



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



The Radicati Group, Inc.
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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*



TrueDLP™

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

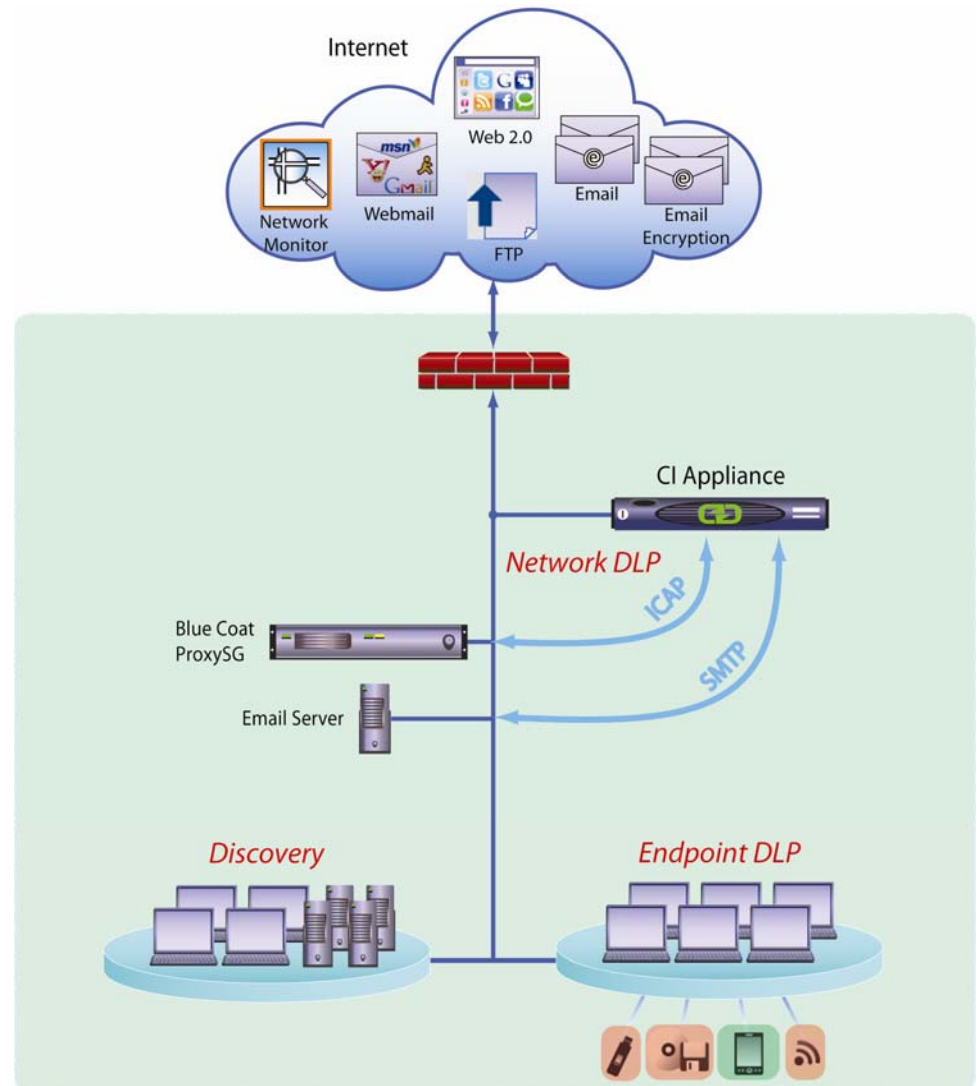
- ▶ Monitors All Network Traffic
- ▶ Stops Web/FTP Data Leaks
- ▶ Prevents Email Data Leaks
- ▶ Policy-based Email Encryption

