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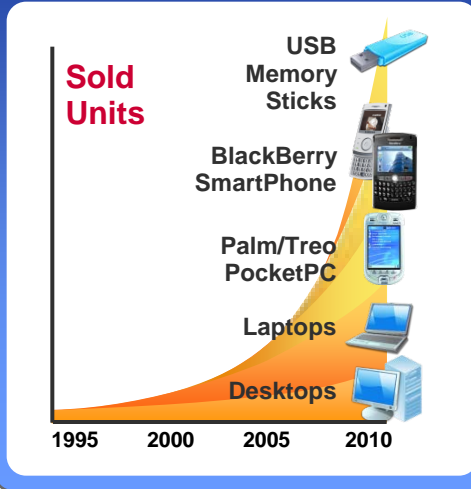
Protect what you value.

Your Data is Your Life

March 2009

Data Loss: Next Inevitable Corporate Disaster?

Explosive Growth of Mobile Devices



Escalating Privacy Regulations



Public Embarrassment and Disclosure Cost



Data Protection: #1 CISO Priority Today



2007 CISO Survey

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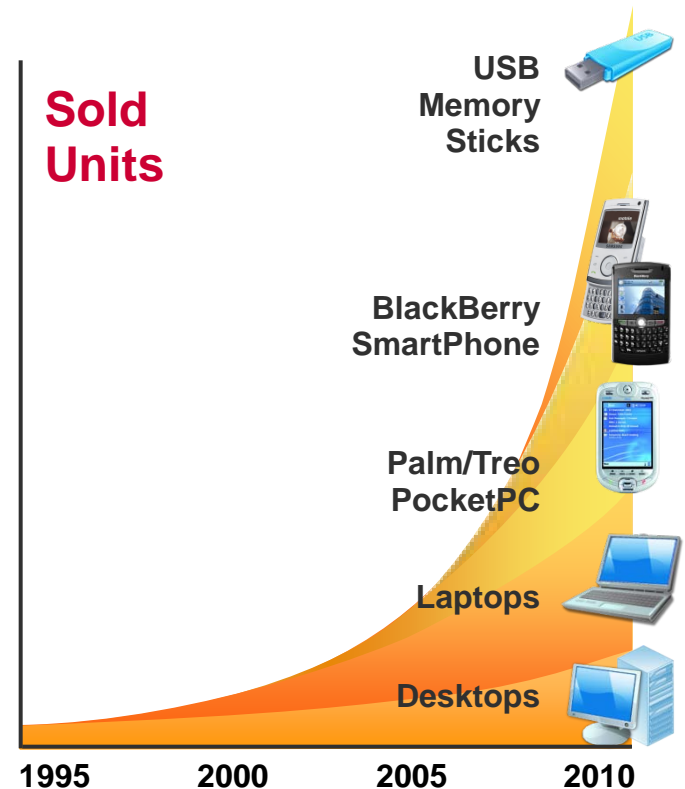


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Increasing Need for Mobile Access to Data

Explosive Growth in Mobile Devices

- Information and data moving out of corporate perimeter
- Storage capacity grows as devices become smaller
- Advances in mobile device technology will continue to produce new and more powerful devices



