



Data Loss Prevention Overview

Safeguarding Your Organization's Information and Intellectual Property

Sean Kopelke, Regional Manager

Data Loss Prevention Solutions

Customer Case Study: CIGNA

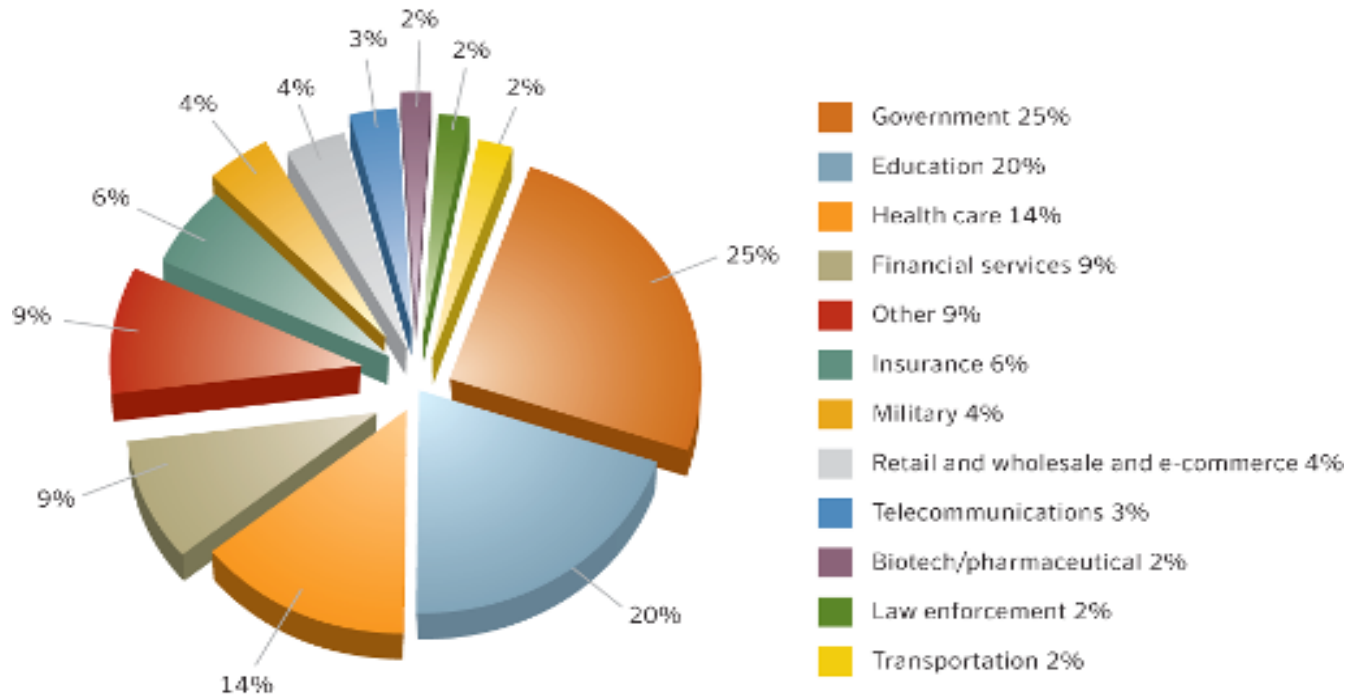


Agenda

1. What is Data Loss Prevention
2. Solution Overview
3. Customer Case Study: Prudential
4. How to Get Started with Data Loss Prevention
5. Q & A

Data Loss is Expensive

- \$197 Per Consumer Record
- \$600 Billion IP Theft a Year Globally
- No one is immune



What is Data Loss Prevention?

Where is my confidential data stored?



How is my confidential data being used?



How do I enforce policies to prevent data loss?



Data Loss Prevention Drivers

Confidential Data Types

Customer Data
Credit Card Numbers
Protected Health Info
Personal Identification Info

