

Introducing Enterprise Content Governance

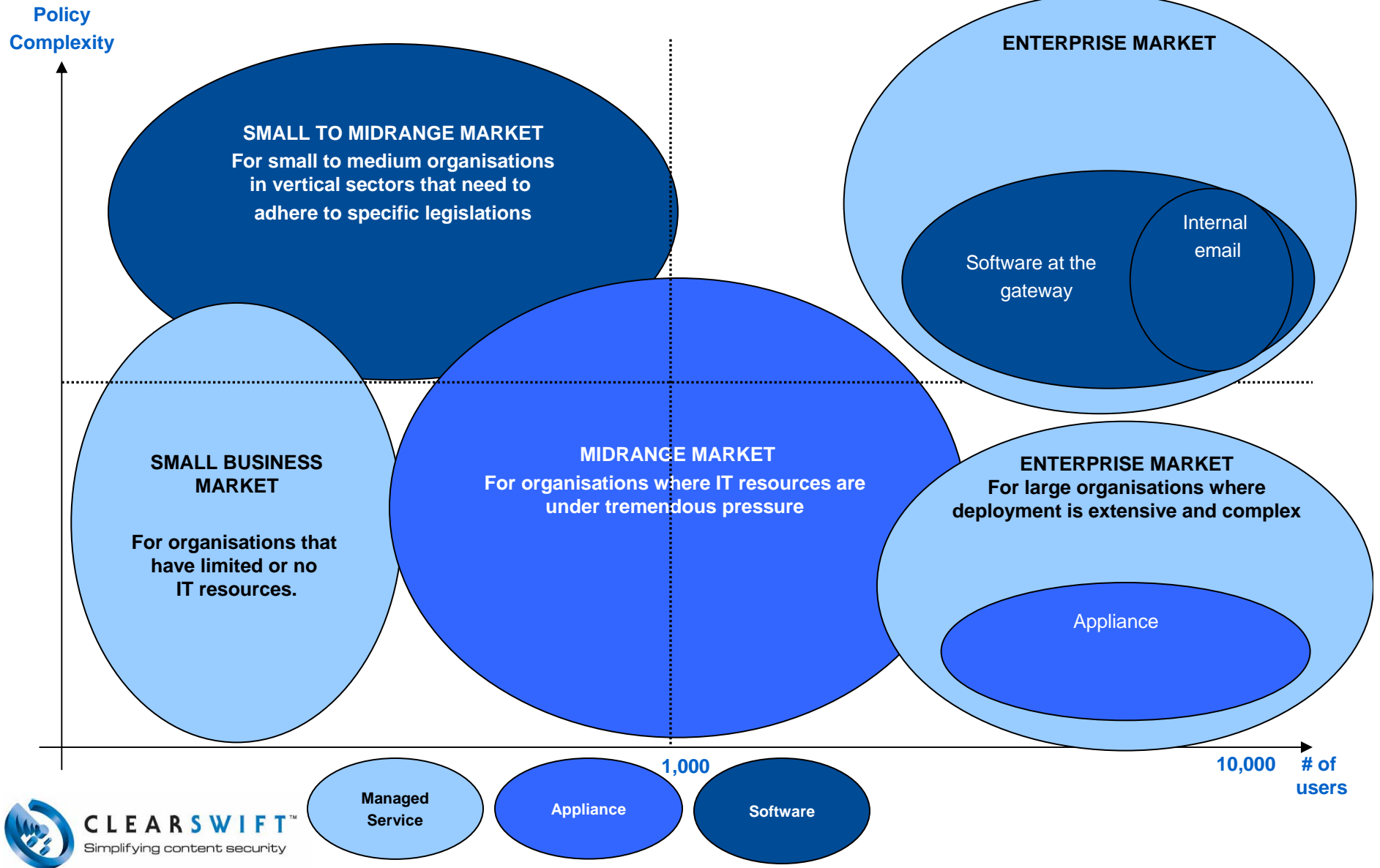
A strategic response to today's online threats



CLEARSWIFT™

Simplifying content security

Email & Web security “needs” assessment



Enterprise Content Governance

In contrast to ad hoc security, Enterprise Content Governance is a strategic response to inbound, outbound and internal threats carried by email, web, IM and FTP traffic. Policy-based security solutions provide protection and management of unstructured content across all these communication channels.