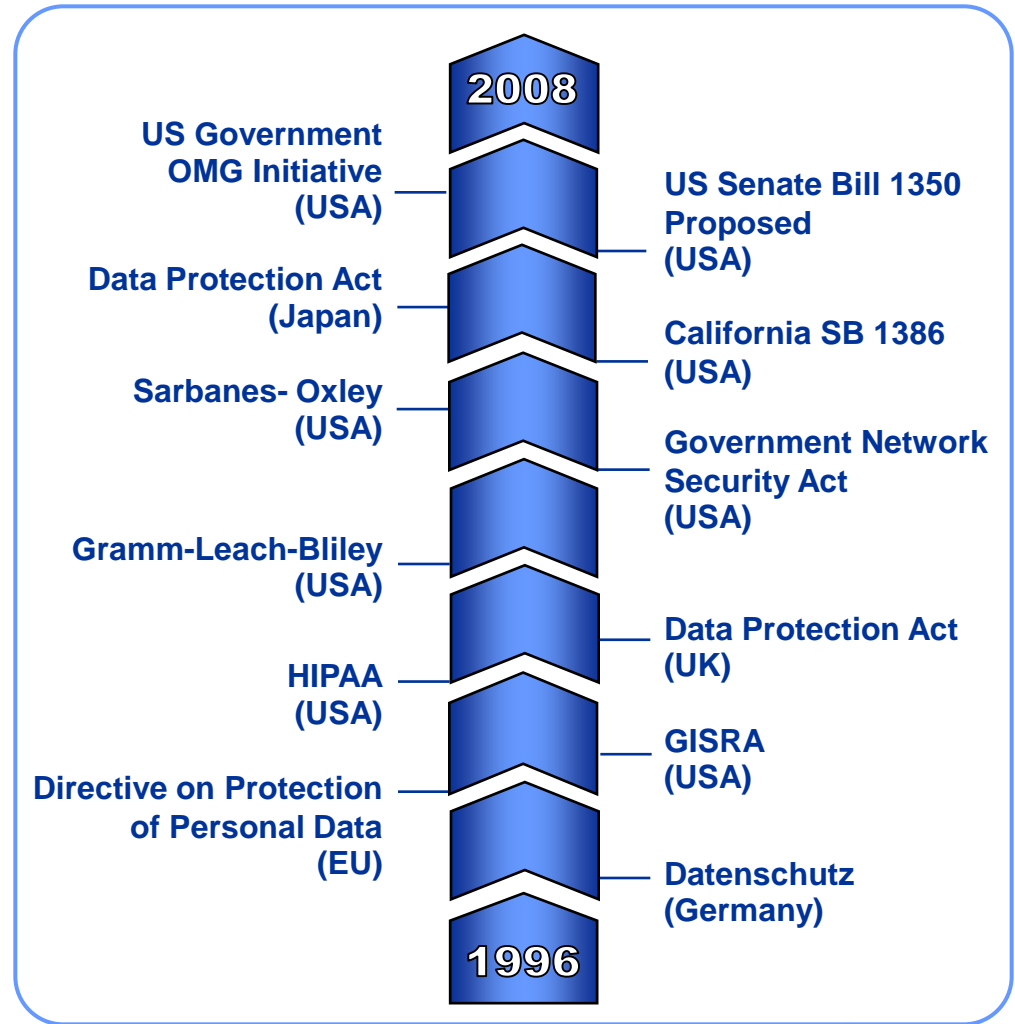
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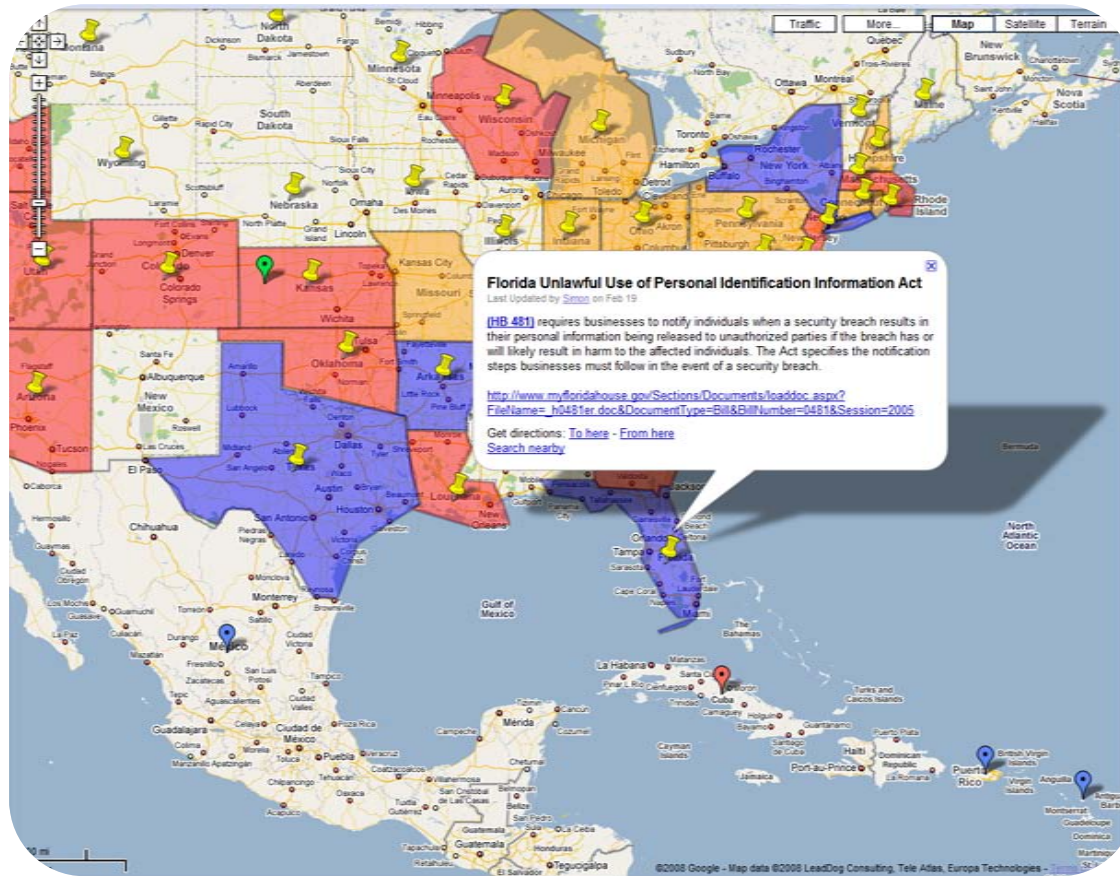
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Increasing Regulatory Pressure

