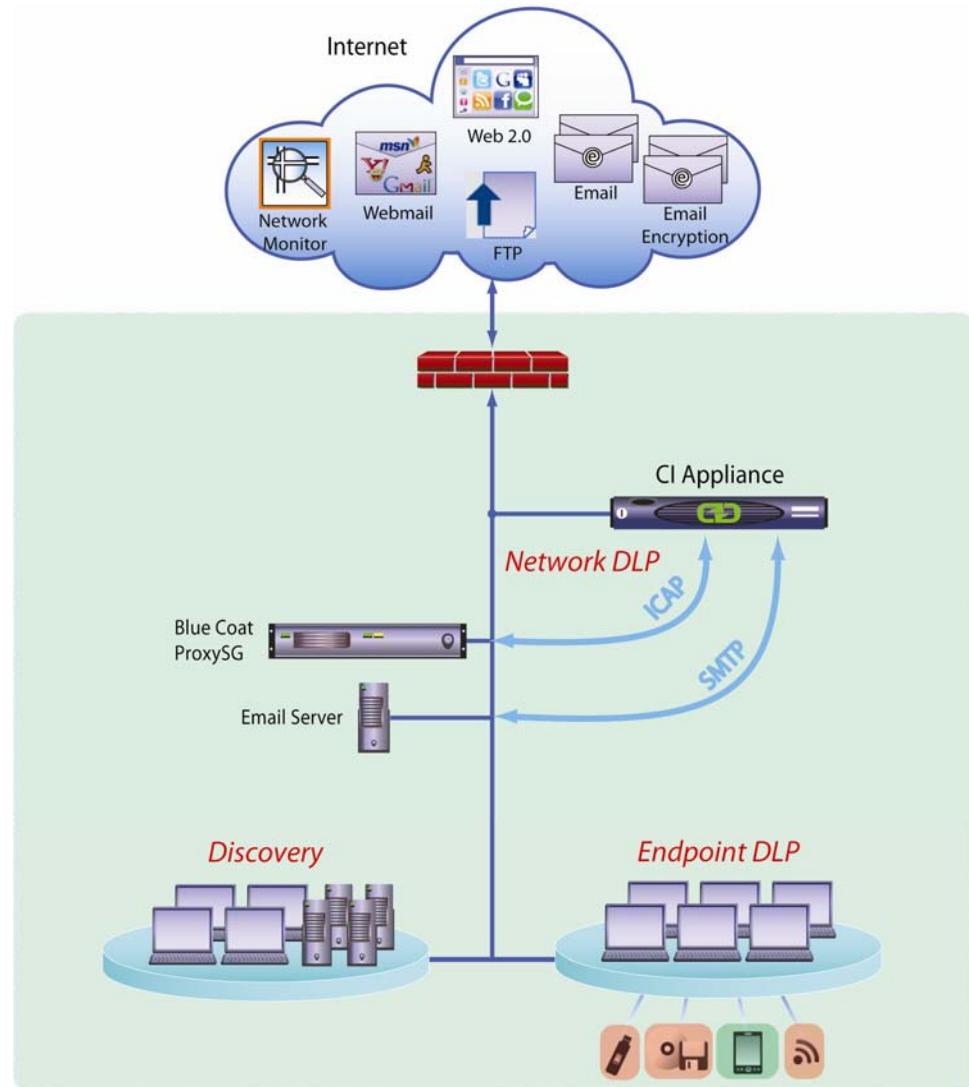
- ▶ Monitors All Network Traffic
- ▶ Stops Web/FTP Data Leaks
- ▶ Prevents Email Data Leaks
- ▶ Policy-based Email Encryption

## Endpoint DLP

- ▶ Stops Data Leaks to Media
- ▶ Device and Port Control
- ▶ Endpoint Activity Auditing

