

Hey ! Who moved my perimeter ?

Crash Course to Social Media and DLP

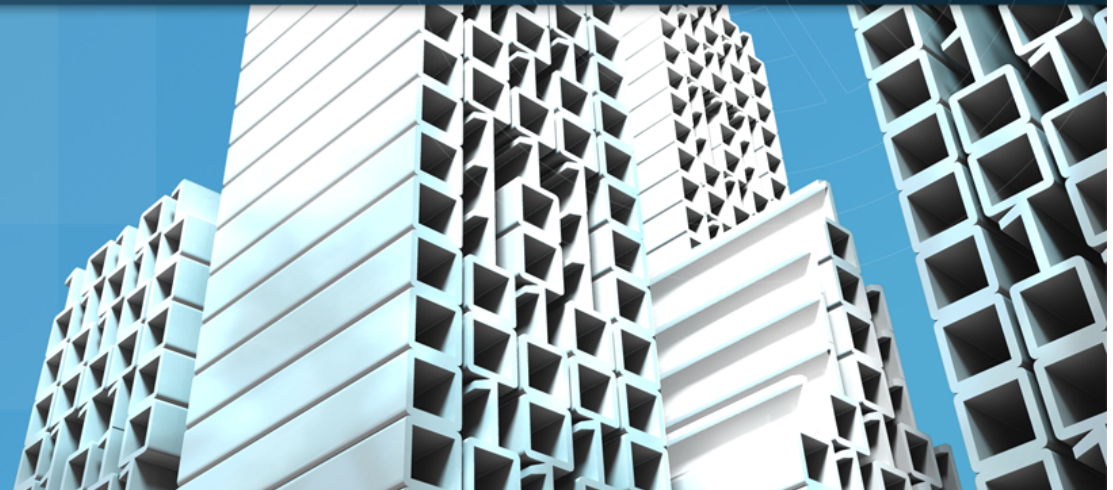
Teemu Suuronen
Computerlinks Oy

TRITON™

Web security

Email security

Data loss prevention





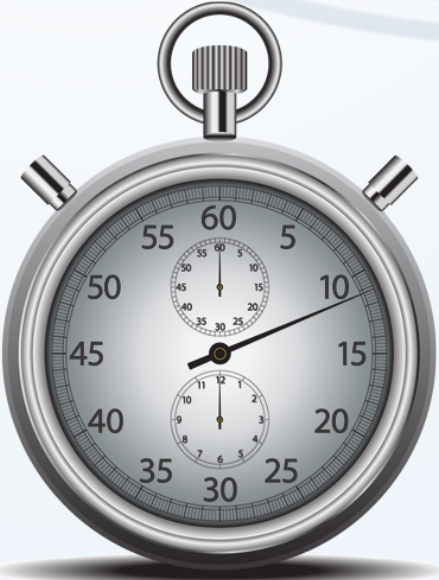
The biggest shift since the industrial revolution

- YouTube is the 2nd largest search engine in the world
- Facebook tops Google for weekly traffic in the US
- 80% of companies use social media for recruiting
 - 95% are found on LinkedIn
- 34% of bloggers post opinions about products and brands
- 78% of consumers trust peer recommendations
 - Imagine what this means for bad customer experiences





Over 2 BILLION
You Tube videos
are viewed every day



Every minute,
24 hours of content
is uploaded to You Tube



Heather Armstrong (Dooce)

- Author of a New York Times Bestseller (2009)
- Has over 350,000 followers per month

Problem:

- New washing machine that does not work
- After two months of repairs, it still doesn't work

Action:

- Turns to Twitter to vent about her problem
- Whirlpool (parent company) monitors social media and sent a more competent person to fix her machine the next day



twitter

So that you may not have to suffer like we have: **DO NOT EVER BUY A MAYTAG. I repeat: OUR MAYTAG EXPERIENCE HAS BEEN A NIGHTMARE.**

8:18 PM Aug 23rd from Toronto



dooce
Heather B. Armstrong



Facebook in Estonia

Estonia Facebook Statistics

General info

Total Facebook Users:	373 040	Penetration of population:	28.89%
Position in the list:	94.	Penetration of online pop.:	38.47%
Average CPC:	\$0.56	Average CPM:	

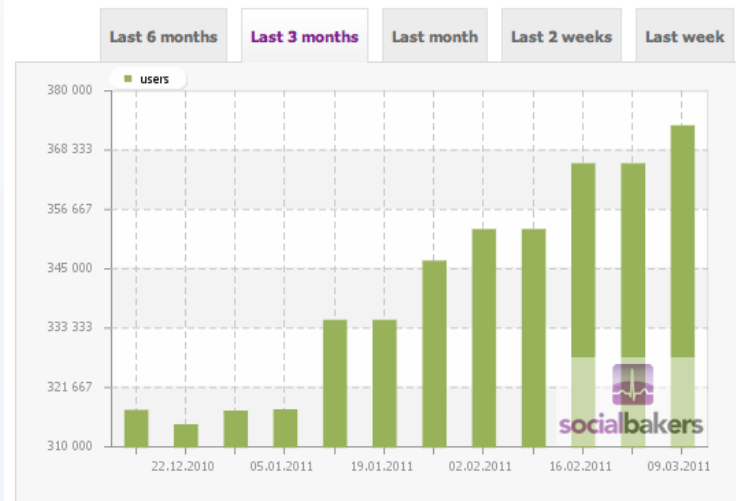
TOP 5 brands in Estonia

Tele2 Eesti	24 322
Rimi Eesti	15 038
Elisa Eesti	13 376
Renault - City Motors	12 573
AS EMT	9 549