Endpoint DLP

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

Discovery

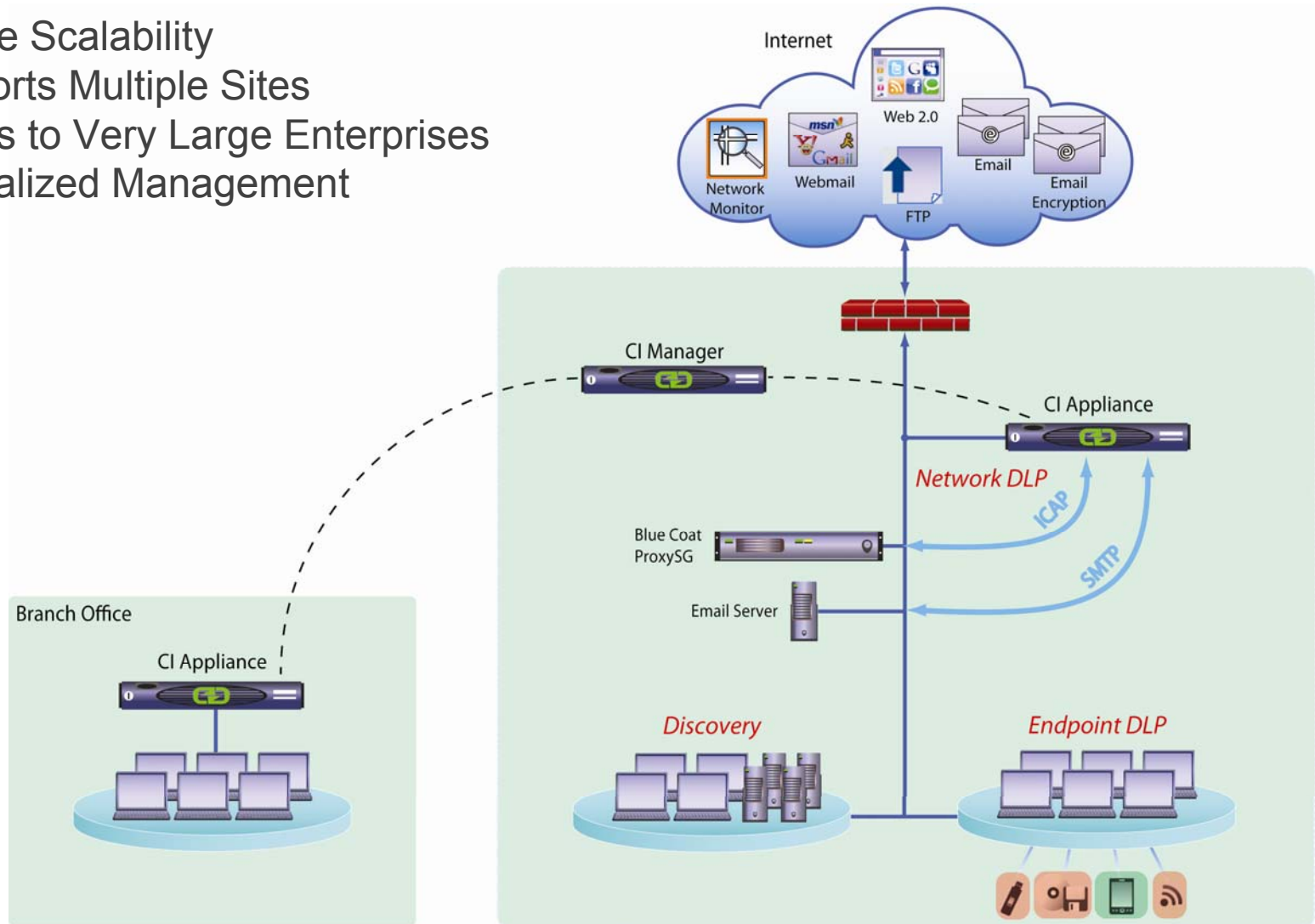
- ▶ Locates and Identifies Sensitive Data throughout the Enterprise
- ▶ Allows Remediation of Unsecured Data



TrueDLP Enterprise Scalability

Enterprise Scalability

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



Integrated DLP: Flexibility without Complexity



Code Green TrueDLP

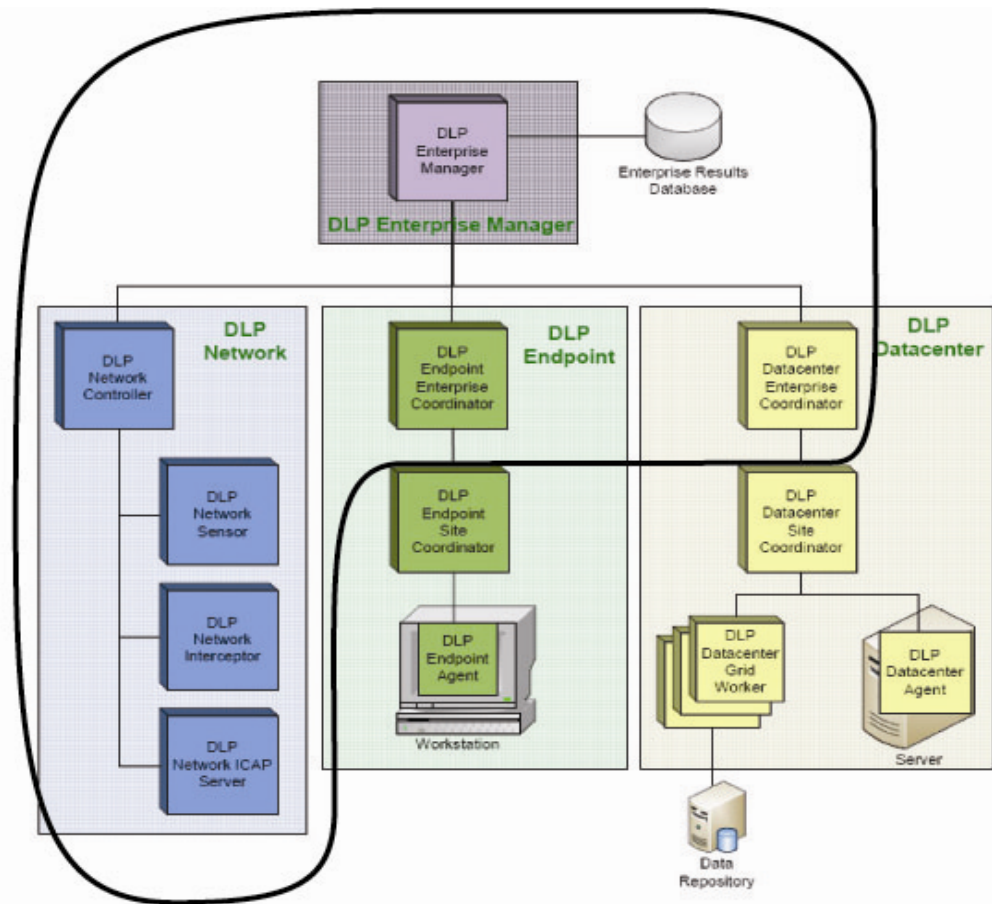
Each CI Appliance provides full DLP capability
Modular - Functions can be enabled as needed
Simple to deploy, easily scalable



VS.