## Discovery

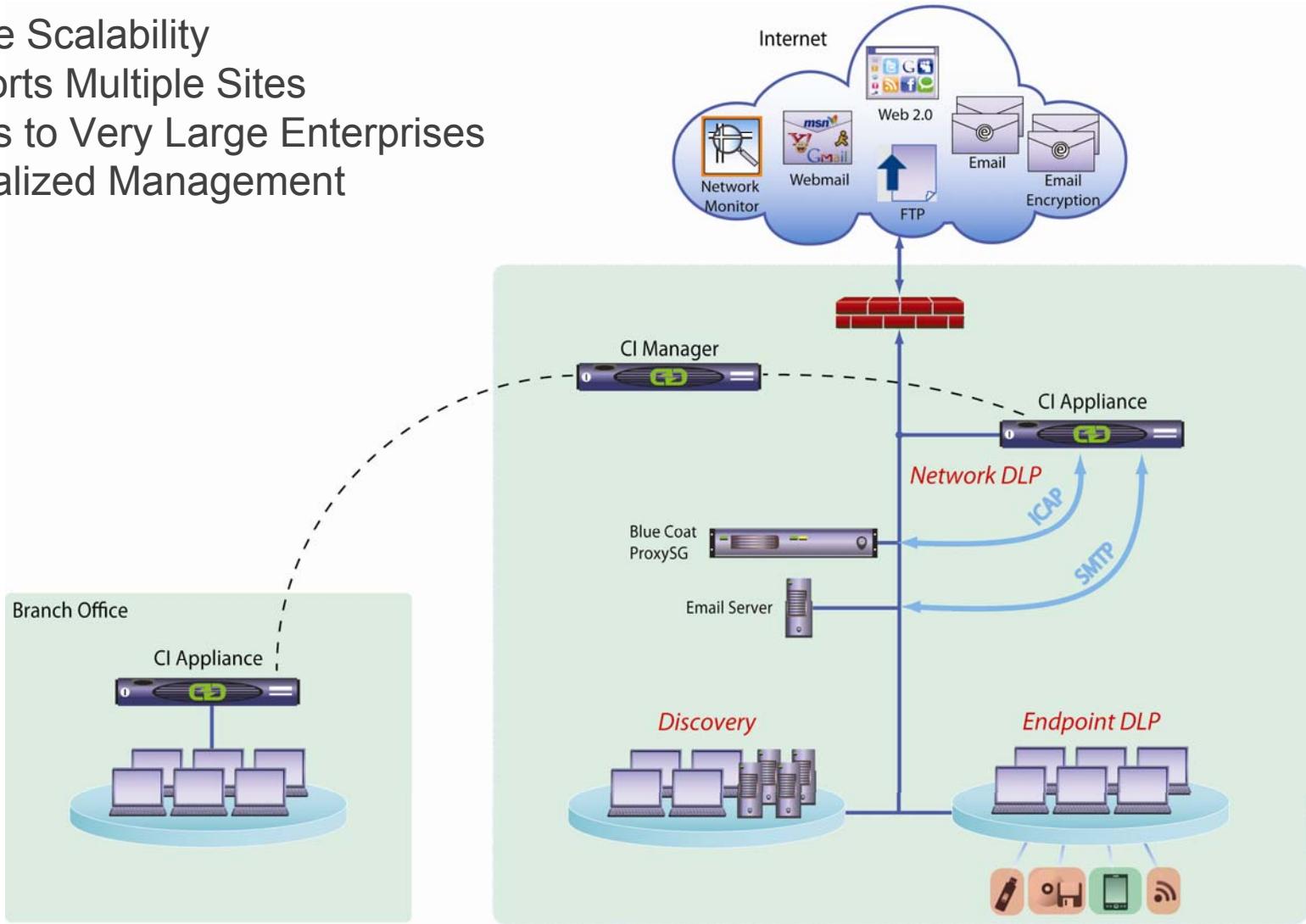
- ▶ Locates and Identifies Sensitive Data throughout the Enterprise
- ▶ Allows Remediation of Unsecured Data



# TrueDLP Enterprise Scalability

## Enterprise Scalability

- ▶ Supports Multiple Sites
- ▶ Scales to Very Large Enterprises
- ▶ Centralized Management



# Integrated DLP: Flexibility without Complexity



## Code Green TrueDLP

Each CI Appliance provides full DLP capability

Modular - Functions can be enabled as needed

Simple to deploy, easily scalable

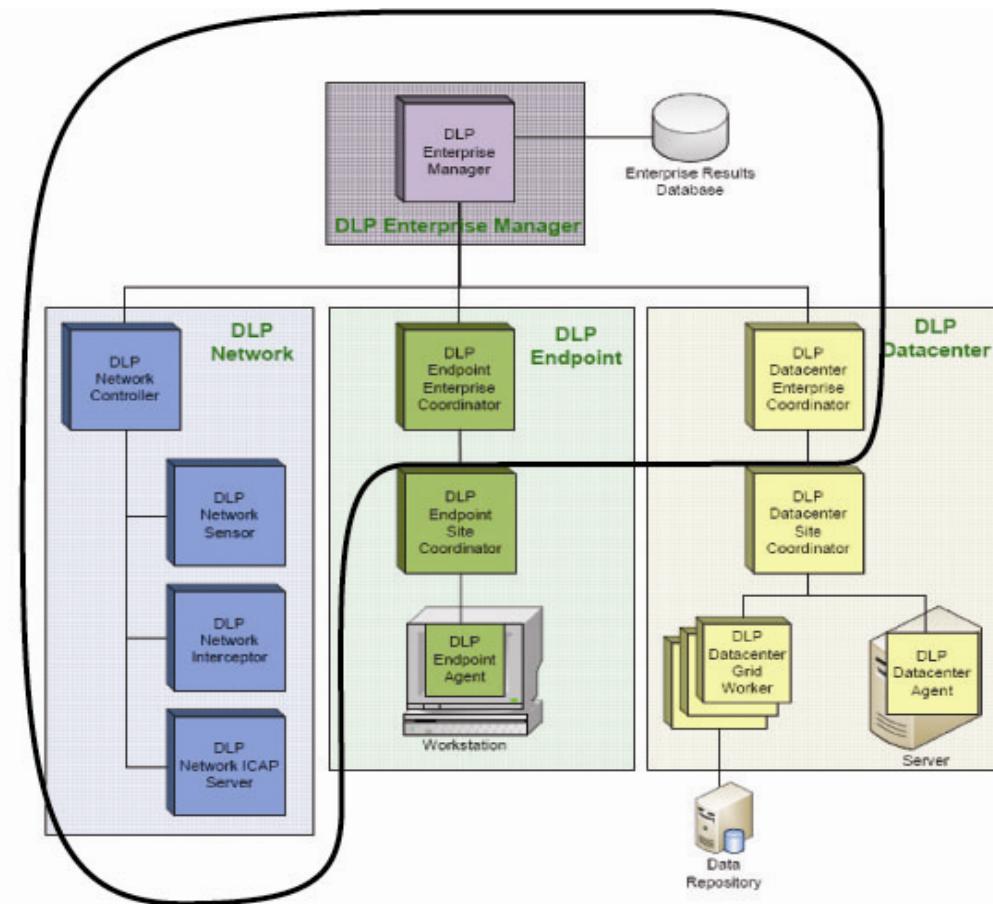


VS.