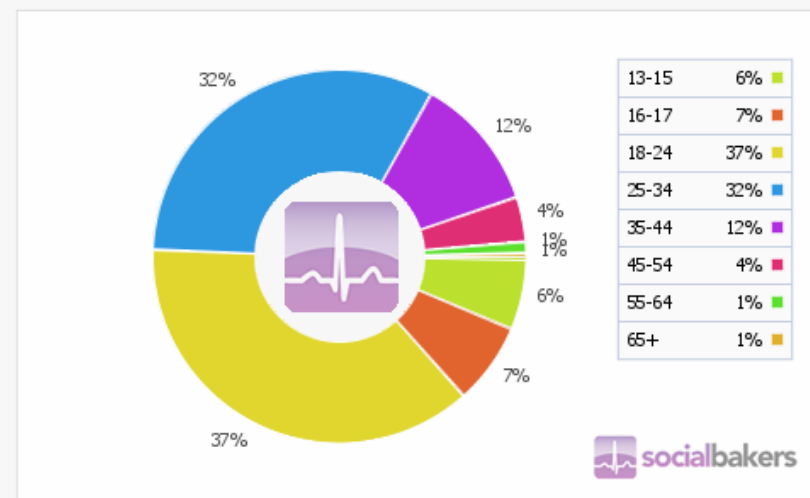
TOP 2 media in Estonia

Esti Televisioon	7 977
Best Marketing Eesti	2 364

Users & Demography for the Estonia



User age distribution on Facebook in Estonia



Why Enable Social Media Sites?

- Social media is more than a fad, it's a part of your business
- You can't shut off 80% of the web
 - *To succeed with empowered customers, you must empower your employees to solve customer problems*
(Empowered 7)
- Security must enable business, not hinder it
- Who better to secure the social web than Websense



Facebook Status Updates

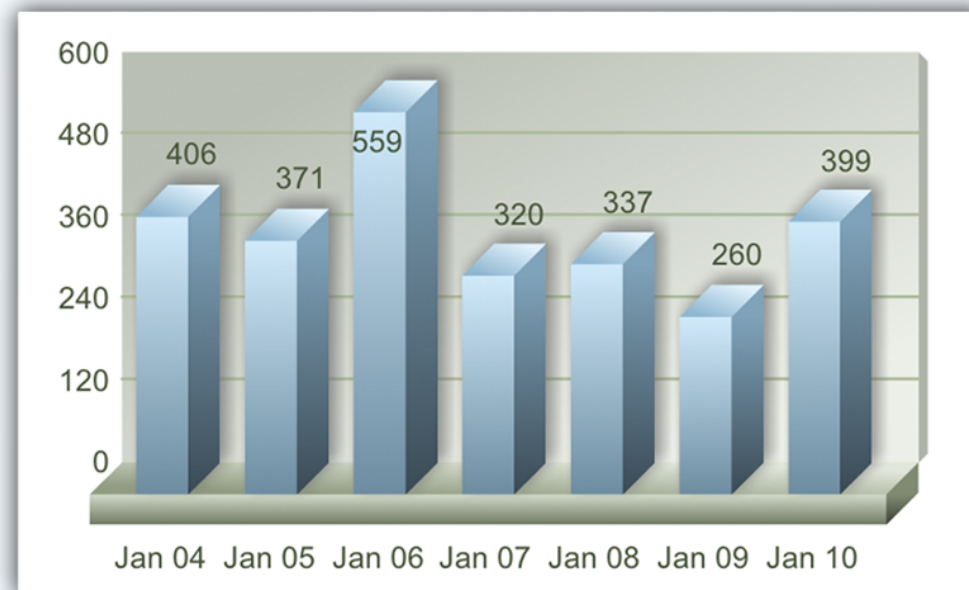
websense®

40% of all status updates have links and
10% of those links are either spam or malicious

The screenshot shows a Facebook profile for a user named Carl. The profile picture is a blurry image of a man. The navigation bar at the top includes 'facebook', 'Home', 'Profile', 'Friends', 'Inbox 2', 'Settings', 'Logout', and a search bar. Below the profile picture, there are links for 'View Photos of Carl (22)', 'Send Carl a Message', and 'Poke Carl'. A text box contains 'Nu snöar det..'. The 'Information' section shows 'Relationship Status: In a Relationship with' and 'Birthday: November 5, 1975'. The main content area shows a status update from Carl, posted 13 hours ago. The update includes a text input field 'Write something...', an 'Attach:' section with icons for photos, videos, links, and documents, and a 'Share' button. Below the input field, there is a 'Filters' button. The status update itself features a small profile picture of Carl, a thumbnail image of a woman in a bikini, and the text: 'My Ex-Girlfriend Cheated on me... Here is my revenge! homeslices.org My Girlfriend of 2 years cheated on me... This is my revenge! She will learn her lesson ;)'. Below the text are icons for 'Comment', 'Like', and 'Share'. On the right side of the page, there are two advertisements: 'All Paws On Deck' featuring a penguin and a bear on an iceberg, and 'TIVo' featuring a Tivo logo.