Corporate Data
Financials
Mergers and Acquisitions
Employee Data

Intellectual Property
Source Code
Design Documents
Pricing

The Risk

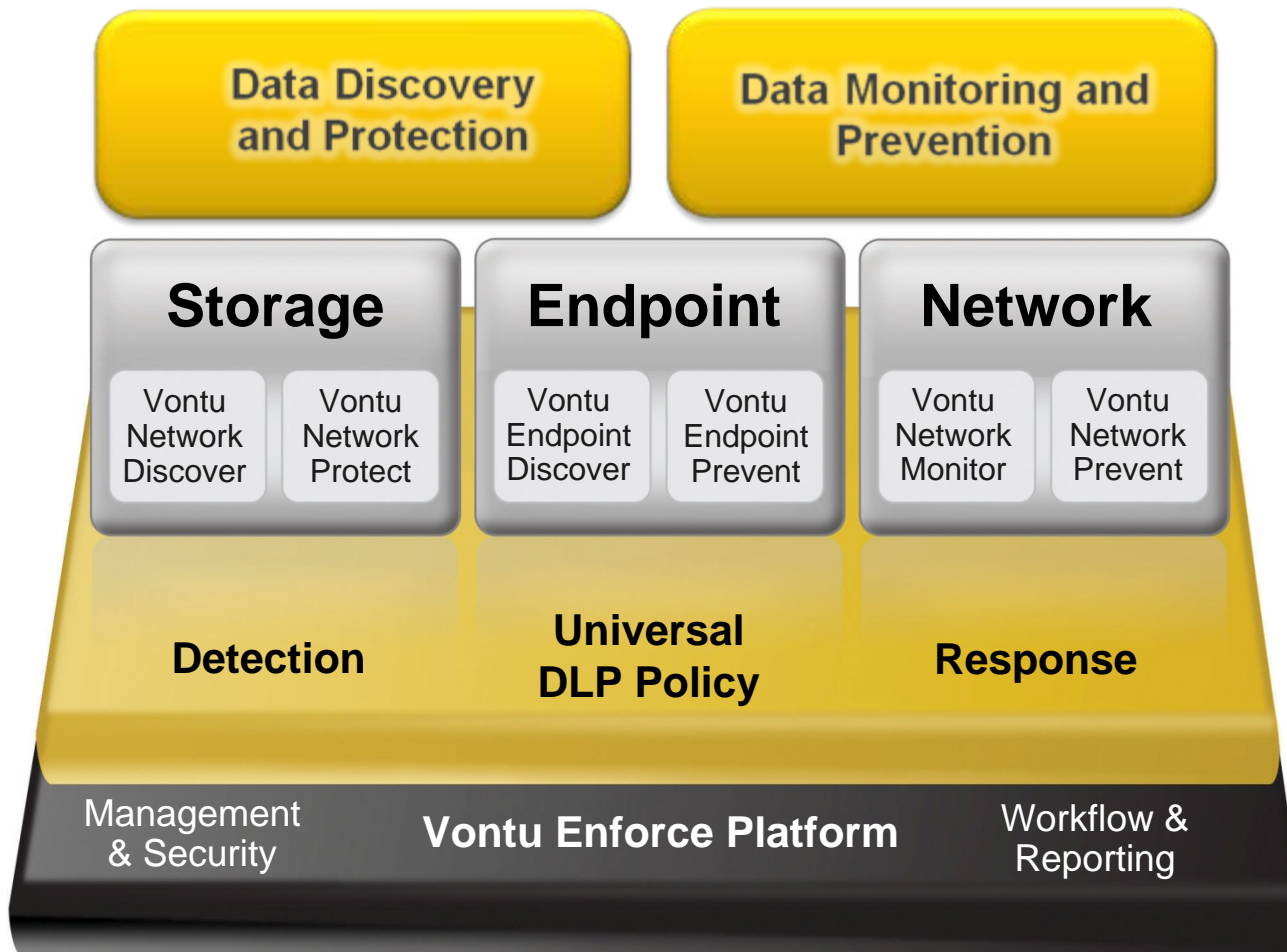
▶ **1:400 messages** contains confidential data