1st Generation Solutions

Required multiple specialized appliances
Difficult to deploy and manage

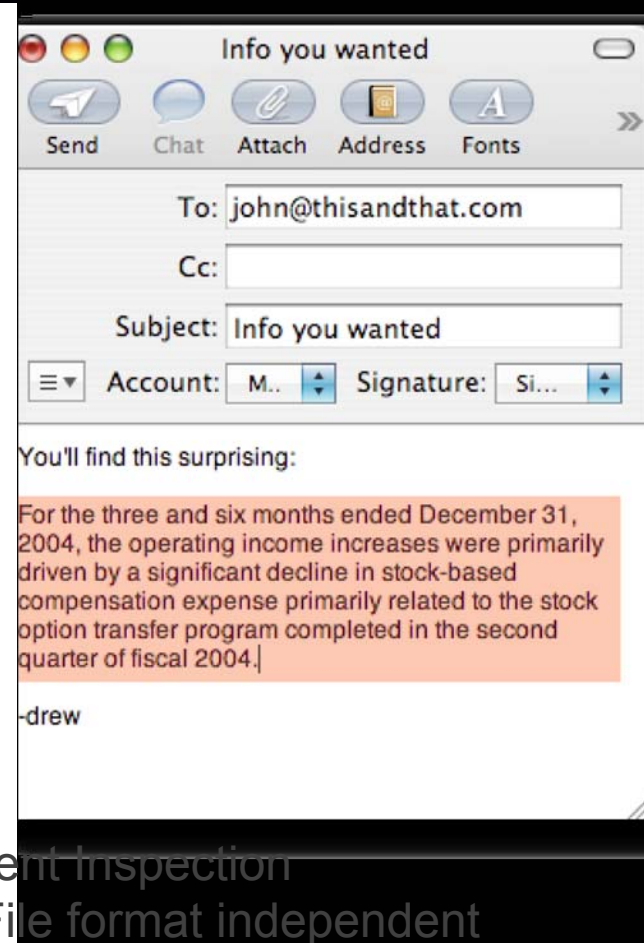
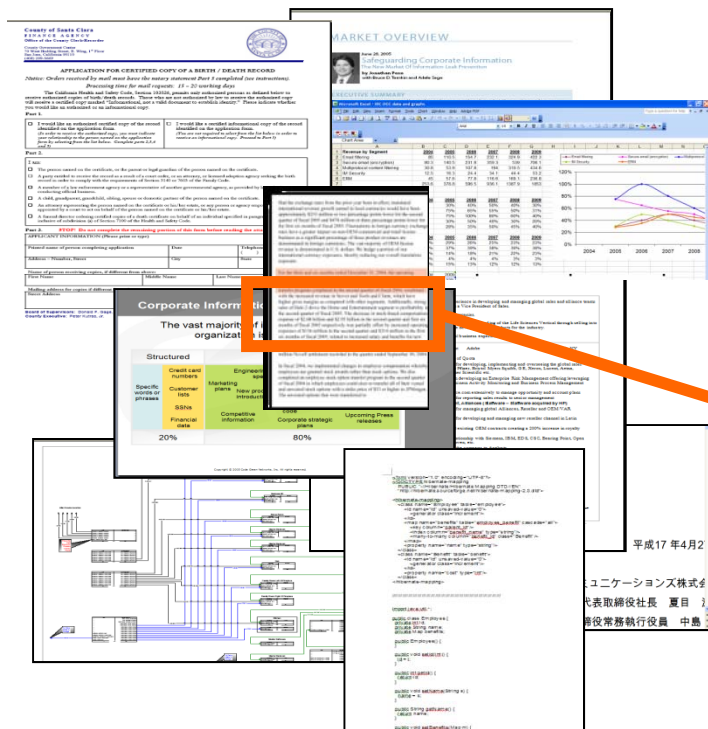


TrueDLP Architecture Advantages



- ▶ Flexible
 - ▶ Supports phased DLP rollout without added hardware or expense
 - ▶ Capabilities may be distribute 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