- Growing in number and complexity
- Public disclosure is required in the event of data loss
- Intellectual property loss and theft is also a concern



Increasing Regulatory Pressure



Source: Google Maps International Crypto Law.

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Exploit	Count of records	Sum of records
LostDrive	10	18936554
Hack	78	13824216
LostTape	12	13398471
LostMedia	20	11187570
StolenTape	13	7630396
SnailMail	23	4219606
FraudSe	41	2366970
StolenLaptop	98	1576007
StolenComputer	24	1013030
Disposal_Drive	1	1000000
Web	65	890051
StolenDrive	5	98738
Unknown	22	72822
Email	18	44888
LostLaptop	4	22013
Web/StolenDocument	1	13500
Disposal_Computer	2	6900
StolenDocument	14	6127
LostDocument	9	5310
Disposal_Document	26	1761
Hack/Web	2	500
Virus	5	320
StolenMedia	2	200
Web/Unknown	1	198
StolenComputer/StolenDrive	1	6
Grand Total	503	76316154

Row Labels	Count of records	Exploit
StolenLaptop	98	1576007
Hack	78	13824216
Web	65	890051
FraudSe	41	2366970
Disposal_Document	26	1761
StolenComputer	24	1013030
SnailMail	23	4219606
Unknown	22	72822
LostMedia	20	11187570
Email	18	44888
StolenDocument	14	6127
StolenTape	13	7630396
LostTape	12	13398471
LostDrive	10	18936554
LostDocument	9	5310
Virus	5	320
StolenDrive	5	98738
LostLaptop	4	22013
StolenMedia	2	200
Hack/Web	2	500
Disposal_Computer	2	6900
Web/Unknown	1	198
Web/StolenDocument	1	13500
StolenComputer/StolenDrive	1	6
Disposal_Drive	1	1000000
Grand Total	503	76316154

Source: Datalosssdb.org, last 12 months records

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Incidents

WEB	ID: 260: Social Security numbers and other information posted to public web site	comments: 0
	Date: 2006-04-10 Records Lost: Unknown Source: Inside Accidental Submitted by: admin Location: US Organizations: Broward Co. Records Division FL	
HACK	ID: 1208: Compromised username and password opens access to names, SSN's, DoB's, and driver's licenses.	comments: 1
	Date: 2008-09-19 Records Lost: 12,120 Source: Outside Submitted by: d2d Location: Coral Springs FL, US Organizations: City of Coral Springs, FL, ChoicePoint	

Organizations

[City of Coral Springs, FL](#)

Incidents: 1 Records: 12,120 Headquarters Location: Coral Springs FL, US

[Broward Co. Records Division FL](#)

Incidents: 1 Records: 0 Headquarters Location: Fort Lauderdale FL, US

[Paymaxx](#)

Incidents: 1 Records: 100,000 Headquarters Location: Hollywood FL, US

[DHL](#)

Incidents: 2 Records: 2,010,000 Headquarters Location: Fort Lauderdale FL, US

[WellCare](#)

Incidents: 1 Records: 71,000 Headquarters Location: Tampa FL, US

[University of Miami](#)

Incidents: 1 Records: 2,100,000 Headquarters Location: FL, US

[Hillsborough Community College](#)

Incidents: 1 Records: 2,000 Headquarters Location: Tampa FL, US

[University of Florida College of Dentistry](#)