▶ **1:50 network files** is wrongly exposed

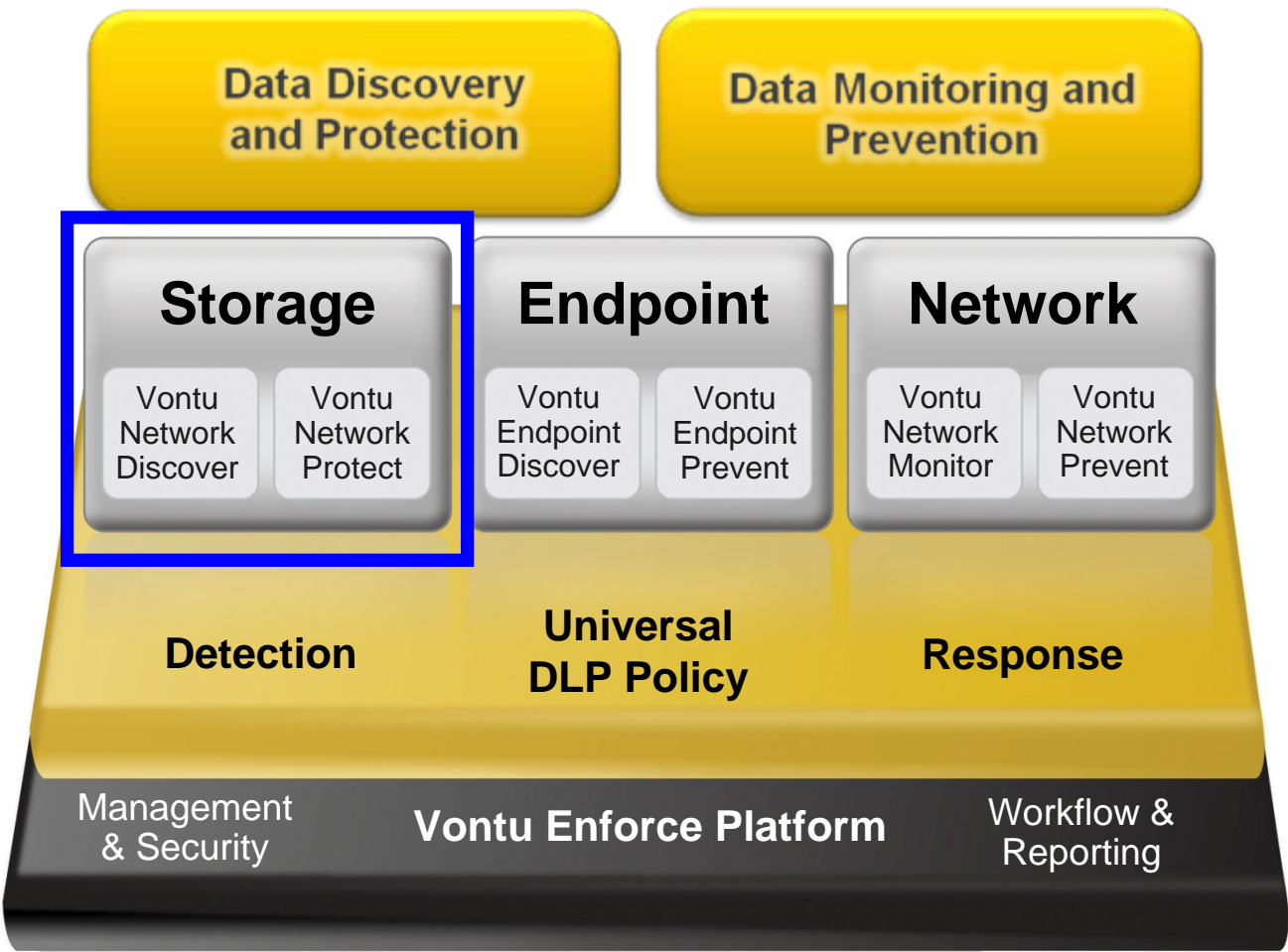
▶ **4:5** companies lost data on **laptops**