Traditional Security Can't Keep Up

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Number of unknown viruses detected

Key CIS/O Priorities

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Social Web



Cloud Computing



Mobility



Risk from Data Loss



Modern Malware



**Changing the Face
of Security**

The Web Security Challenge

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Enable secure business use of the social, interactive Web

- **Social networking and Web 2.0 enablement**
 - Business needs social networking and Web 2.0
 - Legacy Web security is blind to content within Facebook, YouTube, etc.
- **Zero-day malware**
 - Web is THE primary malware distribution platform
 - Web malware crafted to evade AV and URL filters
- **Data loss and compliance**
 - Interactive destinations multiply data loss risk
 - 58% of data stealing malware is Web based
- **Web security TCO**
 - Managing multiple vendors and products
 - Supporting the distributed enterprise

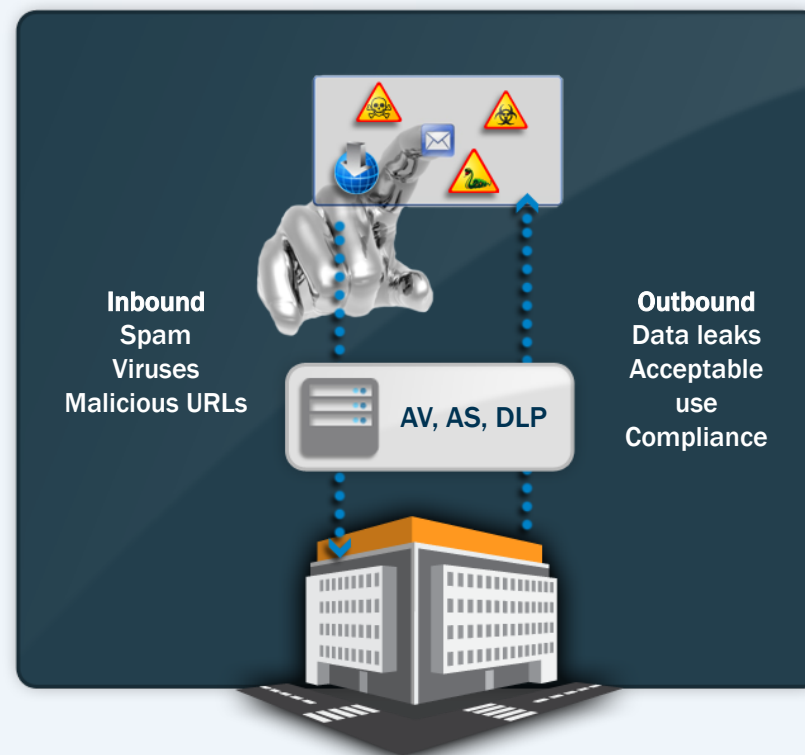


The Email Security Challenge

websense®

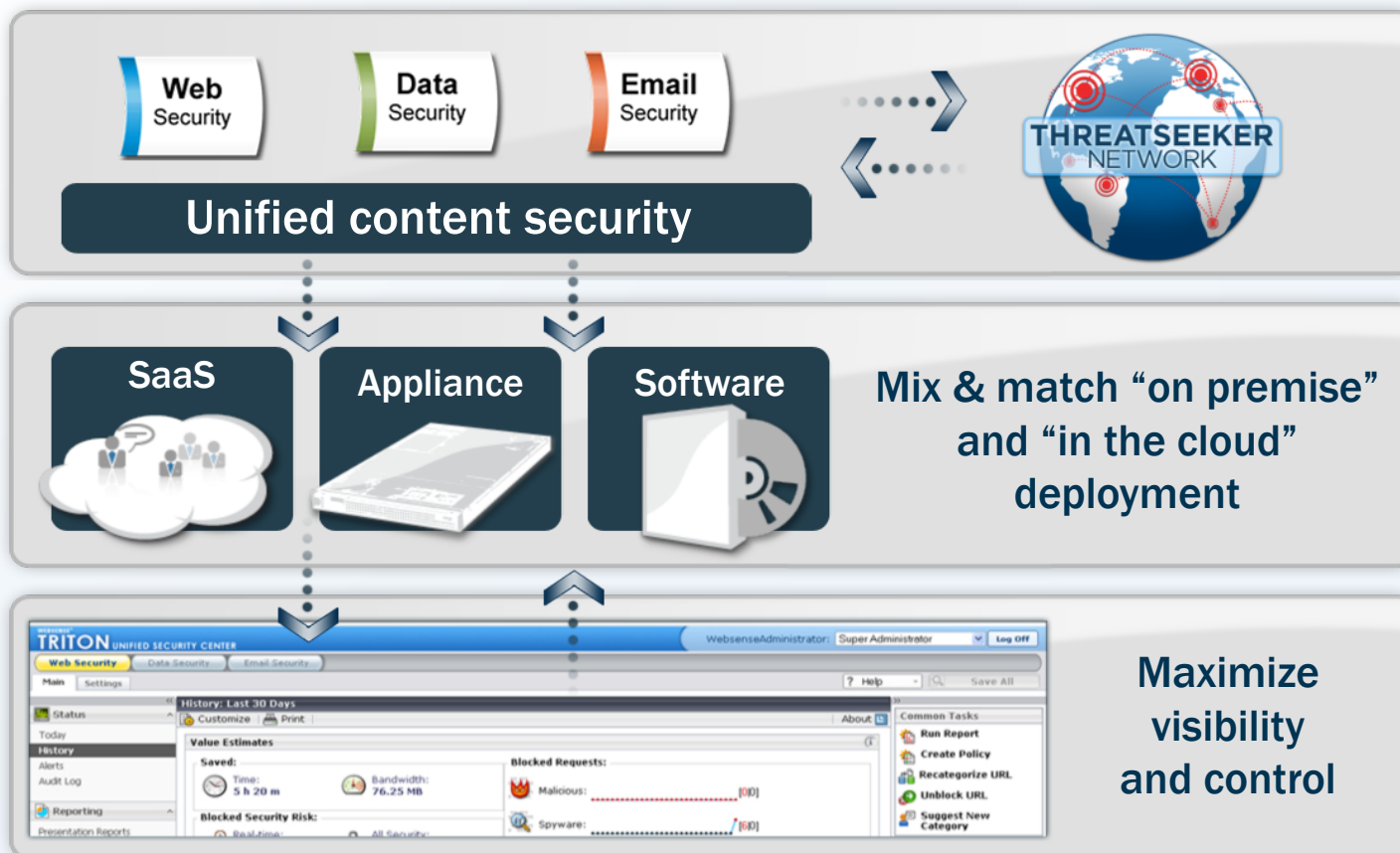
Protect the business against modern threats
and risks while reducing cost