Incidents: 1 Records: 344,482 Headquarters Location: Gainesville FL, US

[Dr. James Barringer](#)

Incidents: 1 Records: 0 Headquarters Location: Fort Myers FL, US

[Concrete Reinforcing Products](#)

Incidents: 1 Records: 0 Headquarters Location: Miami FL, US

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Understanding the Risk

The Market Value of Your Sensitive Data



\$980-\$4,900
**Trojan to steal
account information**



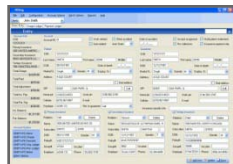
\$147
Birth certificate



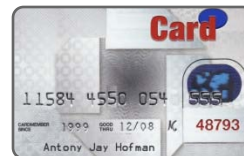
\$490
**Credit Card
Number with PIN**



\$98
Social Security card



\$78-\$294
Billing data



\$6-\$24
Credit card number



\$147
Driver's license



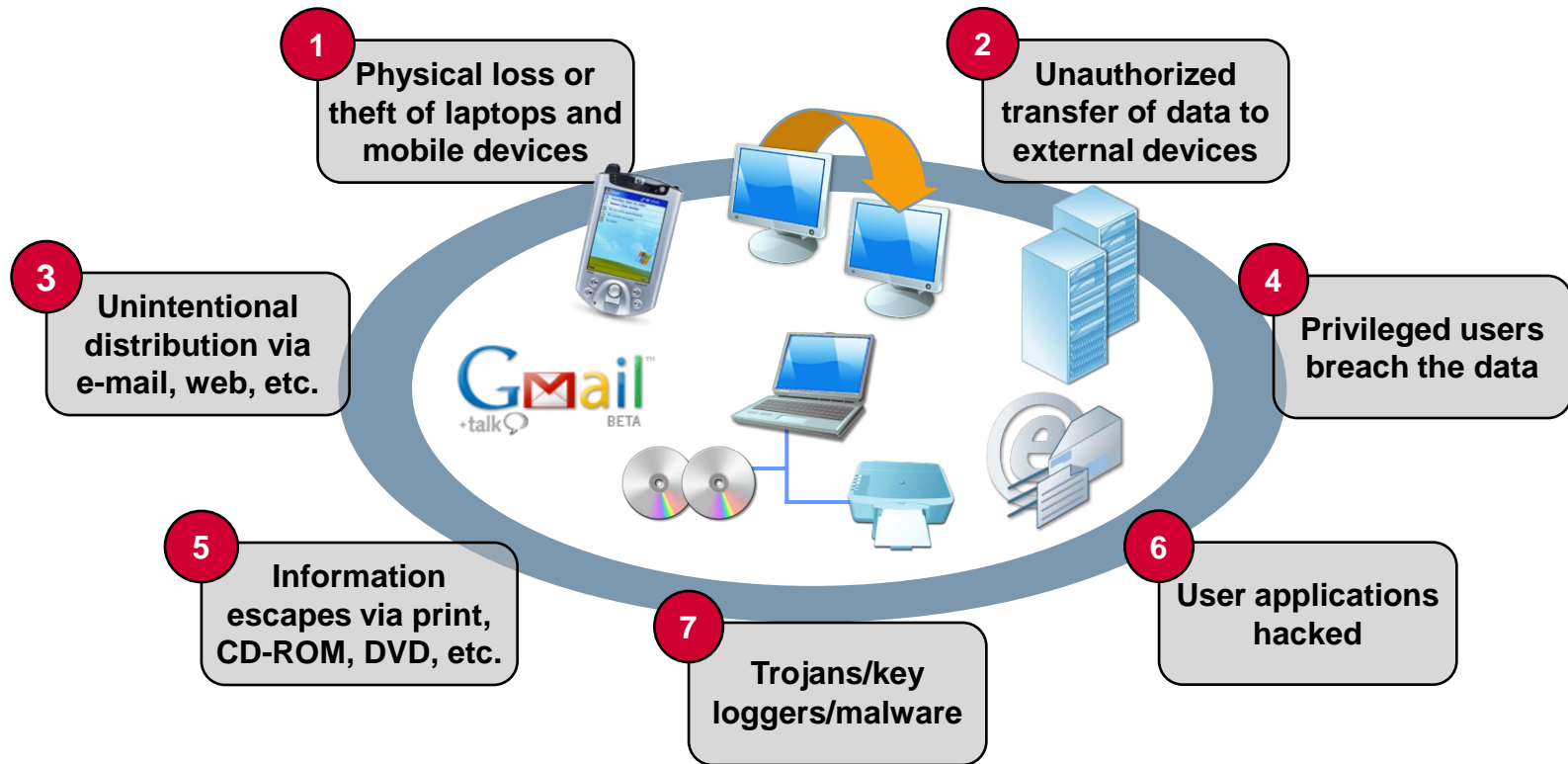
\$6
**PayPal account
logon and password**