Unstructured content

80% of data held in organizations is unstructured content

Source: IT Week



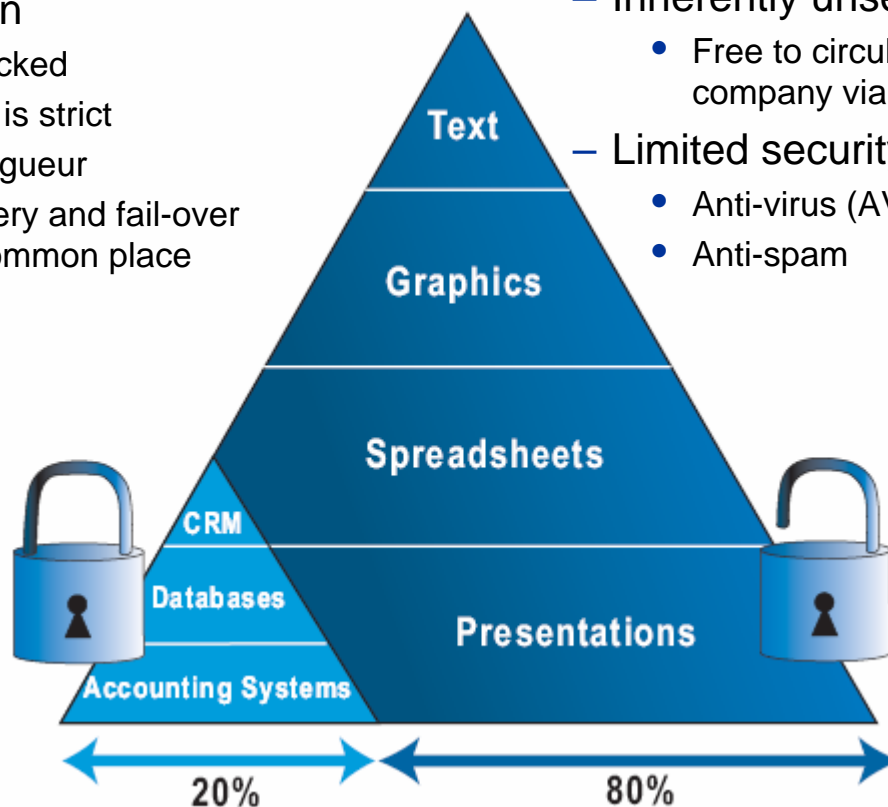
'Structured' versus 'unstructured'

• Structured content

- Contained in confined, structured & secure environments
 - Databases, CRM or Accounting Systems
- Inherently secure data
- Security is built-in
 - Records are locked
 - Access control is strict
 - Backup is de-rigueur
 - Disaster recovery and fail-over systems are common place

• Unstructured content

- 80% of the data we handle every day
 - Documents, presentations, spreadsheets
 - Free text in emails
 - Forum and blog entries
- Inherently unsecured data
 - Free to circulate in, out and within the company via email, web and P2P systems
- Limited security
 - Anti-virus (AV)
 - Anti-spam



Unstructured content is free to move with email & web

- **But with it comes threats**

- Corporate threats

- Valuable data leaking out
e.g. confidential data, intellectual property (IP), etc.

- Legal threats

- Offensive data circulating within
e.g. pornography, harassment, etc.

- Social Threats

- Employee behavior
e.g. frivolous surfing and emailing, blogs, etc.

- Digital threats

- Harmful inbound content
e.g. viruses, spam, phishing, etc.



Coming to grips with the threats

- **The majority of threats are easy to identify**
 - Inbound threats
 - E.g.: Spam, viruses & spyware
 - Require simple solutions that are quick to deploy
- **But more serious threats are being ignored**
 - Outbound threats
 - Privacy, IP theft, confidential leaks
 - Internal threats
 - Harassment, 'hatemail', pornography
 - Require ingenious solutions that simplify complex issues



Email Abuse

A Midland teenager crippled the IT system of one of the country's top insurance firms by bombarding it with five million hoax emails... ..costing it about £30,000.

~August, 2006, *Birmingham Post*

Police paid more than \$163,000 for seminars for staff caught with pornographic emails. More than 350 staff were investigated after thousands of sexually explicit images were discovered in a sweep of the police computer system last year.

