

## Symantec Data Loss Prevention

### The Problem

Today just about anybody can share, access, and disseminate information in unlimited volume, and organizations have come to depend on it. In fact, it is enormously empowering. At the same time, the workforce has become increasingly mobile and the ubiquity of high-speed internet access, smart mobile devices and portable storage means that "the office" can be anywhere. As a consequence, it has become harder than ever for organizations to prevent the loss of sensitive data. Yesterday's security approaches were aimed at securing the network. It's time to shift this focus to securing the data itself.

### The Solution

A data loss prevention solution should help organizations answer three fundamental questions:

- Where is your confidential data?
- How is it being used?
- How do you prevent data loss?



Symantec Data Loss Prevention (DLP) delivers a unified solution to discover, monitor, and protect confidential data wherever it is stored or used across endpoint, network, and storage systems – whether the users are on or off the corporate network. By measurably reducing risk, Symantec gives organizations new confidence to demonstrate compliance while protecting their customers, brand, and intellectual property.

**Discover** where confidential data is stored

- **Symantec Data Loss Prevention Network Discover** quickly discovers exposed confidential data wherever it is stored with the broadest coverage of enterprise data repositories including file servers, databases, document and records management, email repositories, and web content and applications
- **Symantec Data Loss Prevention Endpoint Discover** scans for confidential data stored on the endpoint including laptops, desktops, and workstations at remote offices in order to inventory, secure, or relocate that data

**Monitor** how confidential data is being used

- **Symantec Data Loss Prevention Network Monitor** inspects all network communications such as email, IM, web, FTP, P2P and generic TCP for confidential data in violation of data security policy
- **Symantec Data Loss Prevention Endpoint Prevent** monitors files downloaded to local drives, copied to USB or other removable media devices, burned to CD/DVDs, transferred over e-mail, IM or FTP, copied or pasted, and printed or faxed electronically

**Protect** and prevent confidential data loss

- **Symantec Data Loss Prevention Network Protect** automatically protects stored data with automatic quarantine, copy, and remove
- **Symantec Data Loss Prevention Network Prevent** proactively stops network communications from being sent in violation of data security policy, conditionally removes content, or tags messages with confidential data to be routed to an encryption gateway for secure delivery and encryption policy enforcement
- **Symantec Data Loss Prevention Endpoint Prevent also** blocks files from being downloaded to local drives, copied to USB or other removable media devices, burned to CD/DVDs, copied or pasted to a drive, and printed or faxed electronically

**Manage** and enforce unified data security policies

- **Symantec Data Loss Prevention Enforce Platform** automatically enforces universal DLP policies with a centralized platform for detection, incident remediation workflow and automation, reporting, system management and security

## The Impact

DLP is a top priority for Chief Security Officers (CSO) in 2008, according to recent studies by Goldman Sachs, industry analysts Gartner and Forrester, and market research firm TheInfoPro. Here's why:

- The total number of data breaches for 2007-2008 has reached almost 900 (Washington Post, August 2008)
- 30% of breaches are in government or military sectors (Internet Security Threat Report, 2007)
- The average cost of a data breach is \$6.3 million or \$197 per consumer record (Ponemon Institute, 2007)
- Lost business represents two-thirds of the average total cost per incident. (Ponemon Institute, 2007)
- IP theft costs companies \$600 billion a year globally. (International Chamber of Commerce)

## Why Symantec?

Symantec is the Data Loss Prevention market leader with more than 50% market share and a track record of successful customer deployments at the largest global enterprises and government organizations, including 25% of the FORTUNE 100. Monitoring more than 5 million employees to-date, Symantec Data Loss Prevention continues to protect the most data driven organizations and continues to shift the focus of security from simply locking down infrastructure to protecting the information itself.

Symantec Data Loss Prevention currently complements your Symantec enterprise security solutions. Future integration points will add further value:

- Symantec Brightmail Gateway (formerly Symantec Mail Security 8300)
- Symantec IM Manager
- Symantec Management Console (Altiris)
- Symantec Endpoint Protection (SEP)
- Symantec Endpoint Encryption (SEE)
- Symantec Endpoint Protection (SEP)
- Symantec Network Access Control (SNAC)
- Symantec Backup Exec System Recovery (BESR)
- Symantec Enterprise Vault (EV)
- Veritas NetBackup (NBU)
- Symantec Backup Exec (BE)
- Symantec Control Compliance Suite (CCS)
- Symantec Security Information Manager
- Symantec Enterprise Security Manager

## How To Get Started With Symantec Data Loss Prevention

The first step to getting started is to engage the Symantec Data Loss Prevention team on a Risk Assessment. In a typical 48-hour Risk Assessment, the Symantec Data Loss Prevention team helps create and implement data security policies to uncover data loss risk across endpoint, network, and storage systems. Symantec Data Loss Prevention experts will work with you to understand your unique data security requirements and priorities, and share insight into industry best practices. The findings are presented in a presentation to key executives and decision makers.