- **Stop spam, virus and blended threats**
 - Email and Web threats have converged
 - 85% of unwanted email includes a URL
 - Complexity and volume continue to escalate
- **Prevent data loss and ensure acceptable use**
 - Outbound data leaks are serious concerns
 - 80% of data loss is accidental
 - Inappropriate email use puts reputation at risk
- **Reduce costs and enable strategic IT**
 - IT focus on enabling and driving business
 - Need to do more with less
 - Outsourcing of non-strategic functions



TRITON Architecture

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ACE: Composite Security Engine

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Security Technologies Embedded in ACE



Detects malicious browser code (Flash, Silverlight, etc.) that evades antivirus



- Antivirus provides little or no protection against malicious browser code (Rich Internet Applications, Flash, etc.)
- RTSS decompiles and scans browser code “on-the-fly”
 - Calculates risk score to measure malicious intent
 - ACE combines RTSS score with URL, reputation, RTCC, signatures, etc. to identify zero-day threats

DATA SECURITY

Stop Confidential Data Loss

TRITON™

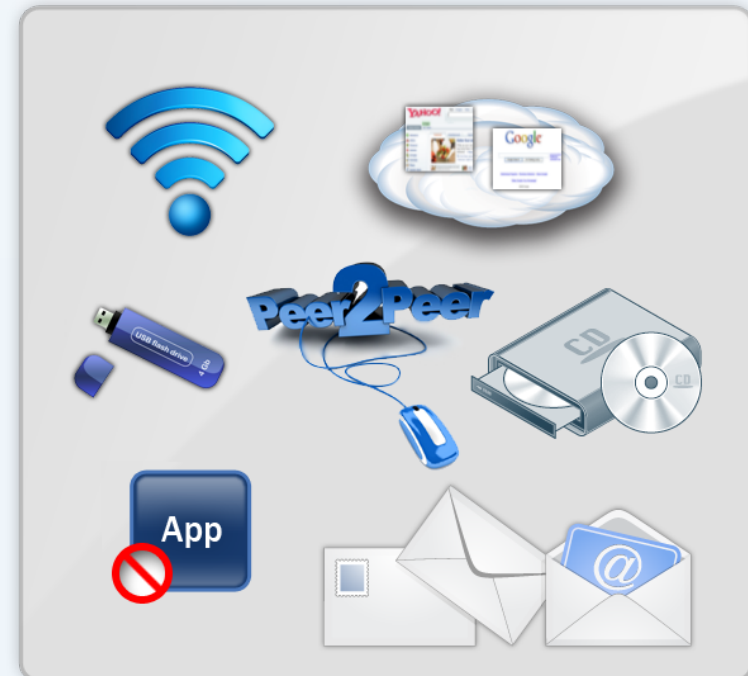
- Web security
- Email security
- Data security

Challenge of Data Loss Prevention

websense®

Ensure uninterrupted business by managing compliance, preventing data loss and enforcing business processes

- **Manage and measure compliance risks**
 - Delays in generating audit reports and meet compliance requirements
 - Difficulty in uncovering broken processes to ensure compliance
- **Enforce business processes**
 - Insufficient visibility to know who can send what to whom
 - Possible damage to company brand and reputation
- **Maximize Web 2.0 Apps**
 - No granular level of data distinction leading to blocking access to apps



WebSense Data Security Suite

websense®

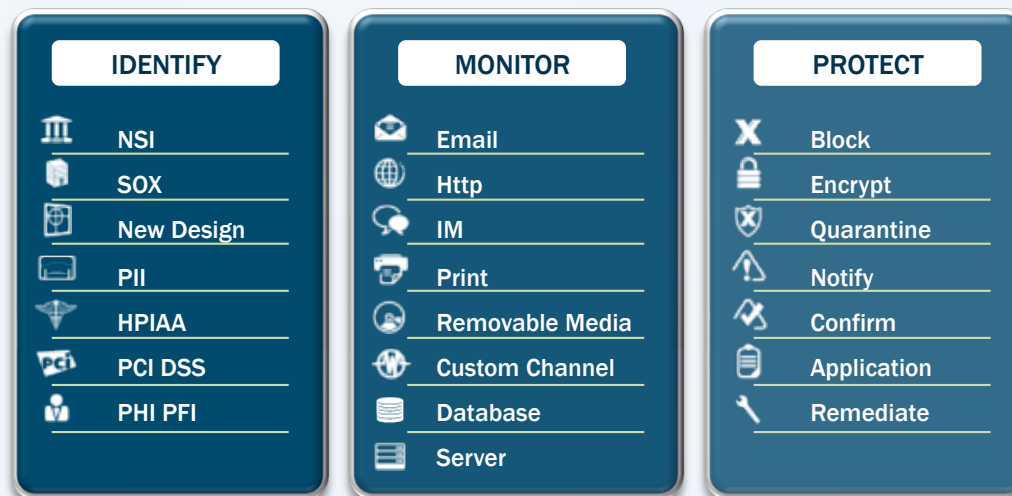
Market-leading Data Loss Prevention technology to identify, monitor and protect confidential data