File Edit View Insert Format Tools Data Window Help

50% Arial

A19 fx Carly English

	A	B	C	D	E	F	G	H	I	J
1	Name	Account ID	Email Addr	Phone						
2	Jordan Avery	WE99GT6AHM	mi.Dair@Dancnbb	579-630-5140						
3	Lillian Nguyen	6AL5KHODVW	malattia.pedlar.M	124-647-1617						
4	Amethyst Garne	OOT86EKV40A	diam.val.arco@mas	557-615-2234						
5	Ba Cambr	DEH77GNL40I	amat.arci.Ut@vulp	545-922-1489						
6	Odessa Connors	HWK49D0T19F	pratum.at@eragittir	629-264-2979						
7	Karleigh Hcdac	FTU0KE12WPT	tanquas@P.allentor	559-259-5223						
8	Dominique Burh	TST49NNY72Y	maqua.Ut.kincidunc	697-226-4849						
9	Athana Shant	WIZ405C22PY	maqua.Ut.kincidunc	650-277-3937						
10	Pakin Schwaide	TVR52OGG3HG	pe.dair@emur.com	126-617-5641						
11	September San	X0045IF5HKZ	Danc@Dancara	450-467-9749						
12	Manny Valencia	2LT0JMP4RRI	nanummy.isrum@x	573-814-2152						
13	Likky Playz	GFH04F3T5KJ	inter.dum@accuma	909-953-3676						
14	Karly Silva	YKQ20DIB0	in.coma.eqa@anim	797-776-1295						
15	Wilma Odannell	GLN24VGSJJO	nan.kibandum.x@	373-960-6379						
16	Medizen Pearce	LOK648VWMBDF	Etiam.gravidas.malor	148-441-2920						
17	Carol Ashley	WTT23D7H9VU	uartibulum.nac@uar	824-902-2046						
18										
19	Karly English	VI442UZA2TC	ar@red.dati	516-646-5024						
20	Leilani Alvarado	PEH43HXROWS	aficalur.m@	252-708-4550						
21	Maisie Prince	LET02AMP3JG	allie.vitna@alliqu	562-925-1989						
22	Katell Moran	CCJ62DOMIAB	abli.S@ducara	379-643-1965						
23	Marie Wheeler	PCP62ZEM1TZ	lith@st.edu	379-643-4119						
24	Sharon Russo	WMT45JCU3HG	sem.alemantum@	390-630-1724						
25	Theresa Coleman	ZUZ82THV1JF	securator.ridicula	275-625-1641						
26	Idona Morris	UIV81VQJ5YQ	hera.at.suctar@h	716-951-2172						
27	Quinn Burgess	KDT24PAO4RY	ar@er.ci.ca	188-804-6864						
28	Adara Frost	GTL68FWI7XX	salazadee@vulliqu	190-183-8535						
29	Mammi Valenzuela	NRF74RLI8HR	amper.aquas@Bach	509-598-5774						
30	Maisie Bradley	2HA59GHL9ST	nan.rallicid@in	124-529-0278						
31	Maurara Mccarty	ARR99RNNYUJ	securator.ridicula	697-627-1551						
32	Shellie Hale	SY776QSP3FO	virvix@Bacq@ull	160-763-1954						
33										
34	Whilamina Bear	HKF17SKY1LV	lith@cubilia.d	341-317-3530						
35	Margaret Steph	BOY99DRR0OP	noll@Patriquephar	709-941-2695						
36	Christina David	PY042AF10Z	arcu@B@marz	152-744-7629						
37	Kylie Comacha	NSJSLU04AG	non.cid@st.ca	863-606-5402						
38	Halcy Braun	GWG75PDI0RA	arcu.nell@Bacq.az	574-443-2457						
39	Stella Gardner	BFL20MBR2TU	quie.p@d@B@marz	109-634-9231						
40	Oyreh Spazer	PFX00D03JO	dir.patriar@B	275-353-1677						
41	Nyle Cain	YR292Y03GZ	meaur@commada	9-142-2250						
42	Walke Gilbert	VOH75HRW4PZ	ac.turp@uartibulu	55-933-4244						
43	Kerry Cantreara	LHNS3AT4AV	Prain@P@urimag	719-5270						
44	Kulika Harerra	TAP44BEUVKS	aricun@vulliqu.d	464-174-7109						
45	Alma Melaughlin	ONA95OK27LT	ac.turp@B@marz	122-457-1515						
46	Pearl Austin	XU003G2V2JV	Se@B@urandia.az	194-172-3249						
47	Dakara Olsner	ZEF71HB40IS	at.comampara@B	375-226-2965						
48	Gisela Mullen	OOW25AVH0OI	elit.dictum@B@ur	990-265-4995						
49	Zerika Navarra	OII8DKK1GR	nanummy@alliquP	241-232-2077						
50	Amana Puckett	QBK10SIF3SP	Mark@B@ur	347-599-5216						
51	Kamela Valenti	RHR35BL7UD	malattia.tallur@Dair	112-339-7293						
52	Nares Calderan	FEB36SDG7PE	erat.vallut@B@ur	183-245-4951						
53	Finn Lyane	MZR4150V4RO	nib@B@uram.az	695-788-1842						
54	Lesay Adams	KY018G0Y0UJ	uartiqua.alliqu@B	273-772-4110						
55	Healle Lukins	HGR06CTV0HW	arcu@B@uram.az	852-664-2916						
56	Caralyn Fisher	OW50JLE4FA	Danc@compar.art@	902-902-6710						
57	Odessa Fulton	WVP97LVH72Z	a@B@uram.az	805-475-2979						
58	Kyrra Torrell	VSF7W5WZ0P	baqua@B@uram.az	720-626-9902						
59	Ramon Vargaz	EW50AVMBRON	Inter@B@uram.az	824-654-1710						
60	Quintara Ellara	IOE48AOL0KO	dalar.zk.amat@B@ur	818-742-2074						
61	Sharon Savage	HP0CTHHA2VL	Se@B@uram.az	210-193-7809						
62	Sayelina Pabker	ICSP8RPHYTH	in@B@uram.az	472-642-4212						
63	Amity Dean	JIA74FVY3JK	nan@B@uram.az	801-374-0774						
64	Wanda Vincent	VZE1MEYOTON	Dair@B@uram.az	883-685-8697						
65	Hilda Pugh	CHR20VY0ET	mi.Fin@B@uram.az	220-104-4994						
66	Heidi Gresh	WYS32H020ST	at@B@uram.az	913-904-9116						