~August, 2006, *New Zealand Herald*

Morgan Stanley fined \$10m for not saving emails again

Morgan Stanley has been fined \$10m by the US Securities and Exchange Commission for failing to guard against the misuse of private information

June 2006, *Euroweek*

How damaging would these headlines be?

- **February 2005**

- Alistair Campbell gets into trouble for sending rude email to the BBC by mistake

- **March 2005**

- Harry Stonecipher, Boeing CEO, is forced to resign over email to mistress

- **June 2005**

- Waterstone sacks employee over inappropriate blog comments



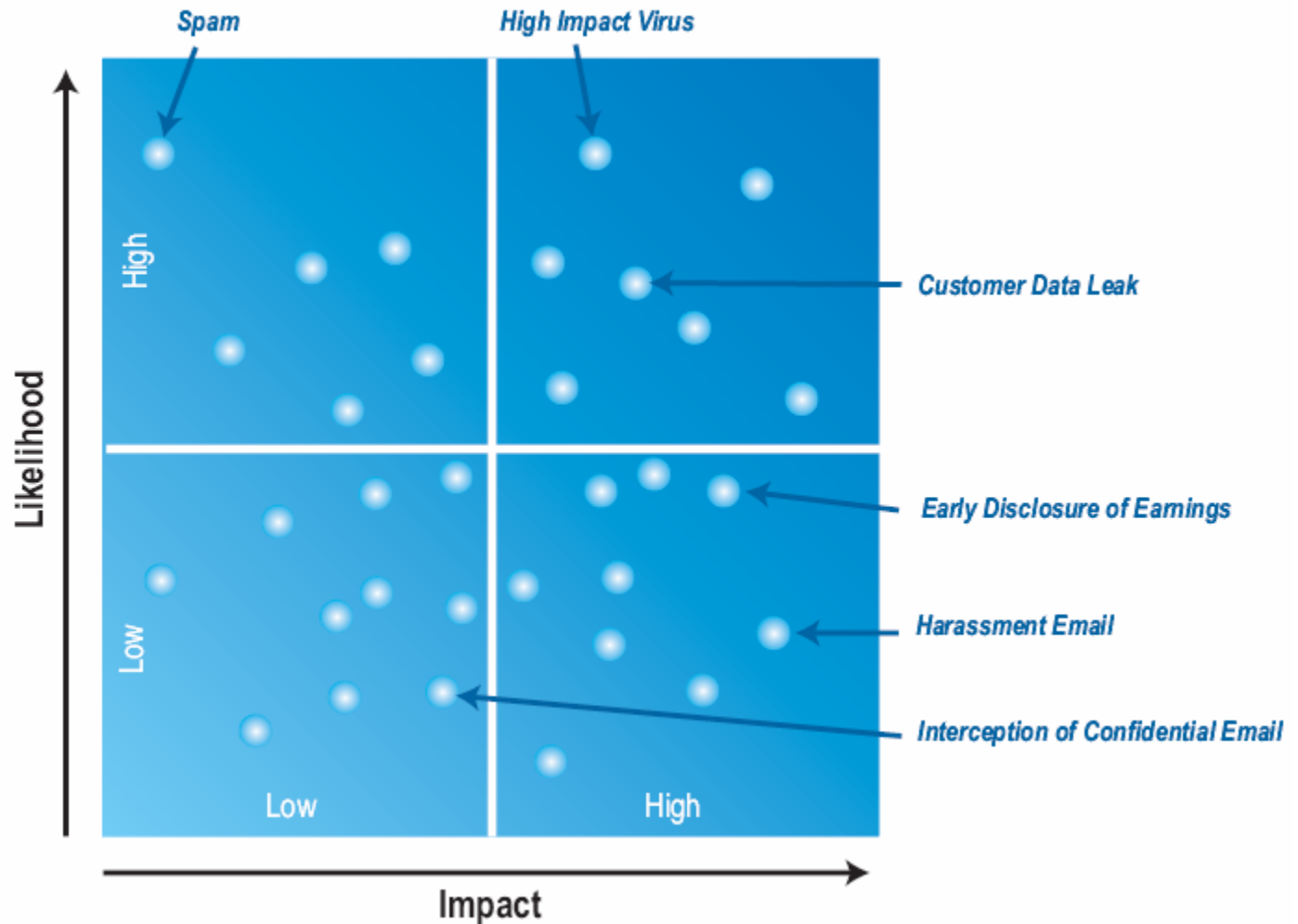
The tabloid tenet

- **“The actions of any employee are the actions of the whole company”**
 - The more senior the perpetrator, the more true it is...
 - Why? ... because the media loves these stories
- **Reputation damage has never been so easy**
 - A junior exec sends a ‘funny’ email, cc’ing board members
 - Anything less than a rigorous response is seen as complicity