- **Unified Policy Design**

- Only offering with unified policy design
- Manage all facets of effective Data Loss Prevention policy
- Powerful monitoring capability to track ever changing data (stored and in transit)

- **Low Cost and Complexity**

- Modular solution tailors to specific customer requirements
- Simple deployment and reduced box-count with tight feature integration



Centralized Management and Reporting

- **What is your sensitive data?**
 - Every customer's sensitive data will be unique
 - Regular expressions by themselves are not sufficient
 - Combination of classifiers and rules provide the highest accuracy in discovering sensitive data

Credit Card #

Name Dictionary

Social Security #

Example of document found on an endpoint

Customer **John Doe** **111-22-3333** paid using **2468-1357-3333-4444**.

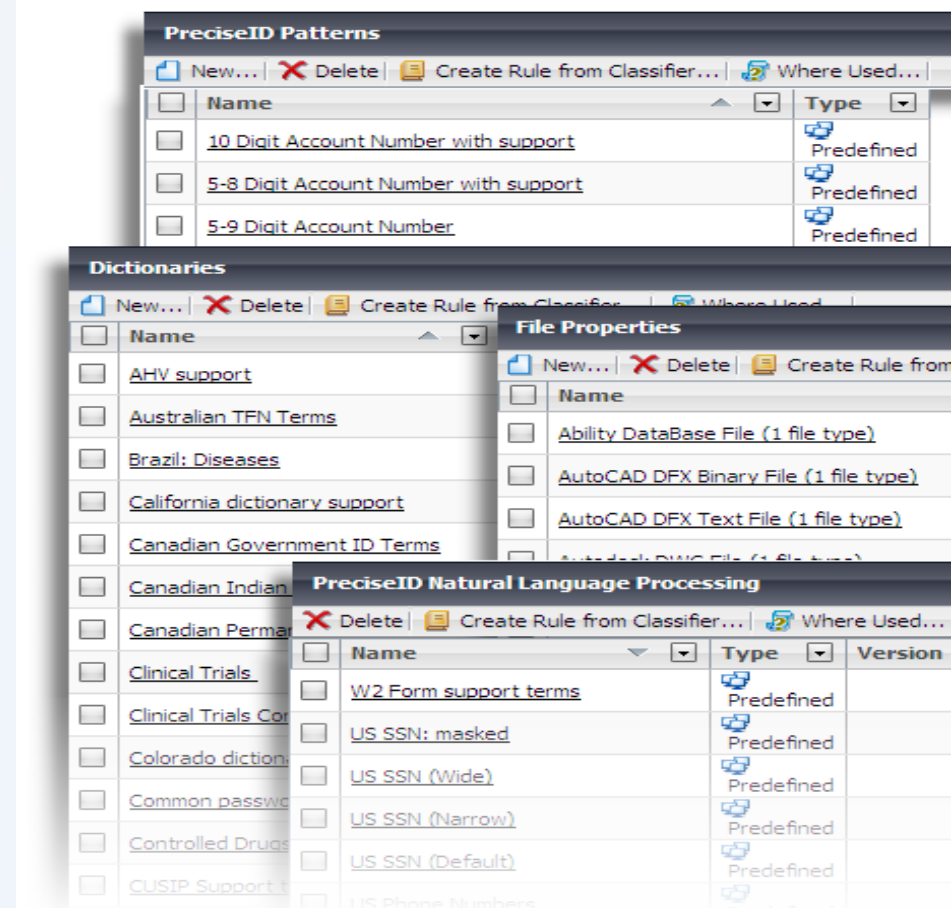
Jane Brown asked us to call her back at 408-555-7890.

Mike Smith gave us a new card to use: **1111222233334444** for his account **123123-4499999**.