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The Major Threats

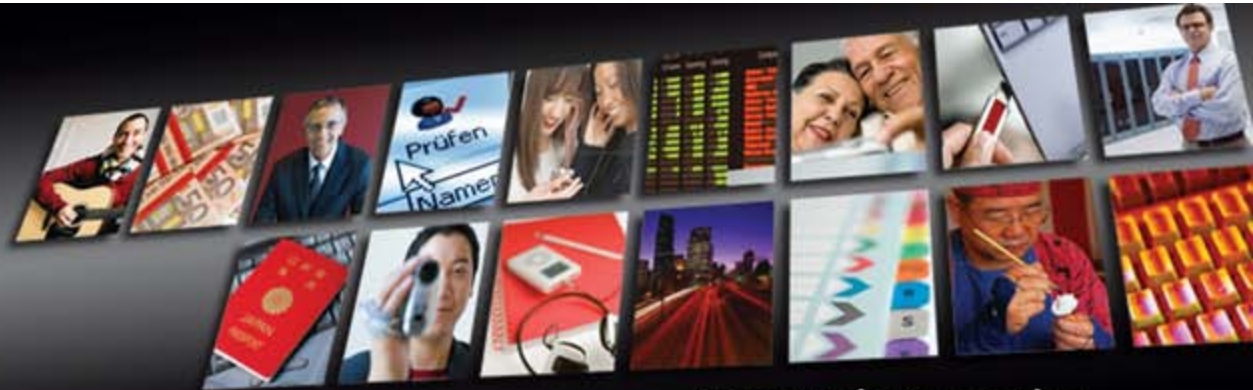


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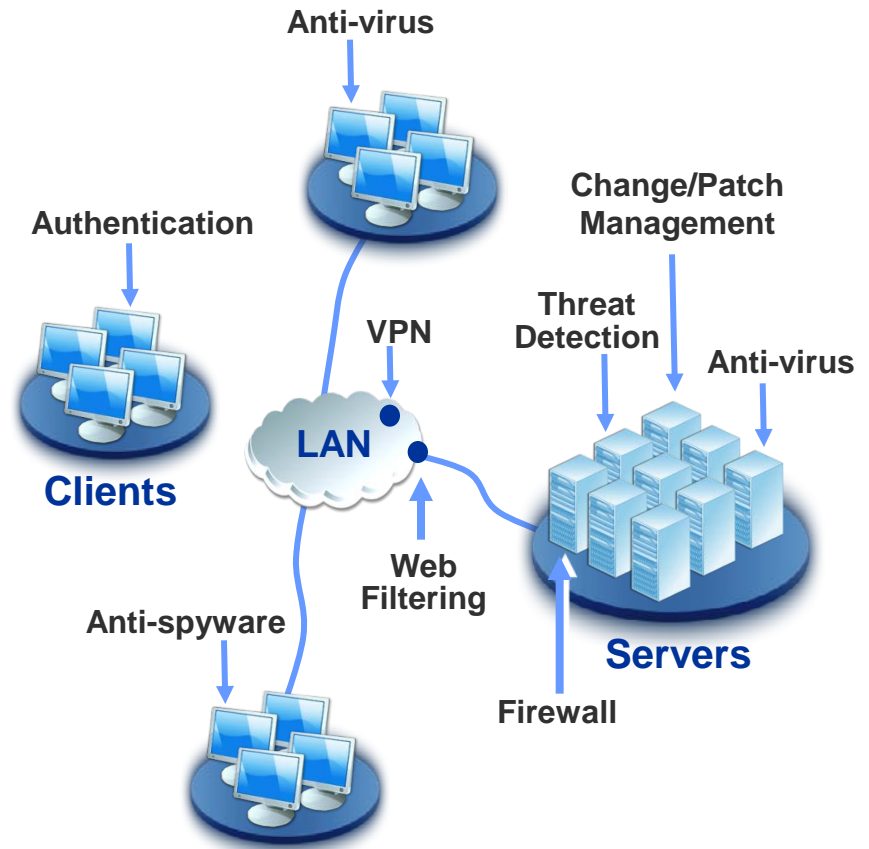


Protect what you value.