## 1st Generation Solutions

Required multiple specialized appliances

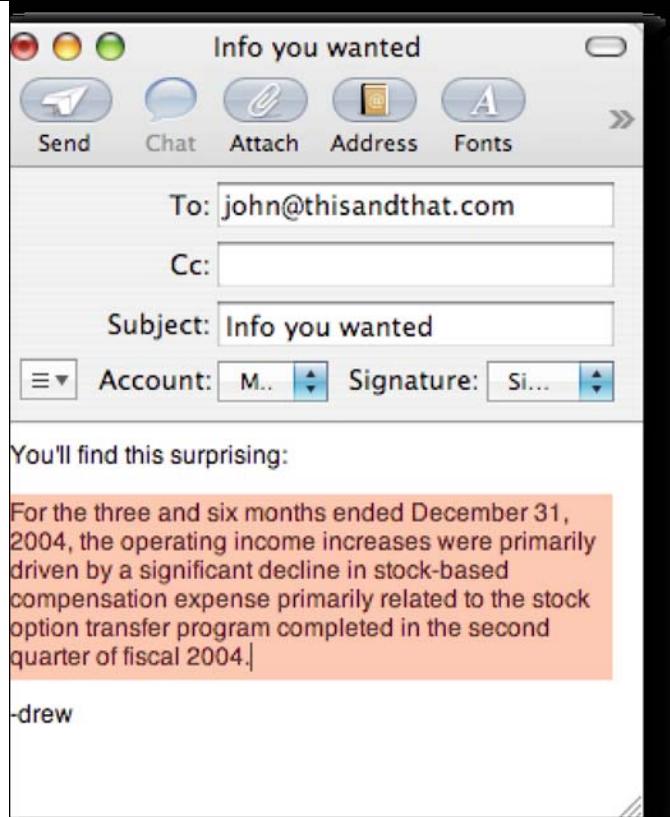
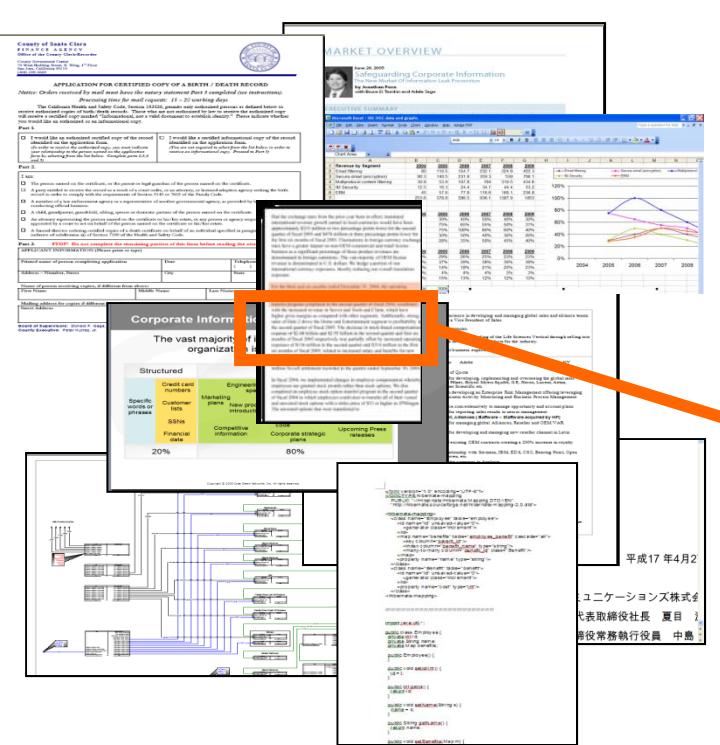
Difficult to deploy and manage



# TrueDLP Architecture Advantages

- ▶ **Flexible**
  - ▶ Supports phased DLP rollout without added hardware or expense
  - ▶ Capabilities may be distributed among appliances as needed
- ▶ **Scalable**
  - ▶ From single site to very large enterprise
  - ▶ Scales without complexity and overhead forced by other solutions
- ▶ **Easiest to deploy**
  - ▶ Fast non-disruptive deployment
  - ▶ Integrates easily into your network environment
- ▶ **Fastest time to productive use**

# Fingerprint-based Detection – Unstructured Data



- ▶ Sensitive Content Registration
  - ▶ 600+ document types
  - ▶ File format independent
  - ▶ Language independent
- ▶ Content Inspection
  - ▶ File format independent
  - ▶ Archive file unpacking (.zip, .rar, ... )
  - ▶ Language independent
  - ▶ Detects Full and Partial File Matches