Out-of-Box Classifiers

websense®

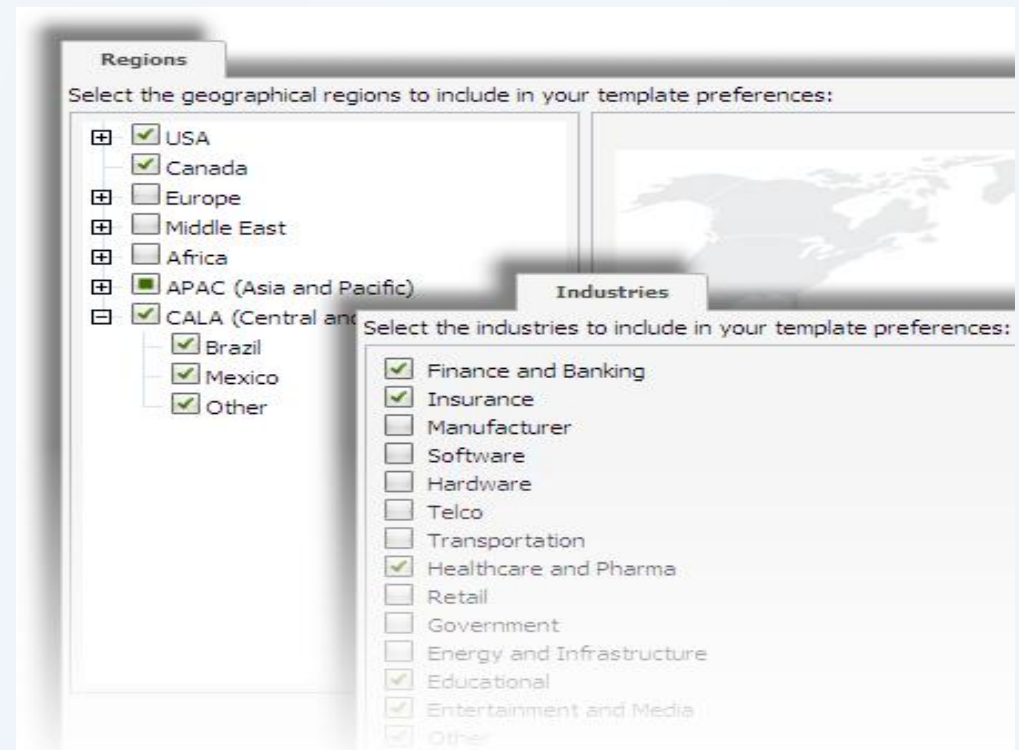
- Robust building blocks to identify data
- Built-in Classifiers
 - Patterns
 - Dictionaries
 - File Properties
 - PreciseID NLP
- Extensible to create custom classifiers



Out-of-the-Box Policies

websense®

- **Over 1,000 Policy Rules and growing**
- **Built-in templates for data types and regulations**
- **Quickly find relevant templates by region and industry filters**

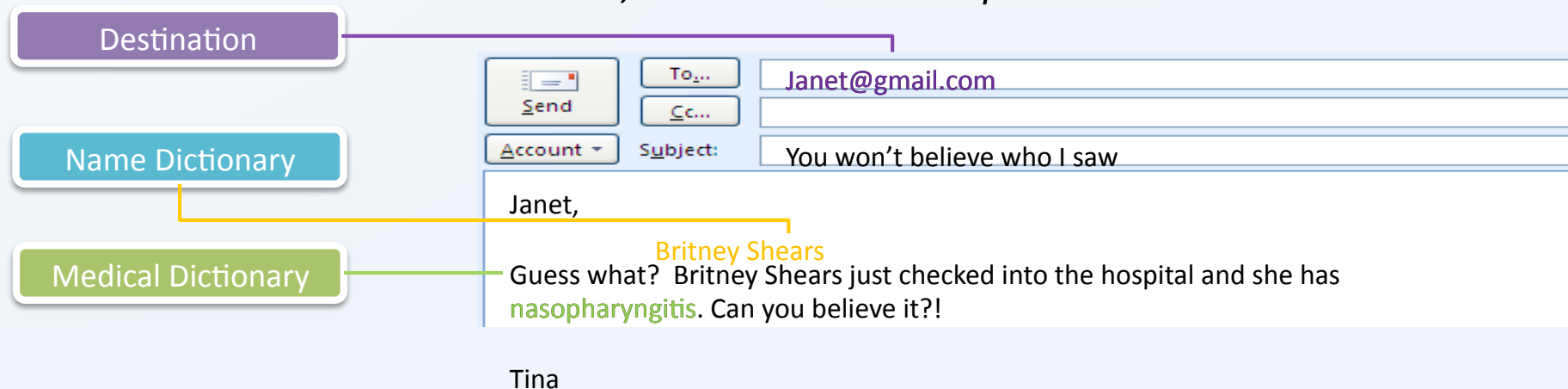


Generate new policies with few click of the mouse

- **A policy can be applied to a single channel of communication, multiple channels or all channels**
 - Email
 - Web
 - Network Printer
 - Local Printer
 - Removable Media
 - LAN Storage
 - Endpoint Apps
 - Browser
 - CD Burning Apps
 - FTP
 - Instant Messenger
 - P2P Apps
- **Simplify policy creation and deployment**
- **No need to recreate policy as additional channels are monitored**

- Accurate policies cannot be mere collection of regular expressions
- Policies must be both content and context-aware

If an email is sent outside the hospital containing a patient name along with his/her medical condition, we would be in deep trouble.



- **Define actions for specific rule violations**
 - Granular response for each channel
 - Extensible and flexible control via scripts
- **Define different action plans based on severity**
 - **Severity of violation can dictate different responses**