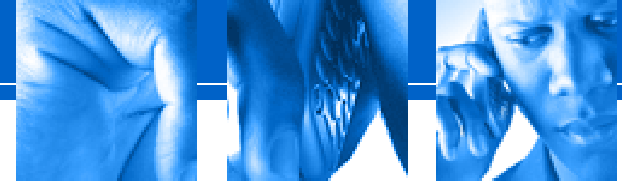


Let's assess the risks

- What are the most important threats to your organization?



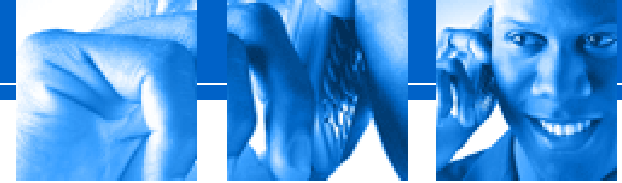
The bad news



- **These threats flow freely through your company ...**
 - They come in from outside
 - They leave from inside
 - They circulate within

- **Basic security technology is not enough**
 - Firewalls don't stop email or web traffic
 - Spam and virus filters cannot protect reputations
 - All inbound focused

The good news

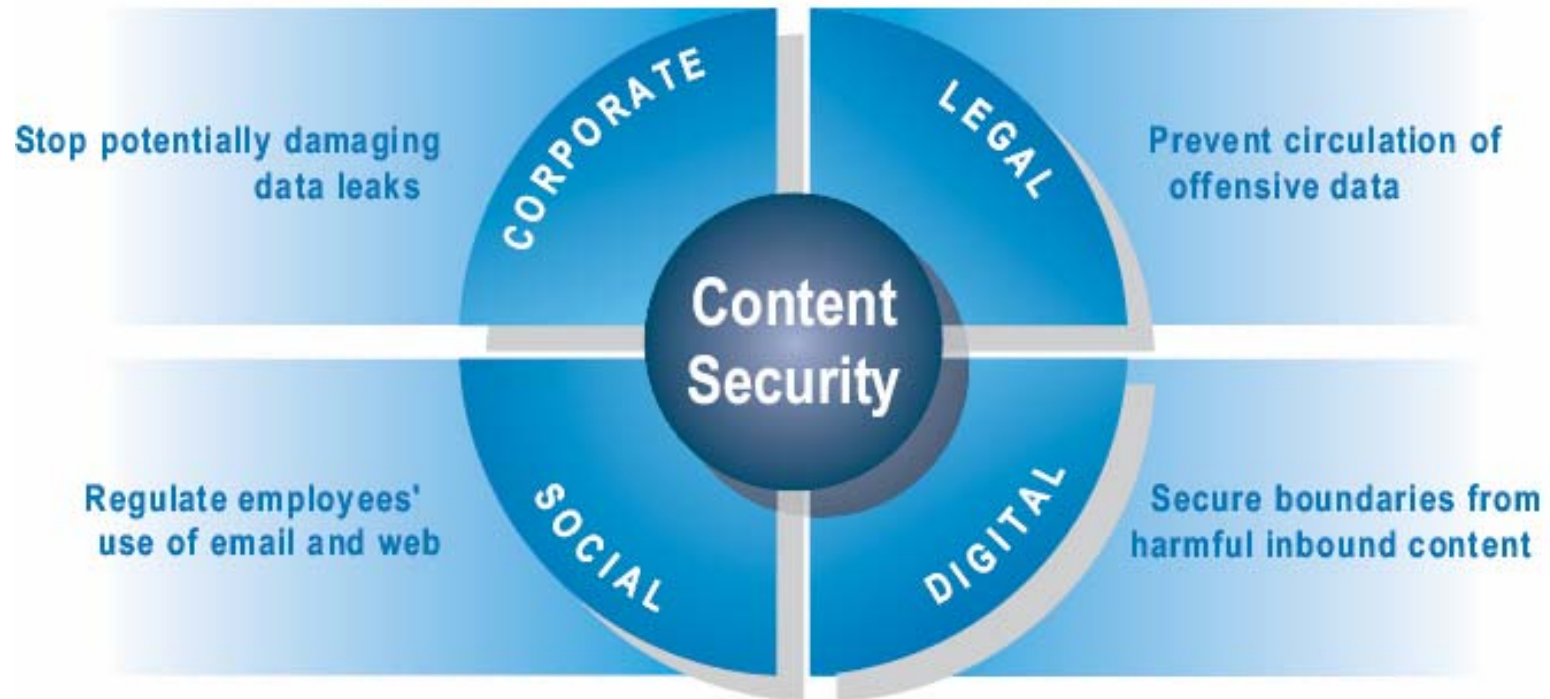


- **Good governance carries the seeds of the solution**
- **It starts with**
 - Effective policy for securing & managing unstructured content
 - Rigorous enforcement
- **Then automated technology can play a role...**

Prevention rather than cure

- **Enterprise Content Governance “E”ssentials**