# Fingerprint-based Detection – Structured Data



Microsoft Excel - Customer Records.csv

A19      Karly English

Name	Account ID	Email Address	Phone
1 Name	Account ID	Email Address	Phone
2 Jordan Avery	JEW59CT4DHM	mi.Duvi@Dane.co.uk	579-630-5148
3 Lillian Horner	GAL52HD3DVM	malorie@edolores.Ms	123-07-1887
4 Amethyst Gorne	OOG3SEK4W40A	diam.vol.arc@mes	537-115-2234
5 Cedric Ladd	WV454H2D9L9	cedric@ladd.com	520-234-1123
6 Odessa Connor	HVK49HD1T9F	odessa@conner.org	529-234-2973
7 Karleigh Shire	TFU0MEH120PT	karleigh@Shire.com	520-350-5238
8 Dominique Burk	TST4HNN72V	dominique@burk.com	697-224-4849
9 Athena Shire	WIZ26SC22PY	athena.Uk.tinduk@	630-277-3937
10 Rubin Schneider	TWV20E0EG3HG	rubin Schneider@schneider.com	123-117-8841
11 Kaitlyn Sander	WV454H2D9L9	kaitlyn.Sander@schneider.com	123-07-1887
12 Marcy Haze	ZL80JH4P4RI	marcy@haze.com	572-214-2712
13 Likky May	OPFM4F3HTSKJ	likky@May.com	569-953-3676
14 Karly Silve	YBK24V9M5DQ	karly@Silve.com	797-277-1295
15 William O'Donnell	GLN24V9G53J0	William.grandpa@o'donnell.com	520-360-6378
16 Madelyn Ferra	LOK54RW9M5DF	Madelyn.grandma@o'donnell.com	520-360-6378
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Customer Records

Select destination and press ENT

DB element detection

AND, OR logic

Techniques to Reduce False Pos

- Enforces multiple fields are from same record
- Number of records thresholds
- Element format constraints
- Proximity of detected elements to each other

# Accurate Detection Sets Code Green



## Boolean Combination of Methods

Detection Method	Fingerprint Based	Example
DB cell/row match	Yes	(Name AND AcctNum) from CustomerDB
Partial File Match	Yes	Paragraph copied from original, derivative works
Exact File Match	Yes	MD5 checksum
Keyword	No	“Confidential”
Lexicon (phrase)	No	Medical terminology dictionary
Regular Expression	No	Email address pattern .*@[org,com,net]
Pattern w/ checksum	No	Validated Credit Card Number
File Metadata	No	File type, size, name, date
Statistical (Bayesian)	No	Source code, resume, press release

# Beware “DLP Lite”



- ▶ DLP Lite solutions use low accuracy detection
  - ▶ E.g. 9 digit pattern = Social Security Number
  - ▶ Problem: Results in too many false positives
  - ▶ Common 9 digit uses: GoToMeeting ID, GPS coordinate, etc.
- ▶ Strong DLP solutions “fingerprint” customer data. A fingerprint match = sensitive data detected
  - ▶ (CustomerName AND (AcctNum OR Customer SSN)) from CustomerDB

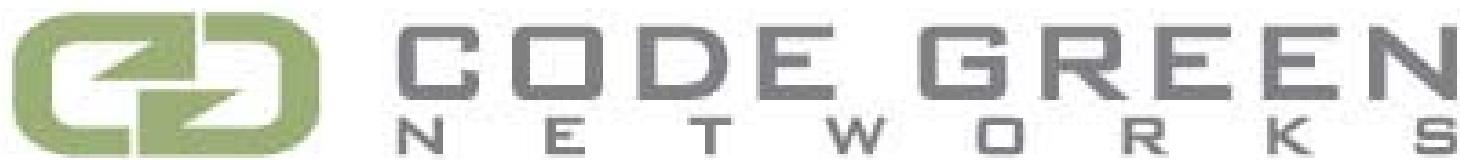
# Code Green TrueDLP Summary

- ▶ TrueDLP is a complete DLP solution
  - ▶ Network DLP, Endpoint DLP, Discovery
  - ▶ Centrally managed
- ▶ Highly accurate detection technology
  - ▶ Fingerprint-based, content aware
- ▶ Flexible, extensible, distributed architecture
  - ▶ Significant advantages in deployment speed, simplicity
  - ▶ Scales from SMB to large Enterprise customers
- ▶ Known for ease of use, lowest administration cost
- ▶ Perpetual licenses and full functionality = lower TCO

# Code Green Company Overview

- ▶ **Leading independent provider of Data Loss Prevention Solutions**
  - ▶ **Network DLP:** Enforce regulatory compliance and robust protection policies on all data leaving the Enterprise network
  - ▶ **Endpoint DLP:** Prevent unauthorized distribution of sensitive data via removable media devices
  - ▶ **Discovery DLP:** Locate and identify sensitive data on file servers, SharePoint servers, Exchange servers, FTP servers
- ▶ **Innovative, Cost Effective, and Easy-to-Use Technology**
  - ▶ Patent-pending algorithms for finding sensitive data at high speeds
  - ▶ Unified policy & incident management for “Data-in-motion”, “Data-at-Rest” and “Data-in-Use”
- ▶ **Created in October, 2004 by the founders of SonicWALL (SNWL)  
\$250M/yr provider of security appliances**
- ▶ **Global headquarters in Sunnyvale, CA**