Customer Records

Select destination and press ENT

NUM

High Wealth Accounts for later use - Message

File Edit View Insert Format Tools Table Window Help

Type a question for help

100% Read

Normal - Arial Arial 12 B I U

Send Accounts Options... HTML

To... john.wayne52@gmail.com

Cc...

Subject: High Wealth Accounts for later use

Karly English VI442UZA2TC
Leilani Alvarado PEH43HXROWS
Maisie Prince LET02AMP3JG
Katell Moran CCJ62DOMIAB
Marie Wheeler PCP62ZEM1TZ
Sharon Russo WMT45JCU3HG
Whoopi Coleman ZUZ82THV1JF
Idona Morris UIV81VQJ5YQ
Quinn Burgess KDT24PAO4RY
Adara Frost GTL68FWI7XX
Naomi Valenzuela NRF74RLI8HR
Maia Bradley ZHA59GHL9ST
Aurora Mccarty ARR99RNNYUJ
Shellie Hale SY776QSP3FO
Jillian Cardenas PHN32MAW1TM

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



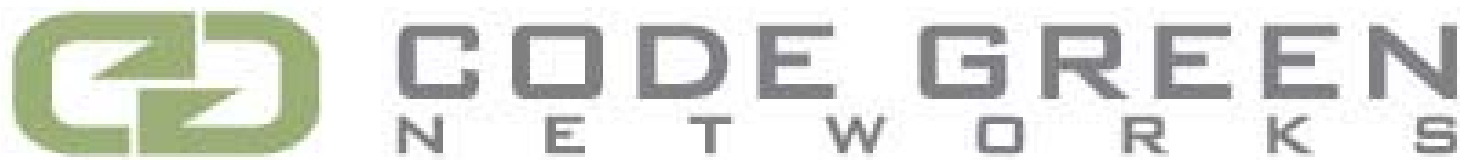
- ▶ TrueDLP is a complete DLP solution
 - ▶ Network DLP, Endpoint DLP, Discovery
 - ▶ Centrally managed
- ▶ Highly accurate detection technology
 - ▶ Fingerprint-based, content aware
- ▶ Flexible, extensible, distributed architecture
 - ▶ Significant advantages in deployment speed, simplicity
 - ▶ Scales 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**

Awards & Accolades





Joe Peck
VP Marketing
joe.peck@codegreennetworks.com

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Sunnyvale, CA 94089
(408) 716-4200
www.codegreennetworks.com

McAfee Data Loss Protection

A complete solution to protecting data



Faizel Lakhani, Vice President Data Loss Prevention

Feb 15th, 2010



Data Drives Business



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?