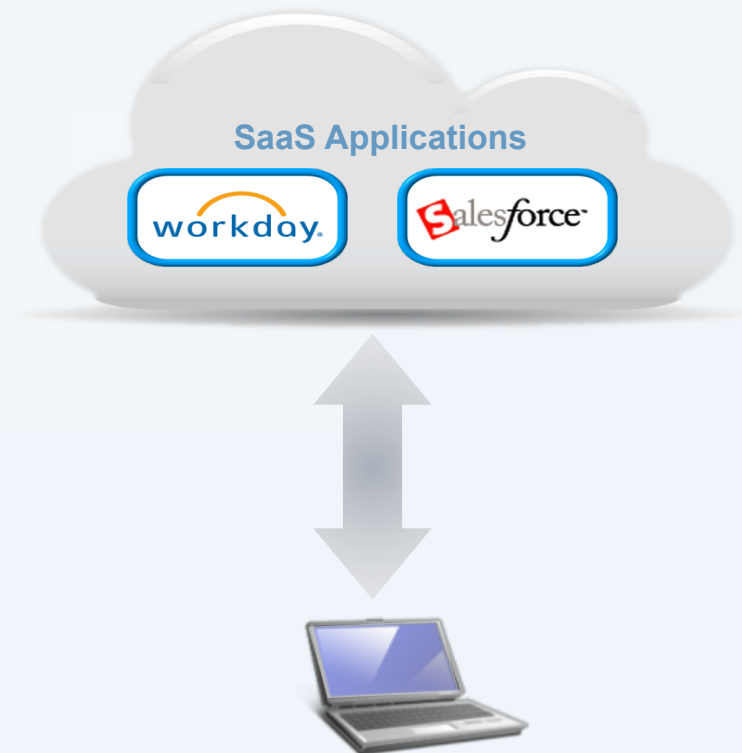
*

The screenshot shows a 'Data Usage' configuration window with the following settings:

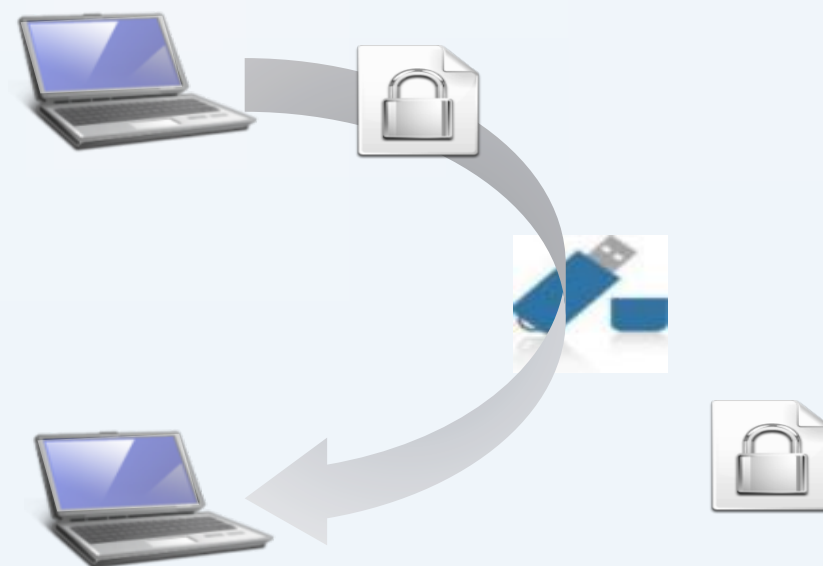
Channel	Action
Email:	Quarantine
FTP:	Block
Chat:	Always permitted
HTTP/HTTPS:	Permit
Plain text:	Always permitted
Network Printing:	Block
Endpoint HTTP/HTTPS:	Block
Endpoint application:	Confirm
Endpoint removable media:	Encrypt
Endpoint LAN:	Confirm
Endpoint printing:	Permit

* Severity is user-defined based on number of matches

- **Enhanced policy settings for Web applications**
 - Ensure sensitive data are uploaded only to trusted and secure sites
 - Restrict download of sensitive data from trusted sites to endpoint



- **Enable secure “sneaker-netting”**
 - Enforce policy requiring select data be encrypted before copied to USB drive
 - Secure transport of data between endpoints
 - Native Websense encryption technology



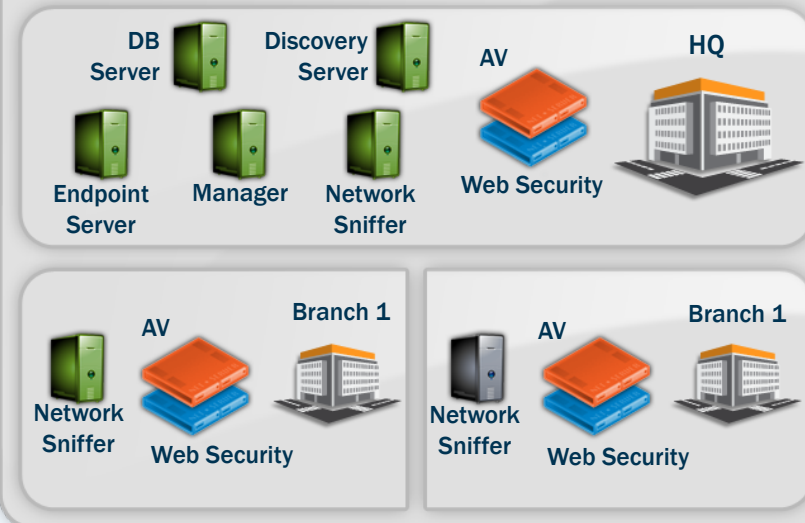
Simple Deployment via Websense

websense®

- Lower cost and complexity
 - Streamlined administration
 - Less Hardware
- Effective data loss prevention
 - Greater visibility and control
 - Higher performance & resiliency

