SYMANTEC IS
DATA LOSS PREVENTION.

DISCOVER, MONITOR, AND PROTECT CONFIDENTIAL DATA

Confidence in a connected world.   symantec™

IT'S TIME TO RETHINK SECURITY

Today, just about anybody can share, access, and disseminate information in unlimited volume. 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 more difficult 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 the focus to securing the data itself. And one of the best ways to do that is with Symantec™ Data Loss Prevention.

Data Loss Prevention answers three fundamental questions:

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

Symantec Data Loss Prevention delivers a unified solution to discover, monitor, and protect confidential data wherever it is stored or used.

Symantec Data Loss Prevention. Security for a wide-open world.

DISCOVER, MONITOR, AND PROTECT CONFIDENTIAL DATA

Symantec Data Loss Prevention delivers a unified solution to discover, monitor, and protect confidential data wherever it is stored or used. Symantec offers comprehensive coverage of confidential data 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
- Find data wherever it is stored
- Create inventory of sensitive data
- Manage data clean up

Monitor
- Understand how data is being used
- Understand content and context
- Gain enterprise-wide visibility

Protect
- Visibility into policy violations
- Proactively secure data
- Prevent confidential data loss

Manage
- Define unified policy across enterprise
- Remediate and report on incidents
- Detect content accurately

The proven choice of global market leaders

Positioned as a leader in the Gartner Magic Quadrant

33 percent of the Fortune 100

9 of the top 10 commercial and investment banks

6 of the top 10 insurance companies

4 of the top 5 health care providers

4 of the top 5 credit card companies

6 top energy and utilities companies

8 top manufacturing companies

12 top technology companies

13 top retail brands

14 top public sector organizations

More than 5 million employees covered

DISCOVER WHERE CONFIDENTIAL DATA IS STORED

Do you know…

- **Which file servers and databases contain exposed confidential data?**
- **Which laptop and desktop computers contain confidential data?**
- **Who has unauthorized access to your confidential data?**

As the volume of data continues to grow within an organization, data security teams may have little or no visibility into where confidential data is stored or who has access to that data. Symantec Data Loss Prevention discovers confidential data wherever it is stored throughout an organization. With this solution, companies can address key challenges around the Payment Card Industry Data Security Standard (PCI DSS), data inventory, and data classification in order to demonstrate regulatory compliance, reduce risk, and safeguard their brand and reputation.

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 Data Insight tracks file usage and helps identify the owners of exposed confidential data so that steps can be taken to fix it.

Symantec™ Data Loss Prevention Endpoint Discover scans for confidential data stored on the endpoint, including laptops and desktops in order to inventory, secure, or relocate that data.

With Symantec Data Loss Prevention, you can discover:

- Credit card numbers and personal IDs stored on Microsoft® SharePoint® and SQL databases
- Personally Identifiable Information (PII) stored within an organization to provide auditors with inventory reports and demonstrate regulatory compliance
- All inappropriately stored cardholder and magnetic stripe data to prepare for a PCI audit
- Aged or outdated confidential documents stored unnecessarily within the organization
- Source code or CAD design drawings shared on file servers
- Pricing lists on a contractor's laptop

MONITOR HOW CONFIDENTIAL DATA IS BEING USED

Do you know…

- Where your confidential data is being sent?
- What confidential data is being transferred off a laptop computer?
- How employees are using confidential data on and off the corporate network?

As organizations rely on high-speed networks and mobile computing to more easily share and access information, data security teams may have little or no visibility into what confidential data is leaving the organization and how employees are using it on and off the corporate network. With Symantec Data Loss Prevention, organizations can monitor how confidential data is being used at the endpoint and where it is being sent over the network. Symantec helps ensure that employees can work productively from the office or at home, and that organizations are aligned with corporate data security policies.

Symantec™ Data Loss Prevention Network Monitor inspects all network communications, including email, instant messages (IM), Web, FTP, P2P, and generic TCP, for confidential data in violation of data security policies.

Symantec™ Data Loss Prevention Endpoint Prevent monitors files downloaded to local drives; transferred over email, IM, Web or FTP; copied to USB, CompactFlash®, SD™, or other removable media; burned to CD/DVD; copied or pasted; captured via Print Screen; and printed or faxed electronically.

With Symantec Data Loss Prevention, you can monitor:

- Instant messages sent to a partner containing confidential M&A information
- Web mail with product plans attached going to a competitor
- Customer lists being copied to USB or other removable media devices
- Email containing PII to automatically route for encryption
- Email sent via hosted email security services, including MessageLabs, a Symantec Hosted Service
- Source code that is copied to a local drive
- Encryption efforts with a priority focus on laptops that contain sensitive customer data
- Mobile devices for email sent containing confidential data
- Product design documents being burned to CD/DVD
- Price lists being printed or faxed to a competitor

"The scalability and modularity of the entire Symantec Data Loss Prevention suite was very appealing to us. We were able to start at the endpoint, which happened to be the most critical for us, but quickly move to email and server monitoring and ultimately, prevention."