Data Sources



At rest



In use



In motion

User Actions



Copy to device



Burn to disc



Cut, copy, paste



Print



Upload

Policy Actions



Encrypt



Educate



Monitor

Enforced to Destination



Send via net

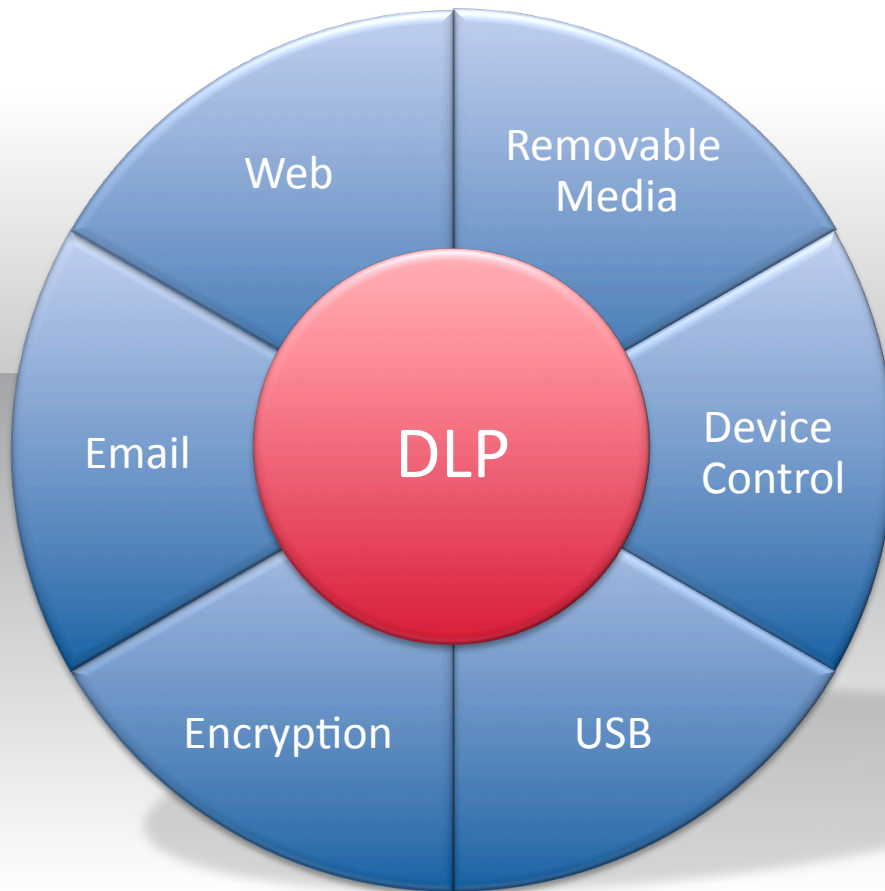


Post to web



Take home

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**

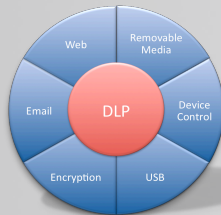
McAfee DLP provides integrated workflows, simplified processes, lower costs and consistent protection for all data