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# McAfee Data Loss Protection

## *A complete solution to protecting data*



Faizel Lakhani, Vice President Data Loss Prevention

Feb 15th, 2010





## Regulated Data

- Easily comply with multiple regulations
- Reduce costs associated with audit
- Protect reputation & reduce penalties

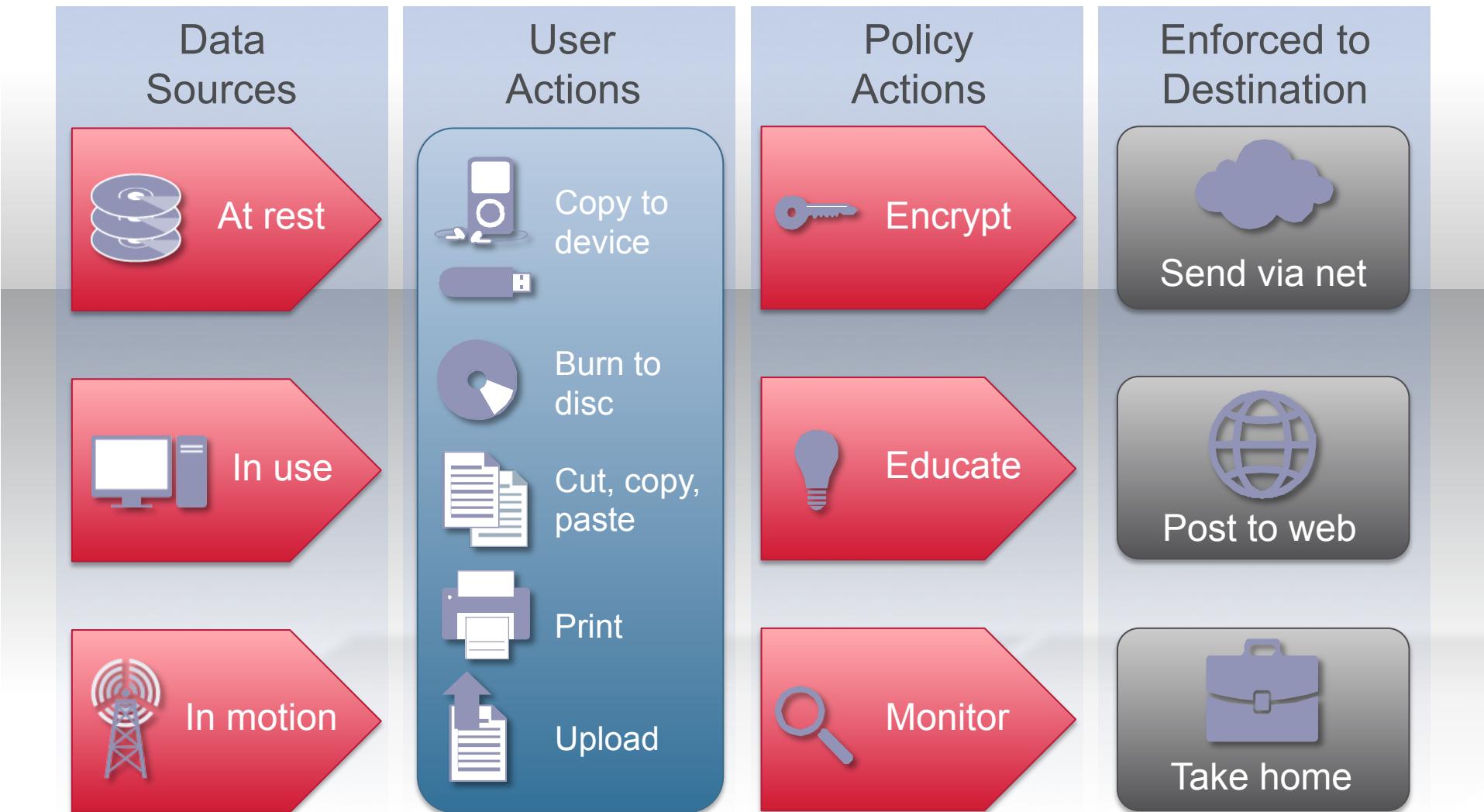
## Enable Flexible Business

- Support supply chain & partner integration
- Support safe, flexible use of business data
- Enable safe B2B & B2C communication