Securing Data Requires Different Thinking

Today's Security Solution Gap

- Most information security products don't actually secure information
 - They protect networks and servers
 - They do little to protect the confidentiality and integrity of information
- Information is in constant motion throughout its lifecycle—making it difficult to lock down
 - Perimeters and resources are constantly being traversed



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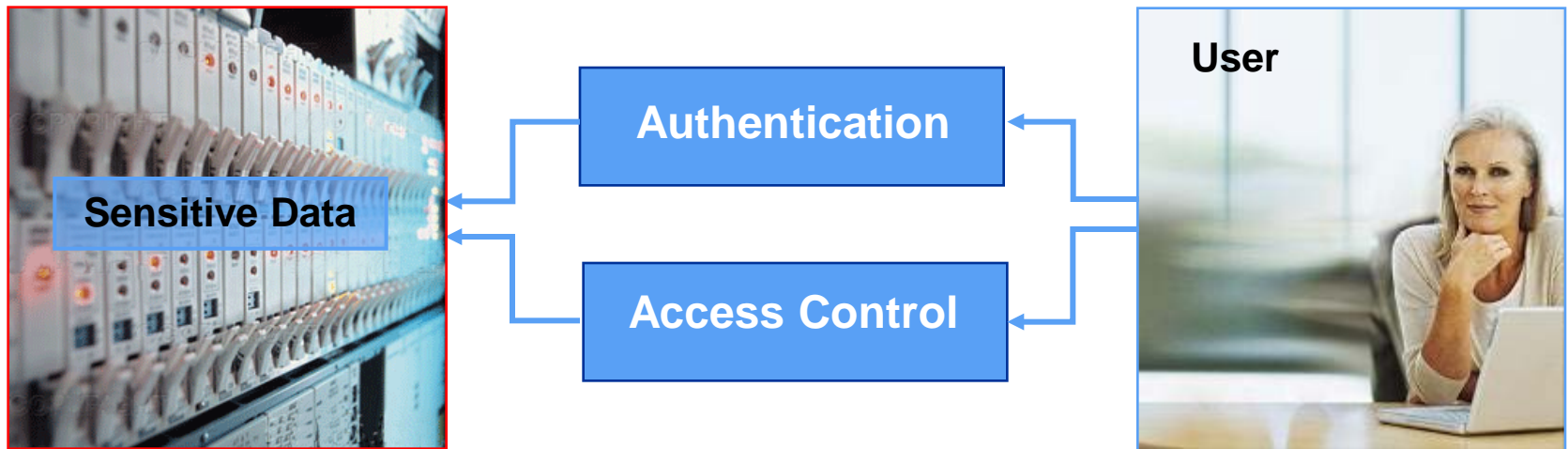


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Current Approaches to Security Do Not Protect the Most Valuable Asset: **Your Data**

System-centric view of data protection:

Protect the perimeter, one system at a time



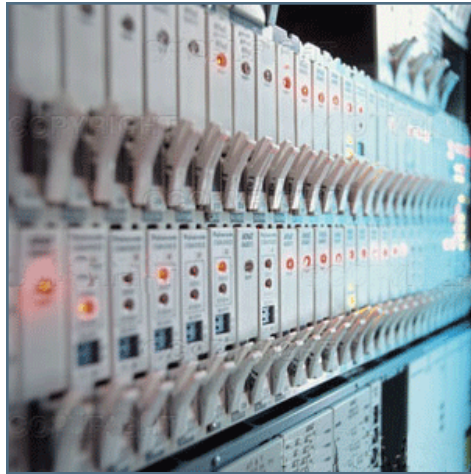
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Data Protection Requires Different Thinking

Data is not static, so security cannot be static – it must follow and persist with the data. **This is Data-Centric Protection.**



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Throwing Point Tools at the Problem Doesn't Work!