Summary



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



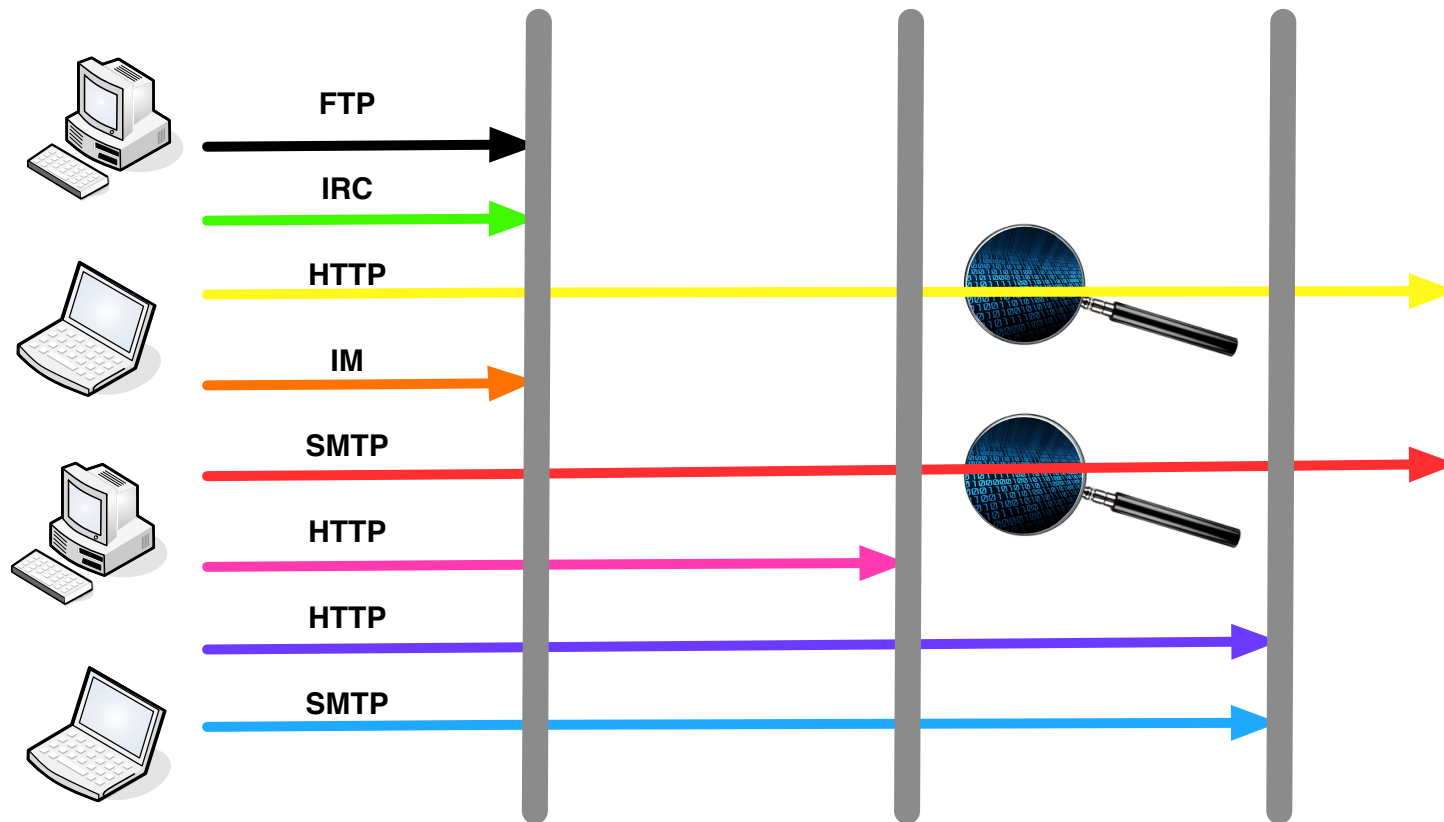
Enterprise
SarBox
PHI/PII

Three Security Needs

Protocol Filter

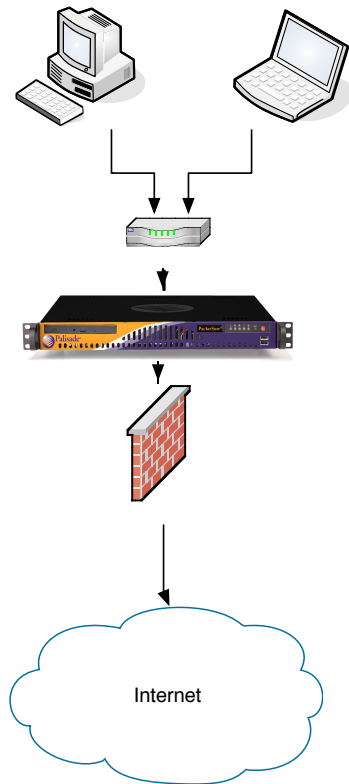
Web Filter

Content Filter

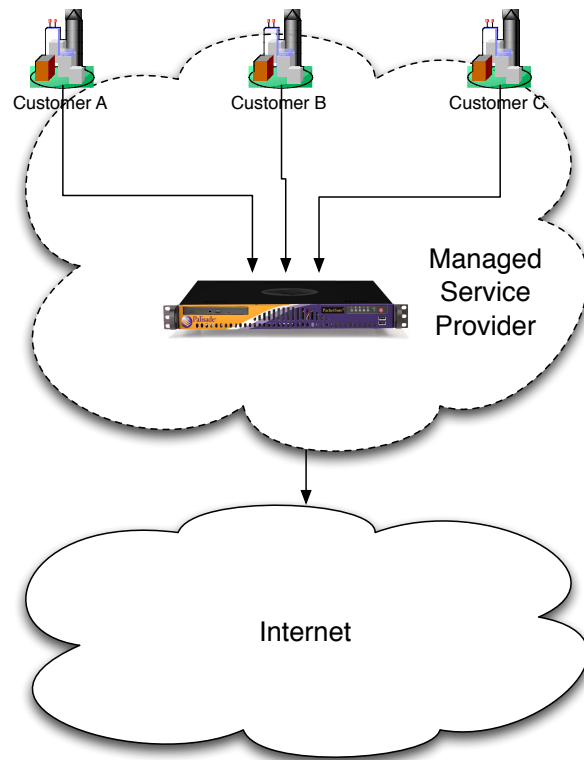


Three Deployment Options

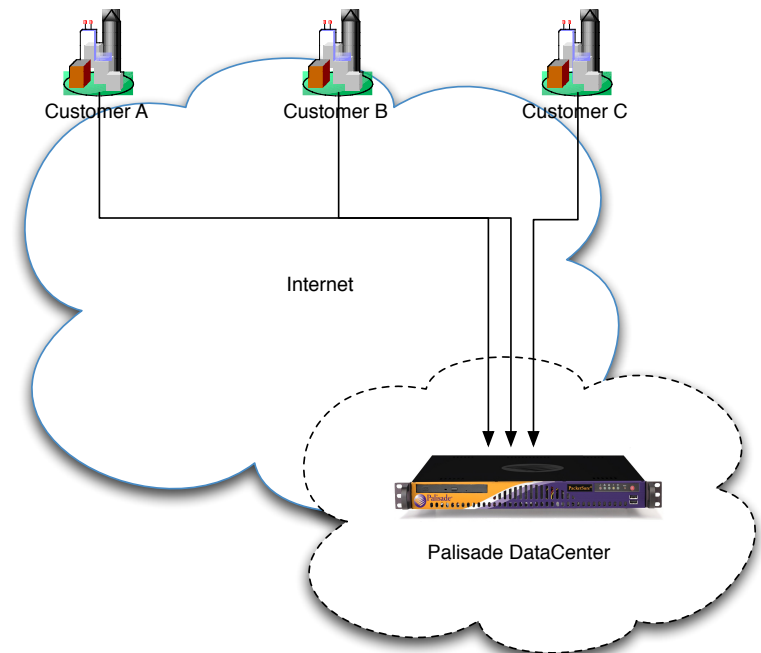
On Premise



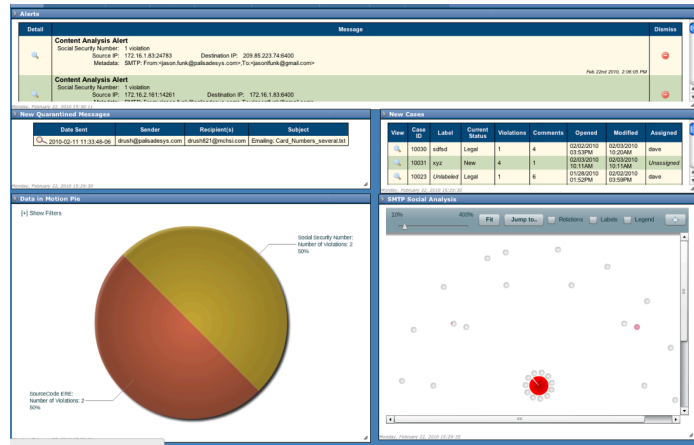
Managed Service



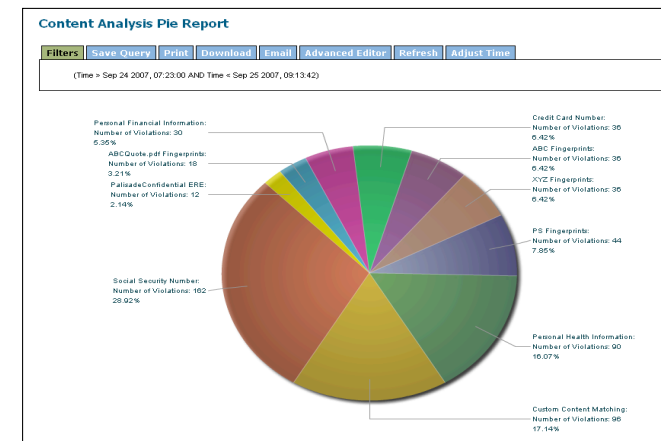
SaaS (Email Only)