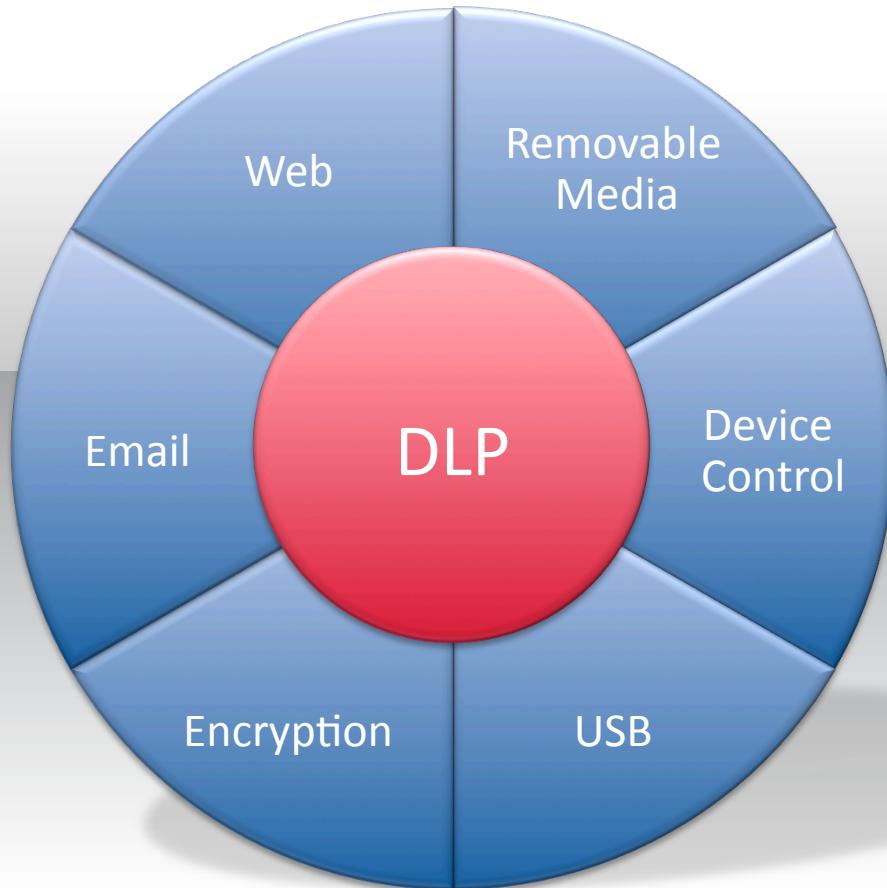
## Sensitive Data

- Protect sensitive data & intellectual property
- Maintain competitive advantage
- Ensure appropriate chain of custody

# What is DLP?



# McAfee DLP Coordinates Data Protection



- **McAfee data protection solutions deliver additional value through DLP**
  - DLP coordinates enforcement
  - DLP enforces consistent policies
  - DLP provides actionable insight

McAfee DLP provides integrated workflows, simplified processes, lower costs and consistent protection for all data



## Data security risks continue to increase

- Data breaches are growing at an alarming rate
- Insiders are seen as the main source of leaks



## McAfee has a better solution

- Integrated technologies provide superior protection
- Rapid deployment and *Capture* deliver fast results