David Aflak
Senior Manager of Network Operations,
Management Information Services
Esurance

PROTECT AND PREVENT CONFIDENTIAL DATA LOSS

Do you know…

- **How to prevent your data from leaving the company via the network or endpoints?**
- **How to protect confidential data stored on your network?**
- **How to enforce data policies to change employee behavior?**

It has become more difficult than ever for organizations to prevent the loss of sensitive data. Yesterday's security approaches were aimed at securing the network. Today's approach is to focus on securing the data itself. With Symantec Data Loss Prevention, organizations gain visibility into policy violations to proactively secure data with automatic quarantine, relocation, and support for policy-based encryption. Symantec Data Loss Prevention enables active blocking at both the network and endpoint to prevent confidential data from leaving the organization inappropriately. Symantec helps ensure the highest level of risk reduction to automatically enforce compliance with data security policies and enable organizations to change employee behavior.

Symantec™ Data Loss Prevention Network Protect automatically protects stored network data with automated quarantine, copy, removal, or application of Enterprise Rights Management (ERM) or encryption.

Symantec™ Data Loss Prevention Network Prevent proactively stops network communications from being sent in violation of data security policy by conditionally removing content or routing messages with confidential data to an encryption gateway for secure delivery.

Symantec™ Data Loss Prevention Endpoint Prevent blocks files from being transferred over email, IM, Web or FTP; copied to USB, CompactFlash, SD, or other removable media; burned to CD/DVD; copied or pasted; captured via Print Screen; or printed or faxed electronically.

With Symantec Data Loss Prevention, you can:

- Create a custom policy that will apply your choice of file encryption or ERM to unsecured product designs
- Trigger endpoint security actions to lock down a laptop when a user tries to inappropriately copy sensitive data to a USB
- Use automated sender and on-screen notifications to educate employees on data security policies
- Protect sensitive data from being stored in unauthorized places
- Prevent internal product pricing lists from being posted on a partner Web portal
- Prevent call center representatives from sending credit card numbers via email in violation of PCI DSS
- Prevent an employee from copying source code to a USB
- Prevent employees from burning a DVD with hundreds of confidential CAD drawings
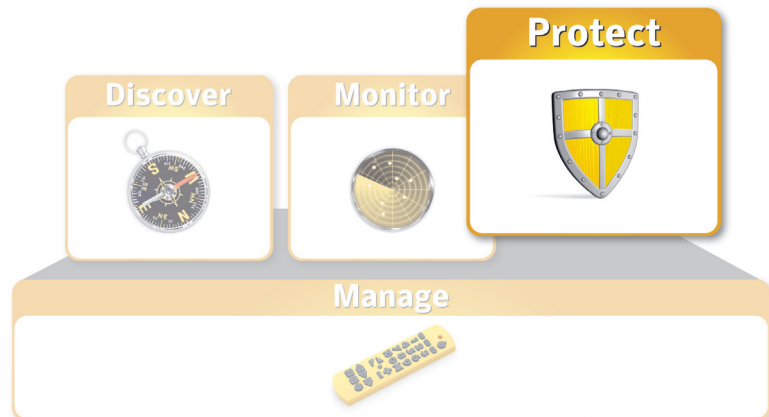
MANAGE AND ENFORCE UNIFIED DATA SECURITY POLICIES

Do you know…

- How to automatically enforce your data security policies across the enterprise?
- How to empower your business units to protect their data?
- How to change employee behavior to focus on data protection?

Organizations are increasingly facing the challenge of enforcing IT security policies. With rapidly growing workforces in geographically diverse locations and employees often working outside the corporate networks, rogue business processes that don't comply with internal regulations can easily manifest. The Symantec™ Data Loss Prevention Enforce Platform enables organizations to manage and apply unified data security policies across the enterprise. In one comprehensive management console, the Enforce Platform enables organizations to define policies once and enforce them everywhere. Designed for the business user, the Enforce Platform is easy to use for remediation and reporting on policy violations, which allows the lowest number of staff resources needed to manage the solution. Its advanced detection technology helps ensure the highest level of accuracy by analyzing both content and context on an enterprise scale. This helps organizations to prevent confidential data loss and maintain a low total cost of ownership.

Symantec Data Loss Prevention Enforce Platform manages universal Data Loss Prevention policies with a centralized platform for detection, incident remediation workflow and automation, reporting, system management, and security.

With Symantec Data Loss Prevention, you can:

- Manage policies from a single console and deploy across a global enterprise's network, endpoints, and storage
- Stay up to date with new regulations, easily move custom policies from test to production, and collaborate and exchange policies to share best practices with other users
- Enable business units to manage their data protection policies by leveraging role-based access to the console
- Use executive dashboards to demonstrate risk reduction
- Export incident data to any application or reporting system, including enterprise security dashboards and security information event management systems, in order to perform incident correlation and enterprise reporting
- Reduce incident remediation costs with accurate detection technology and easy access to complete incident information
- Notify users automatically in real time on the endpoint or through email to promote awareness and user education
- Enable native speakers to create policies, manage and respond to incidents, and perform full system management in 25 languages, including Simplified Chinese, Japanese, and French

"The Symantec Data Loss Prevention solution was clearly the best solution for our needs. The management console stood out because it let our incident response team instantly see and respond to issues. The solution also offered us the flexibility to write one set of rules to cover both data in motion and data at rest—helping to provide consistent protection no matter where our data happens to be."

Craig Shumard
Chief Information Security Officer
CIGNA

HOW TO GET STARTED
Our team of Data Loss Prevention experts will work with you to understand your unique data security requirements and priorities, and share insight into our industry best practices.

ABOUT SYMANTEC

Symantec is a global leader in providing security, storage and systems management solutions to help consumers and organizations secure and manage their information-driven world. Our software and services protect against more risks at more points, more completely and efficiently, enabling confidence wherever information is used or stored.

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