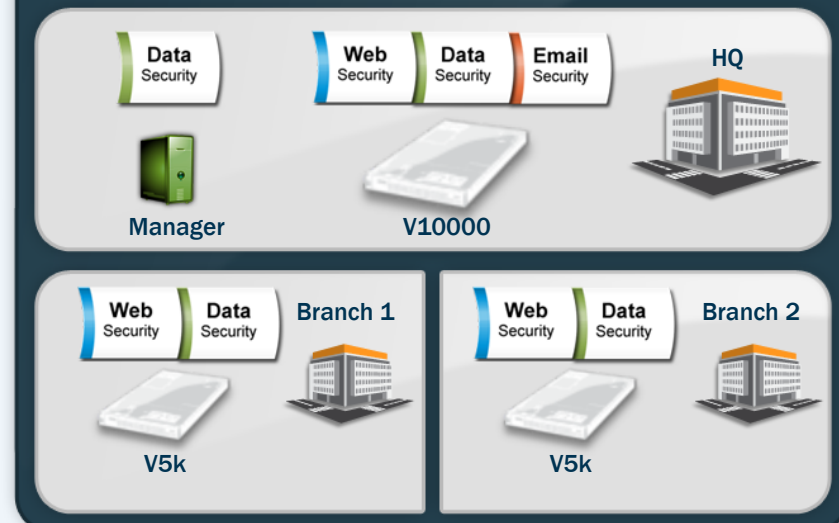
Competitor Offering

Multiple Boxes (13), Multiple Vendors



Websense

4 Boxes, Single Vendor



WHAT'S NEW IN TRITON

Data Security

TRITON™

- Web security
- Email security
- Data security

What's New in Data Loss Prevention (High-Level) websense®

Version 7.6 release, April 2011

- **Endpoint enhancements**
- **Salesforce data security**
- **New image analysis**
- **New packaging**



Endpoint Database Record Protection

websense®

- **Customer problem**
 - Need to enforce policy for database records and spreadsheets on laptops
- **Websense solution**
 - Apply endpoint policy to database records, spreadsheets and other structured data
 - Fingerprints compressed and distributed to endpoints as part of policy updates
- **Benefit**
 - Consistent data policy control throughout the organization



- **Customer problem**
 - Confidential data moving from on-premise infrastructure to the cloud
 - Need to apply consistent, enterprise data security policy data stored in the cloud
- **Websense solution**
 - Fingerprint data stored in Salesforce.com
 - Use fingerprint to apply enterprise-wide policy regardless of origin (on-premise or cloud)
 - Define where data can be stored and sent beyond the cloud
- **Benefit**
 - Single enterprise-wide data security policy for both on-premise data and data residing within Salesforce.com



Inappropriate Image Discovery

websense®

- **Customer problem**
 - Legal liability linked to inappropriate images stored within business servers and laptops
- **Websense solution**
 - Data discovery identifies inappropriate images stored in servers and laptops
 - Automatic remediation can remove images
 - Also supported for email data transmission (WES/ESG/HES)
- **Benefit**
 - Limit legal liability linked to inappropriate image storage



What's New in Web Security (High-Level)

websense®

Two major releases in 2011

- **On-premise and hybrid version 7.6, April 2011**

- Authentication enhancements
- Reporting and management improvements
- Deployment enhancements
- Security improvements
- Hybrid High Availability enhancements

- **Hosted Web Security (and hybrid) version 7.6, June 2011**

- Web 2.0 content/security scanning in the cloud
- Web Endpoint
- Web Authentication Service



Silverlight



RIA



TRITON Architecture Improvements

websense®

Advances to the TRITON architecture v7.6 (April, 2011)

- **Customer problem**
 - Content security requires complex mix of consoles, servers, appliances, and vendors
- **Websense solution**
 - Added email to form only unified content security solution
 - Single Web, email, and DLP management & reporting server
 - Single DLP policy across email, Web, endpoint
- **Benefit**
 - Reduces capital cost, hardware cost, and redundant management tasks



Single management and reporting server



Single console



Single appliance

Three New TRITON Packages

websense®

Websense TRITON Enterprise

TRITON Security Gateway Anywhere +
Data Discovery +
Data Endpoint +
Hosted Email Security and Hosted Web Security Gateway



Websense TRITON Security Gateway Anywhere

Web Security Gateway Anywhere +
Email Security Gateway Anywhere



or



Websense Email Security Gateway Anywhere

Email Security Gateway Anywhere






or



Thank You !

Gartner

-  2010 **Secure Web Gateway** MQ: Leaders Quadrant
-  2010 **Content-Aware Data Loss Prevention** MQ: Leaders Quadrant
-  **Secure Web Gateway**: 2009 Worldwide Market Share Leader



-  **DLP Market Quadrant 2009**: Short List

FROST & SULLIVAN

-  2009 North American **Content Management** Product Innovation of the Year Award
-  2010 Global **Content Filtering** Products Market Leadership Award
-  **Content Filtering** Competitive Landscape, 2008: THE Market Leader
-  **Content Filtering**: 2008 Market Share Leader



- Web Security**: 2009 Worldwide Market Share Leader







- Content Filtering**: Information Protection Decision Matrix: On 'Shortlist' Highest aggregate technology rating



- Content Security Gateway Software**: CY09 Worldwide Market Share Leader

FORRESTER®

-  **Content Security Suites Wave**, Q2 2009: Sole Leader
-  **Web Filtering Wave**, Q2 2009: Recognized Leader
-  **Email Filtering Wave**, Q2 2009: Recognized Leader
-  **Data Leak Prevention Suites** Wave, Q4 2010: Recognized Leader



THE RADICATI GROUP, INC. A TECHNOLOGY MARKET RESEARCH FIRM

-  2010 Corporate **Web Security** Market Quadrant: Recognized Leader
-  Corporate **Web Security**: 2009 Install Base & Revenue Market Share Leader