## Getting started is easy

- Understand your data and potential risks
- Deploy in days, not months



Palisade®

# Focused Exclusively on Small/Medium Enterprises



**Healthcare**  
HIPAA  
PHI/PII

**Financial**  
PCI-DSS  
GLBA

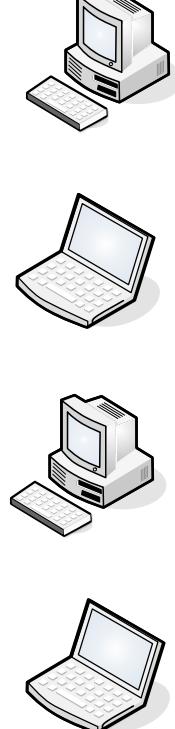


**Education**  
FERPA  
CIPA

**Enterprise**  
SarBox  
PHI/PII

# Three Security Needs

## Protocol Filter



FTP

IRC

HTTP

IM

SMTP

HTTP

HTTP

SMTP

## Web Filter



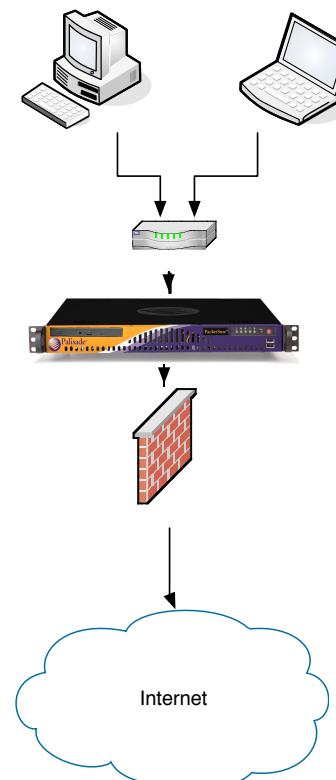
## Content Filter



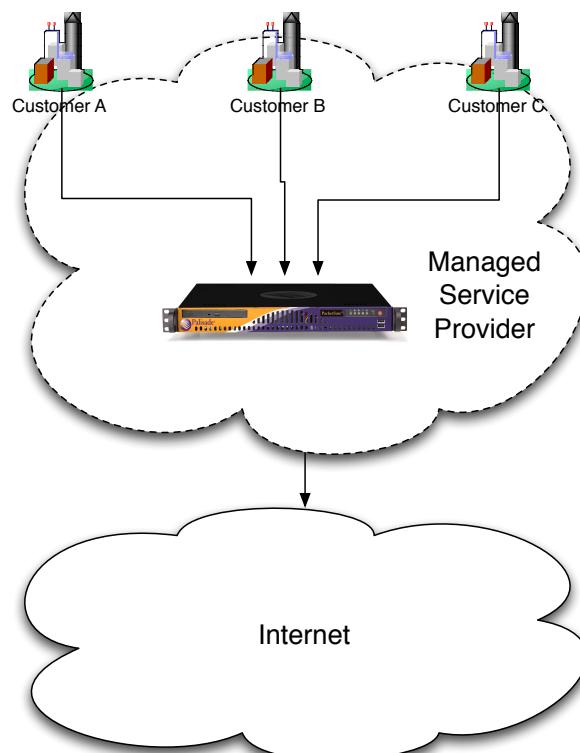
Palisade®

# Three Deployment Options

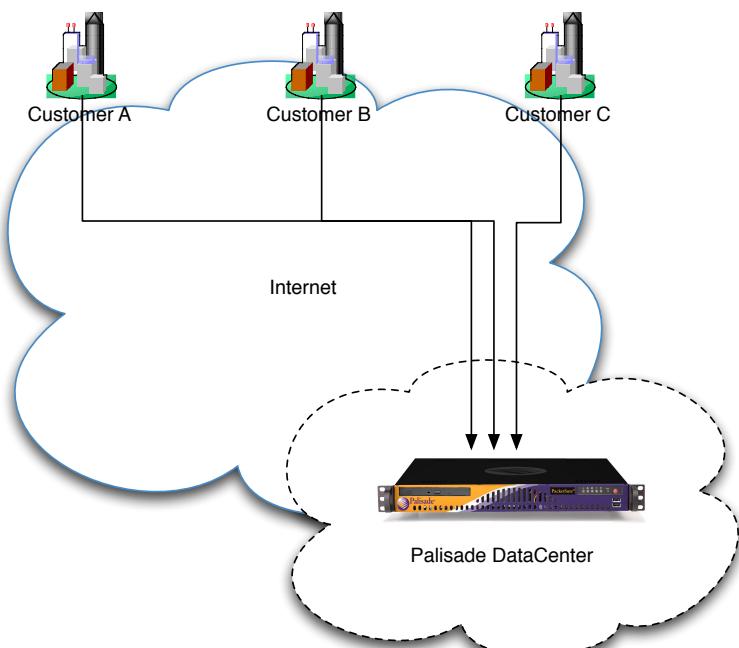
On Premise



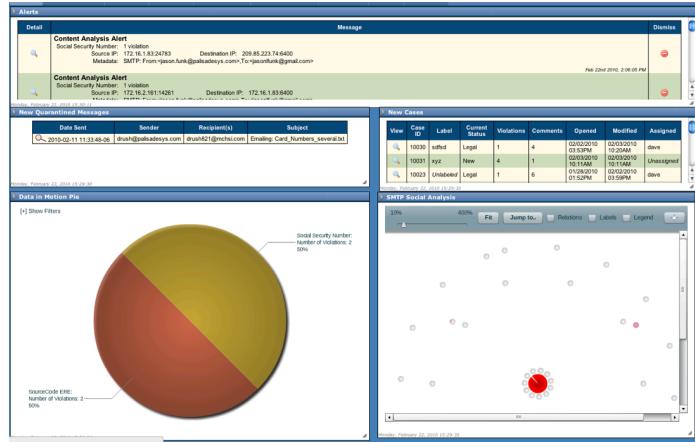
Managed Service



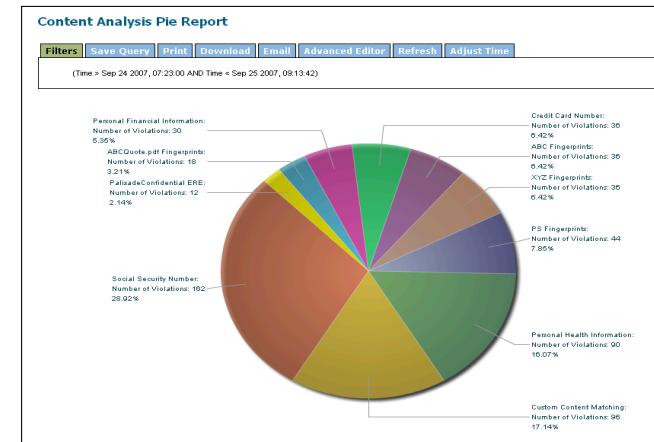
SaaS (Email Only)