 - **Establish** - a policy covering all content in transit
 - **Educate** - publicize the policy and educate staff
 - **Enforce** - the policy consistently, actively and publicly

The missing piece of enforcement: Content Security



What is Content Security?



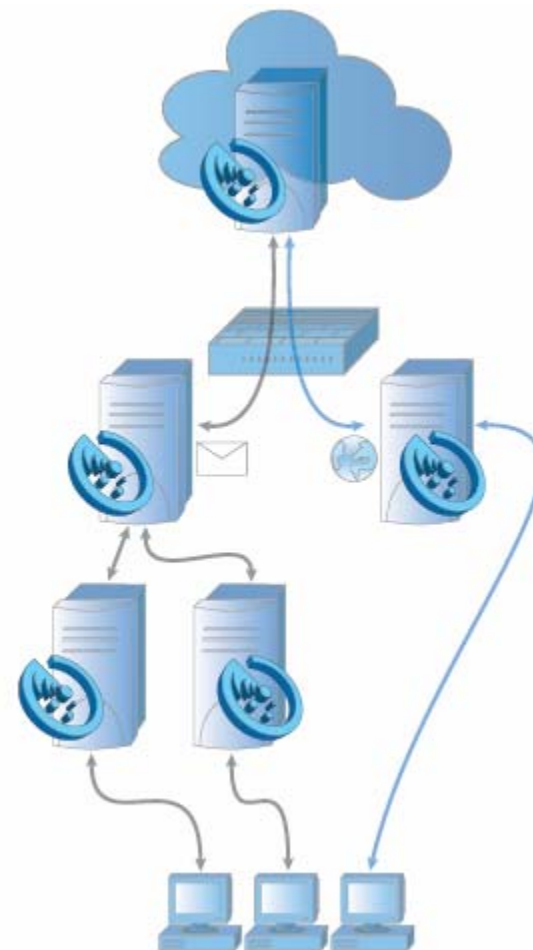
- **Bi-directional Content Security delivers prevention**

- It is the cornerstone of Enterprise Content Governance
- Analyzes every email and web interaction
 - That comes in to the company
 - That leaves the company
 - That circulates within
- Automatically identifies any breaches of policy and takes action
 - Including spam, viruses and spyware
 - But also leak of confidential data, e.g. credit card details, social security numbers
- Without intruding on your staff
 - No innocent traffic is viewed