Robust Functionality



Network Dashboard

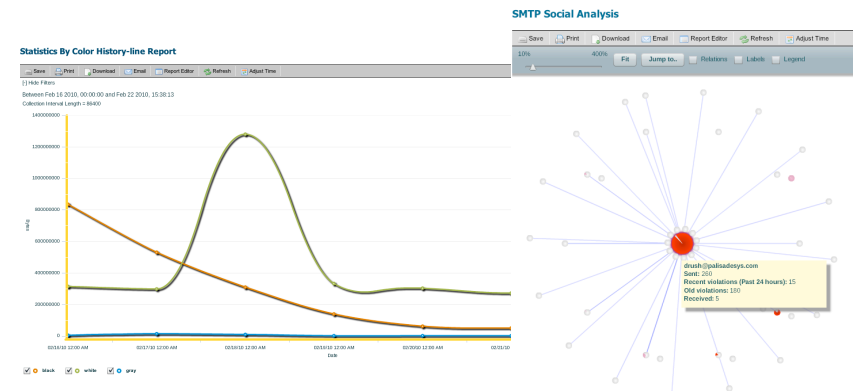


Detailed Reporting

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 03:34 PM	dave
	10031	PR	New	4	4	02/03/2010 10:11 AM	02/22/2010 03:34 PM	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 03:34 PM	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 03:33 PM	Unassigned
	10026	PPI	New	0	2	02/01/2010 12:06 PM	02/22/2010 03:33 PM	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

Case Management

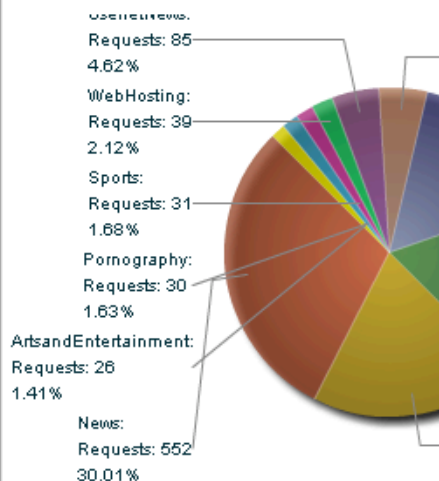


Contextual Analysis

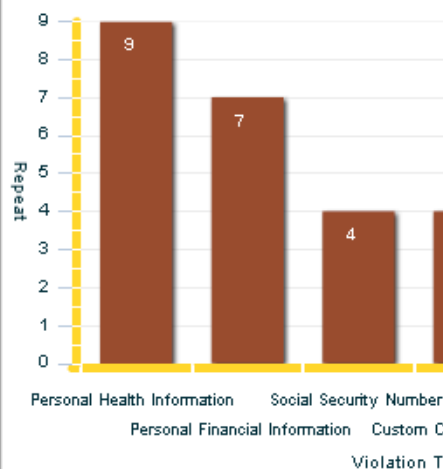


PacketSure Dashboard

Most Matched URL Categories



Incidents per Violation Type



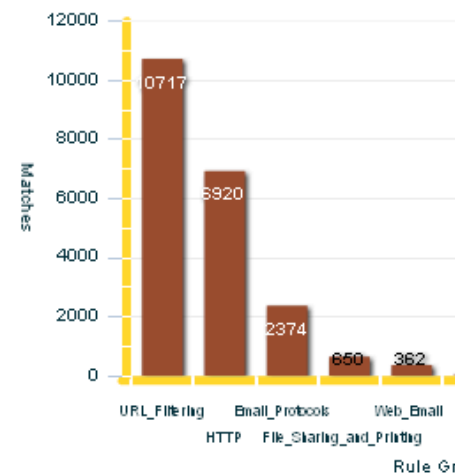
Free Secure Assessment

No Charge Evaluation

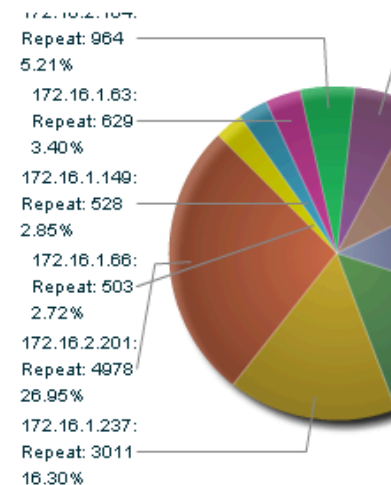
- Preconfigured Appliance
- <45 minute installation
- Five Day Scan

Time to

Matches by Rule Group



Number of Connections by Source IP





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