# Robust Functionality



## Network Dashboard



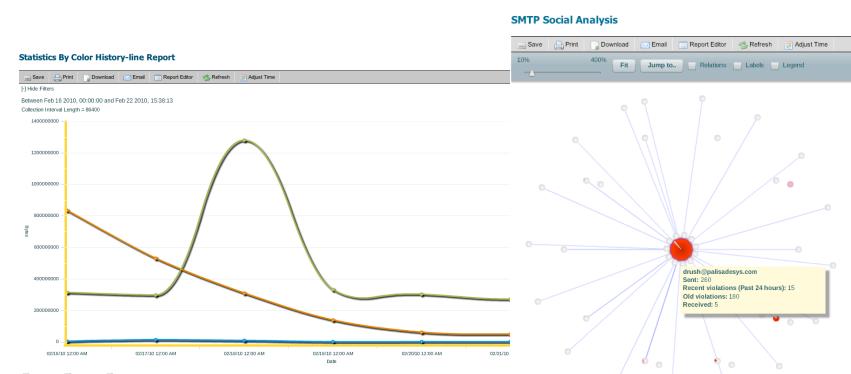
## Detailed Reporting

### Case Management

Action	Case ID	Label	Current Status	Violations	Comments	Opened	Modified	Assigned
	10024	Unlabeled	Open	1	5	01/28/2010 01:55 PM	01/29/2010 08:24 AM	ph
	10030	PR	Legal	1	5	02/02/2010 03:53 PM	02/22/2010 03:34PM	dave
	10031	PR	New	4	4	02/03/2010 10:11 AM	02/22/2010 03:34PM	Unassigned
	10023	Unlabeled	Legal	1	6	01/28/2010 01:52 PM	02/02/2010 03:59 PM	dave
	10029	Source Leaks	New	1	4	02/02/2010 01:44 PM	02/22/2010 03:34PM	dave
	10028	DAR	New	1	1	02/01/2010 01:30 PM	02/01/2010 01:30 PM	Unassigned
	10027	John Smith	New	1	2	02/01/2010 12:07 PM	02/22/2010 03:33PM	Unassigned
	10026	PPI	New	0	2	02/01/2010 12:06 PM	02/22/2010 03:33PM	Unassigned
	10025	DAR	New	0	0	02/01/2010 11:24 AM	02/01/2010 11:24 AM	Unassigned
	10022	HR	HR Action	1	5	01/28/2010 01:37 PM	01/28/2010 02:13 PM	dave

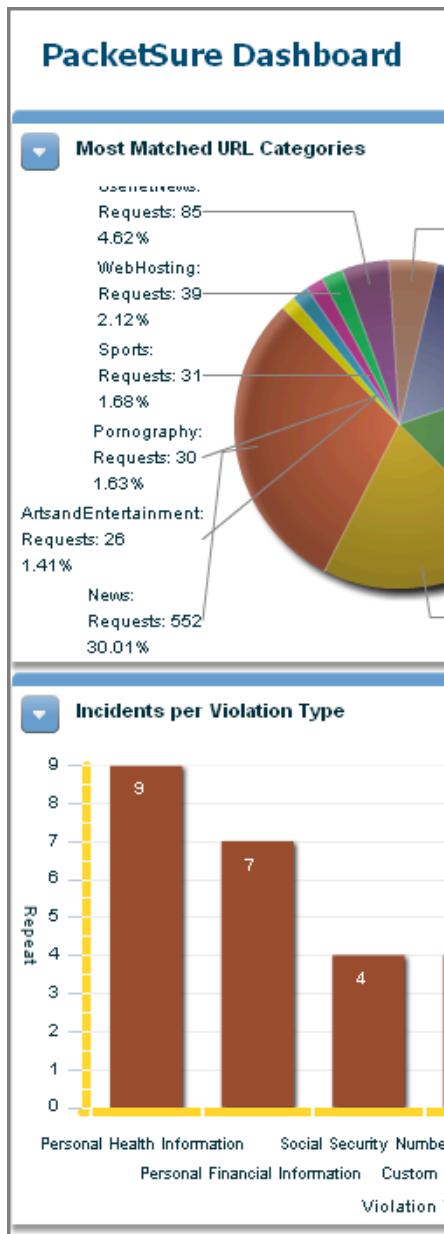
1/2 10

## Case Management



## Contextual Analysis





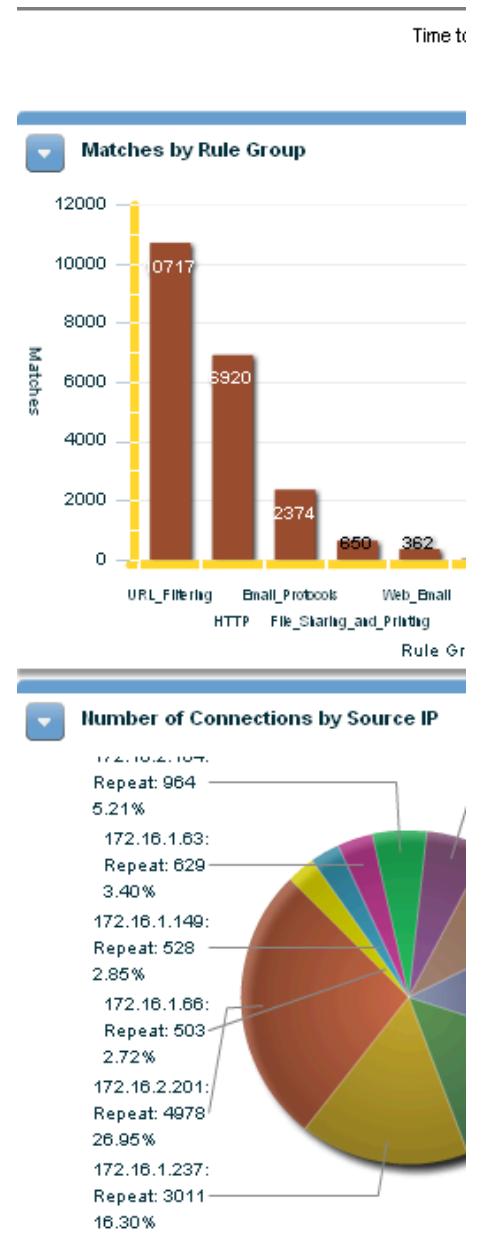
# Free Secure Assessment

## No Charge Evaluation

- Preconfigured Appliance

- <45 minute installation

- Five Day Scan





Palisade®

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[blog.palisadesystems.com](http://blog.palisadesystems.com)



# Thank You!

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