

DISCOVER, MONITOR AND PROTECT YOUR SENSITIVE INFORMATION

# Symantec™ Data Loss Prevention







“One of the interesting things we’ve found is that a lot of the activity you’d expect to be malicious really isn’t —

**it’s just people trying to do their jobs using outdated business processes**

There were some quick wins where all it took was educating users about a better way to do things. Symantec Data Loss Prevention will be instrumental in helping us guard against data loss that could result through honest mistakes.”

*Laz Corrales  
Senior Manager, Information Security  
Citrix Systems*



# Employees are the backbone of your organization, but they are also one of the most pressing dangers to your information – **more so than hackers** – due to their legitimate access to internal systems and applications.

ORGANIZATIONS CAN MEASURABLY REDUCE THEIR RISK OF DATA LOSS BY UNDERSTANDING WHERE THEIR DATA IS GOING, HOW IT'S BEING USED, AND HOW TO PREVENT ITS LOSS OR THEFT.

The latest wave of insider security breaches raises the question of whether or not businesses and governments should invest more heavily in securing trusted insiders – both malicious and well-meaning – than detecting malicious outsiders attacking the perimeter. In fact, according to the latest Cost of Data Breach Study<sup>1</sup>, **human errors and system glitches caused nearly two-thirds of data breaches**.

Fortunately, the insider problem is a solvable one. Organizations can measurably reduce their risk of data loss by understanding where their data is going, how it's being used, and how to prevent its loss or theft. This allows them to take action on the biggest vulnerabilities and secure their most valuable information.

**Symantec Data Loss Prevention enables you to discover, monitor and protect confidential information wherever it can be found:**

- Email, web, and other network-based communications
- Servers, databases and other document repositories
- Laptops, desktops, and removable storage
- Mobile devices
- Cloud applications

Symantec lets you get started quickly by detecting more than 60 types of confidential data right out of the box. It also lets you fine-tune the operations to meet your organization's specific needs and the types of information that are the most sensitive. By running in real-time, Symantec Data Loss Prevention keeps information safe, educates employees, and **lets your organization run without sacrificing protection**.



## Protect Intellectual Property (IP)

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### A RECENT SYMANTEC STUDY FOUND THAT MORE THAN HALF OF EMPLOYEES ADMIT TO EMAILING BUSINESS INFORMATION FROM THE OFFICE TO THEIR PERSONAL ACCOUNTS

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Your organization's business plans, R&D, and other intellectual property can easily be your most valuable assets. Put in the hands of your employees, these **trade secrets could be put at risk by those who work most closely with them.** A recent

Symantec study found that more than half of employees admit to emailing business information from the office to their personal accounts, where it's completely out of the company's control. Furthermore, 41 percent are downloading IP to personally owned mobile devices, and 37 percent report that they are using cloud apps to store company assets – all without permission. Most of these employees never clean up the files by deleting them.

Symantec protects your IP against data loss by using machine learning technology to safeguard your trade secrets more effectively. The technology learns over time what content is sensitive, freeing you to focus on what actions to take to protect it.

## Comply with Data Privacy Laws

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HALF OF BUSINESSES  
CONCERNED ABOUT  
MEETING THEIR  
COMPLIANCE, BUT EVEN  
MORE ARE WORRIED  
ABOUT PROVING  
THAT COMPLIANCE

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As data privacy laws become stricter and more prevalent, organizations are increasingly under pressure to demonstrate compliance – whether it's for PCI, HIPAA, SOX, or the E.U. Data Protection Directive. A Symantec survey reveals that not

only are half of businesses concerned about meeting their compliance, but even more are worried about proving that compliance. **Symantec enables businesses to demonstrate their compliance** by securing confidential information and documenting what steps your organization is taking to protect it.

Symantec makes it simple to ensure that your employees are following your data governance program. You can find the files that have inadvertently been left exposed, and figure out who owns them in order to start remediation. **Armed with insight into file usage patterns and who should have access**, you can more easily clean up your sensitive information and prevent negligence or overly-excessive permissions.

## Defend Against the Insider Threat

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**HALF OF DEPARTING  
EMPLOYEES KEEP  
CONFIDENTIAL INFORMATION  
WHEN THEY LEAVE.  
THEY BELIEVE IT WON'T  
HARM THE COMPANY  
THEY ARE STEALING FROM**

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Employees are the leading cause of information leaving your organization. Some are looking for a head start when moving to a new company, while others simply feel a sense of ownership toward something they create. In fact, half

of departing employees keep confidential information when they leave. They believe it won't harm the company they are stealing from, and the majority does not believe it is a crime to use confidential data taken from a previous employer.

Symantec plays a pivotal role in your ability to manage your information, by delivering the technology that complements employee education and security awareness programs. As you train employees on how to keep information secure, you will be able to use technology to monitor and stop risky user behavior.





“Mobility introduces a whole new level of complexity. We have an initiative to roll out 10,000 iPads to our pilots to replace their paper-based manuals and aircraft checklists.

It’s a great thing from a business perspective, but

**we’re talking about data that needs to be secured, company confidential information, and pilots walking around with highly desirable pieces of electronics**

that could easily get stolen or lost anywhere in the world. We will be using Symantec Data Loss Prevention technologies across our mobile platforms and across all of our platforms where it makes sense from a risk perspective.”