▶ **1:2** companies lost data on **USB drives**

Vontu Data Loss Prevention Solution



Vontu Storage Data Loss Prevention

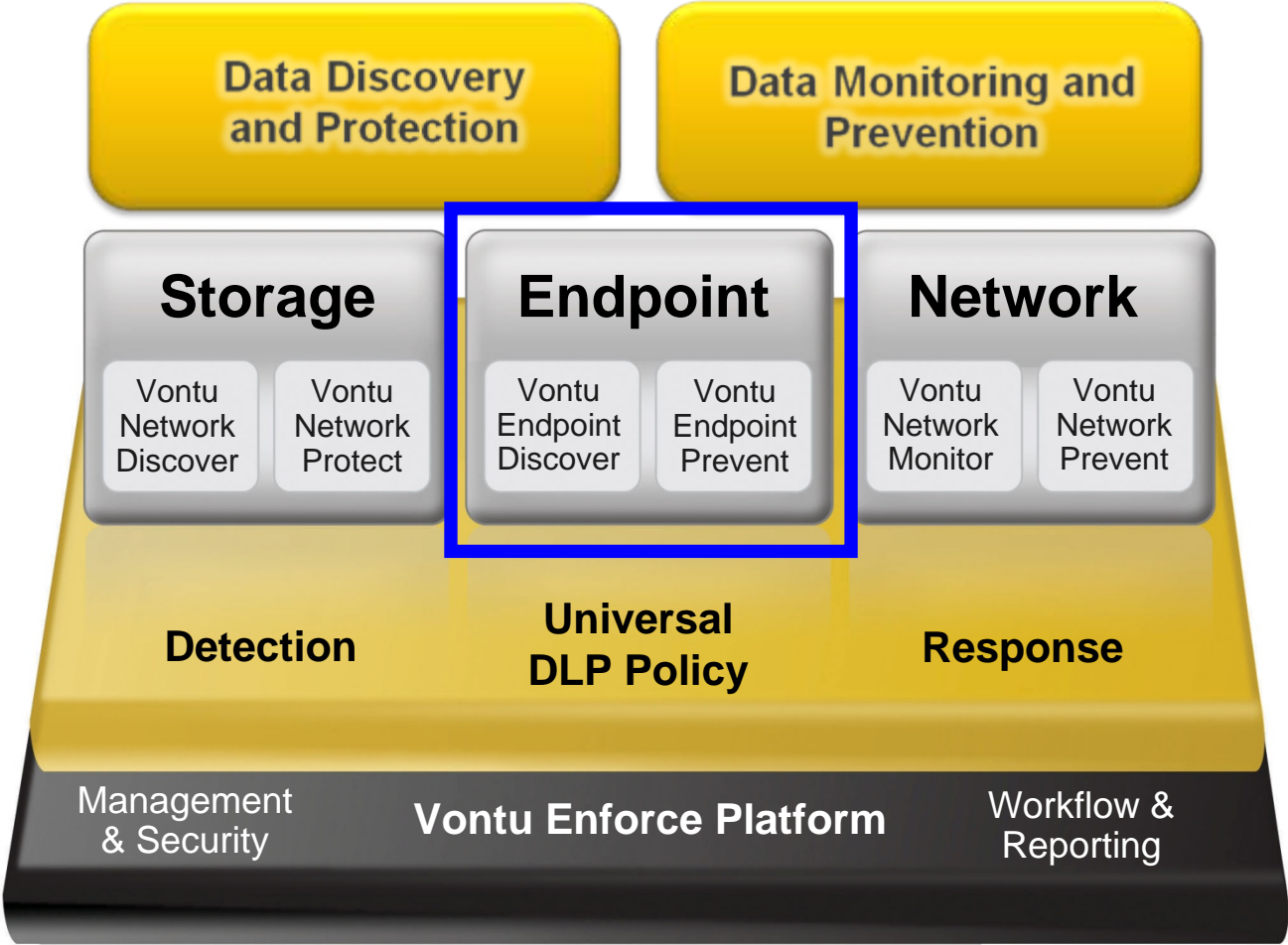


With Vontu Storage DLP, You Can...



- Scan SharePoint and SQL databases for PII
- Find aged data and remove when retention period expires
- Remove all stored cardholder and magstripe data to prepare for PCI audit
- Find product design documents on contractors' laptops
- Provide OCC/OTS with data inventory report to demonstrate GLBA compliance

Vontu Endpoint Data Loss Prevention



With Vontu Endpoint DLP, You Can...