Content Security: the essentials

- **Systematic, consistent enforcement of policy**

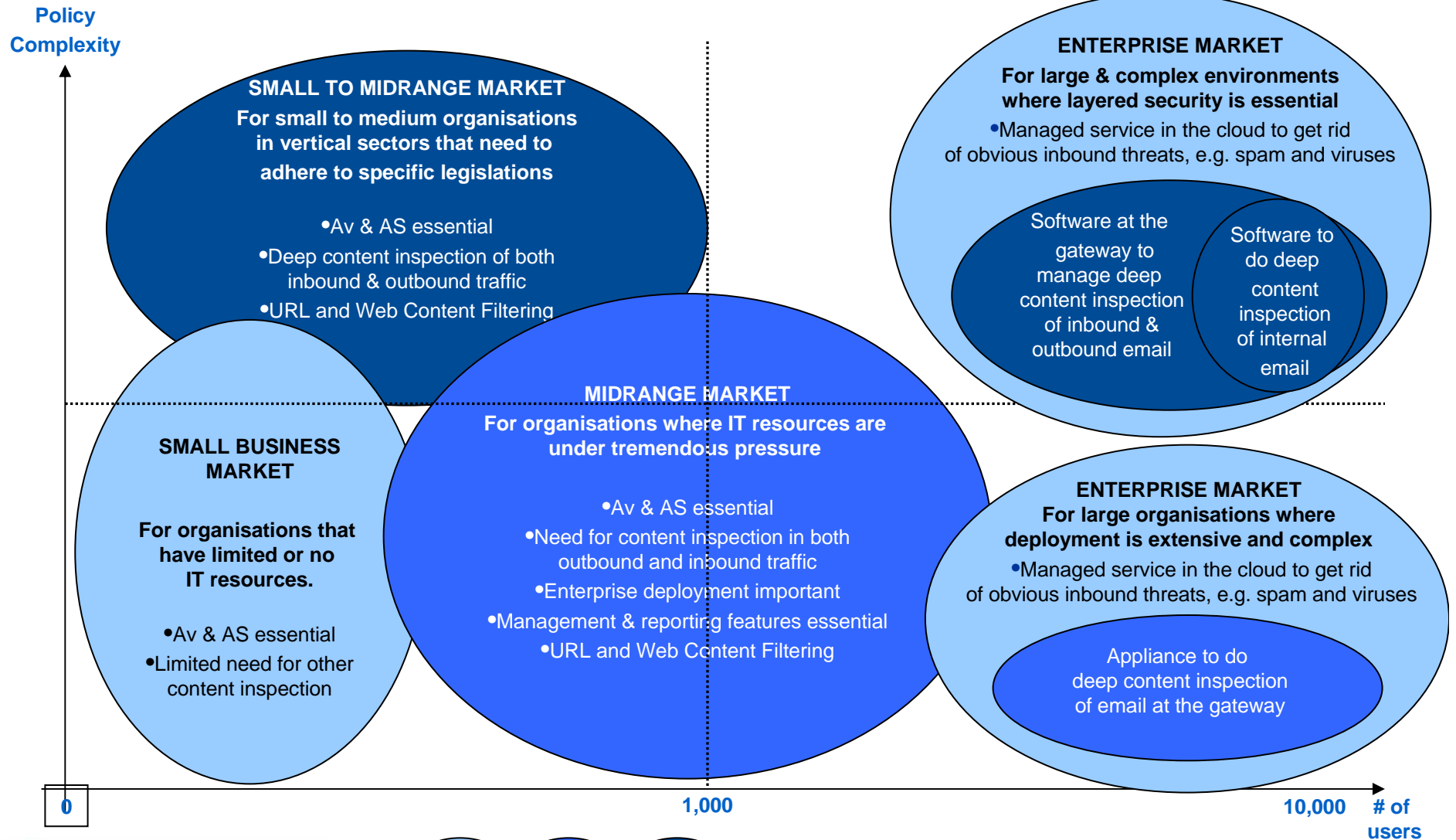
- Cover every gateway
 - Avoiding patchwork coverage
- Cover both email and web
 - Not just email and basic URL filtering
- Cover internal and external communications
 - Not just inbound traffic
- With central, granular policy management for all
 - Not just basic, local policy configuration
- Enterprise-class for large organizations and complex traffic
 - Avoiding glued together point solutions



The benefits

- **Corporate threats**
 - Your corporate reputation is protected
 - Proactive prevention before it is too late
- **Legal threats**
 - Proof of good governance for the Internet era
 - Not ‘archiving transgressions’; taking action and proving it
- **Social threats**
 - The productivity bonus
 - Staff frivolous use of email & web is contained
- **Digital threats**
 - The network protection bonus
 - Content filters can catch Zero-day threats
 - Content filters can stop large files

Email & Web security “needs” assessment



Questions?



CLEARSWIFT™

Simplifying content security