*John Van Hoogstraten  
Managing Director of IT Security & Risk Management  
United Airlines*

# Symantec Data Loss Prevention Solutions

Symantec's solutions answer three key questions about your confidential data:

1. Where is it?
2. How is it being used?
3. How to prevent its loss or theft?

It does this by performing four key functions:

- **Discover** data wherever it is stored and identify data owners to make data clean-up easy
- **Monitor** how data is being used and where it is going to provide visibility into broken business processes and high-risk users
- **Protect** data by automatically enforcing data loss policies; educating users about security; securing exposed data; and stopping data leaks
- **Manage** data loss policies, incident remediation, and risk reporting from an easy-to-use central management console





# Unified Policy & Workflow Management



**NINETY PERCENT OF  
DATA LOSS PREVENTION  
IS ABOUT WHAT YOU  
DO AFTER YOU FIND  
CONFIDENTIAL DATA**

Once you craft policies that are right for your organization, Symantec's management console lets you see, at a glance, what sensitive information is leaving and where – all

one place. The web-based console allows security teams to quickly take action in order to educate employees, stop data from leaving, and report out the results of their data loss prevention program.

DLP FOR STORAGE:

## File Shares, Databases, & Repositories



EMPLOYEES ARE STORING  
LARGE AMOUNTS OF  
CONFIDENTIAL FILES ON  
THE CORPORATE NETWORK  
WITH OPEN ACCESS, WHICH  
LEAVES THEM VULNERABLE  
TO LOSS AND THEFT

Symantec allows you to scan network files and determine who has accessed them. It also allows you to create policy-specific alerts, such as an employee accessing

information for the first time, or downloading a large number of files. You can even automatically encrypt or move files to protected areas.



## DLP FOR ENDPOINT: Laptops & Desktops



EMPLOYEES ARE  
DOWNLOADING AND  
SENDING CONFIDENTIAL  
DATA WHILE IN THE OFFICE,  
ON THE ROAD OR AT HOME.

Symantec allows administrators to discover confidential information on endpoints throughout the organization, and monitor how it's being used. Protection can

also be extended to mobile devices and enable your organization's bring-your-own-device (BYOD) policy. The technology can monitor the use of confidential data and flag improper actions.

# Email, Web, & Cloud Applications



EMAIL AND WEB ARE TWO OF THE MOST COMMON CHANNELS FOR DATA LOSS. FIFTY PERCENT OF EMPLOYEES REGULARLY EMAIL WORK FILES TO PERSONAL ACCOUNTS<sup>3</sup>

Symantec monitors information leaving your organization via email and other network protocols and can take one or more actions when sensitive information is detected.

It looks for data such as customers' personal information or payment details, and when such data is detected, it can automatically route it to an encryption gateway.



## DLP FOR MOBILE: Mobile Devices




**EMPLOYEES ARE BRINGING  
THEIR OWN MOBILE  
DEVICES TO WORK AND  
ACCESSING CONFIDENTIAL  
DATA FROM THEM, WITH  
OR WITHOUT PERMISSION  
FROM IT SECURITY**

Two out of five employees download work files to their personal smartphones and tablets<sup>3</sup>. Symantec gives you the ability to protect those communications, whether

they are sent over Microsoft Exchange or personal webmail services. It works with mobile management and other security solutions to deliver comprehensive mobile security and ensure that even when sensitive information moves outside of the network it is still safe.





“As a healthcare provider, we have an obligation to keep patient data safe.

**We determined that Symantec Data Loss Prevention had the best potential to give us vision across all three vectors – data in motion, data at rest, and data at the endpoint.**

Another selling point was its ability to build an inventory of sensitive data that is stored across our network, and to analyze data access rights and usage patterns.”

Chuck Kesler  
CISO  
Duke Medicine



## WHY SYMANTEC?

Symantec Data Loss Prevention is the highest-rated data loss prevention solution on the market, providing the most comprehensive solution available.

### As evidence of our leadership, consider that Symantec:

- Is the only consistent leader in the Gartner Magic Quadrant since Gartner started tracking content-aware data loss prevention in 2005 (source: Gartner Magic Quadrant)
- Is deployed by over half of the Fortune 100 companies
- Is the #1 data loss prevention solution, with greater worldwide market share than the next three competitors combined (source: IDC Worldwide Data Loss Prevention 2012-2016 Forecast and 2011 Vendor Shares)

### LEARN MORE

It's time to join other security-minded organizations in safeguarding your most valuable information and preventing it from leaving your environment. Find out how to get started with Symantec Data Loss Prevention. For more information, please reach out to your Sales Specialist, contact us at 1-800-721-3934, or visit us at [go.symantec.com/DLP](http://go.symantec.com/DLP).



# More Information

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## Visit our website

<http://go.symantec.com/DLP>

## To speak with a Product Specialist in the U.S.

Call +1 (800) 721-3934

## To speak with a Product Specialist outside the U.S.

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## About Symantec

Symantec protects the world's information, and is a global leader in security, backup, and availability solutions. Our innovative products and services protect people and information in any environment - from the smallest mobile device, to the enterprise data center, to cloud-based systems. Our world-renowned expertise in protecting data, identities, and interactions gives our customers confidence in a connected world.



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