- Prevent employee from copying source code to USB device



- Scan laptops for SSNs and prioritize encryption efforts

- Find product design documents on employee's laptops

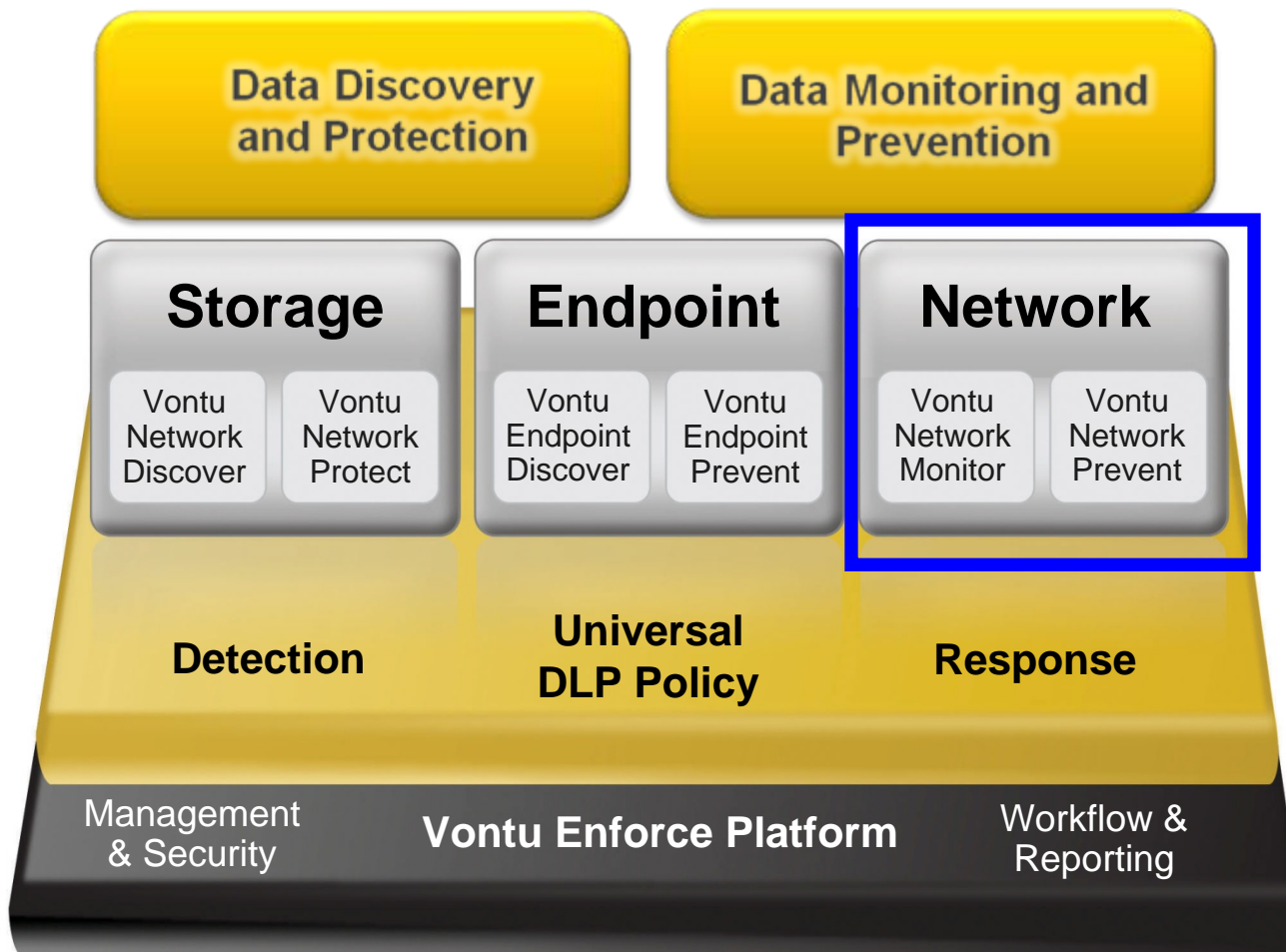


- Prevent employee from burning DVD with 100's of CAD drawings



- Use automated on-screen notifications to educate employees on the need to protect confidential data

Vontu Network Data Loss Prevention



With Vontu Network DLP, You Can...



- Prevent call center rep from sending CCNs in violation of PCI compliance



- Monitor and prevent product plans from getting into the competitor's hands



- Monitor IM sent to a partner containing product pricing information



- Automatically encrypt emails containing PII



- Use automated sender notification to educate employees on data security policy and broken business process



Complete Data Protection Across Stored, Network and Endpoint Data

- ▶ Protecting customer trust and reputation is #1 priority

- ▶ HIPAA, GLBA, and State Data Privacy Law compliance

- ▶ Network Monitoring & Prevention across protocols. Encryption enforcement

- ▶ Stored Data Discovery and Protection: Daily scan of 50 servers

- ▶ Endpoint Discovery and Prevention: SSN, CCN, and PHI

Understanding your Risk Profile

Symantec Risk Assessment

How To Get Started: Risk Assessment Scorecard

Priority Data	Severity of Loss	Stored Data		Data Usage	
		Frequency	Risk	Frequency	Risk
Source Code	High	High 721 incidents	 Very High	High 256 incidents	 Very High
Customer Data	High	High 10,178 incidents	 Very High	High 2,178 incidents	 Very High
M&A Plans	High	Very High 78 incidents	 Very High	Medium 9 incidents	 Medium
State Data Privacy	High	Medium 939 incidents	 High	Medium 132 incidents	 High
Pricing Data	High	High 624 incidents	 High	High 124 incidents	 High

Severity x Frequency = Risk

Where is my confidential data stored?



How is my confidential data being used?



How do I enforce policies to prevent data loss?



Copyright © 2007 Symantec Corporation. All rights reserved. Symantec and the Symantec Logo are trademarks or registered trademarks of Symantec Corporation or its affiliates in the U.S. and other countries. Other names may be trademarks of their respective owners.

This document is provided for informational purposes only and is not intended as advertising. All warranties relating to the information in this document, either express or implied, are disclaimed to the maximum extent allowed by law. The information in this document is subject to change without notice.

QUESTIONS & ANSWERS

Sean Kopelke, Regional Manager

Data Loss Prevention Solutions