High Management Cost

Non-security staff must manage myriad of point security systems. Compounds with changes in personnel and systems



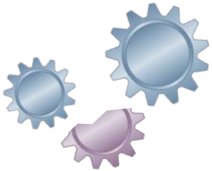
No Alignment to Policy

You are unable to align needs with security policy requirements



Life Cycle Vulnerabilities

Managing the lifecycle of security rules becomes overly complex, increasing infrastructure vulnerability



Broken Business Processes

Businesses processes break as systems go their own way on security



Data Loss Risk

Lack of centralized monitoring and auditing opens vulnerabilities that could lead to data loss

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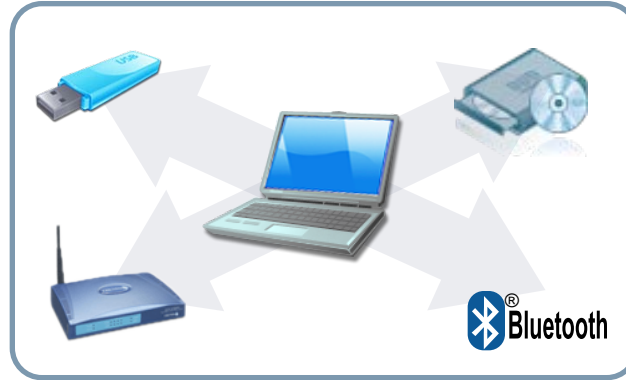
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Data Protection Requires Different Thinking

Easy to Lose



Easy to Transfer



Enticing to Steal



← Data must be protected regardless of: →

Usage



Location



Device



Access



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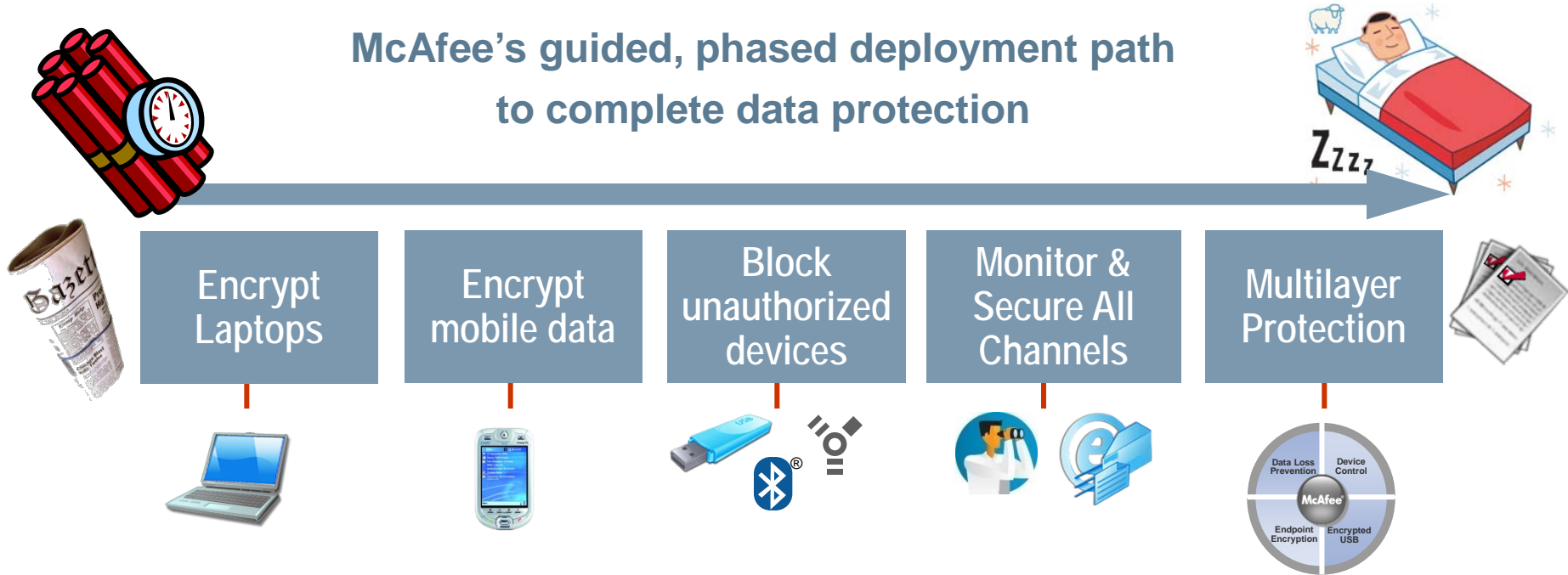
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Thank You!

McAfee is Your Trusted Advisor

Too many vendors, too many use cases, too overwhelming

McAfee's guided, phased deployment path
to complete data protection



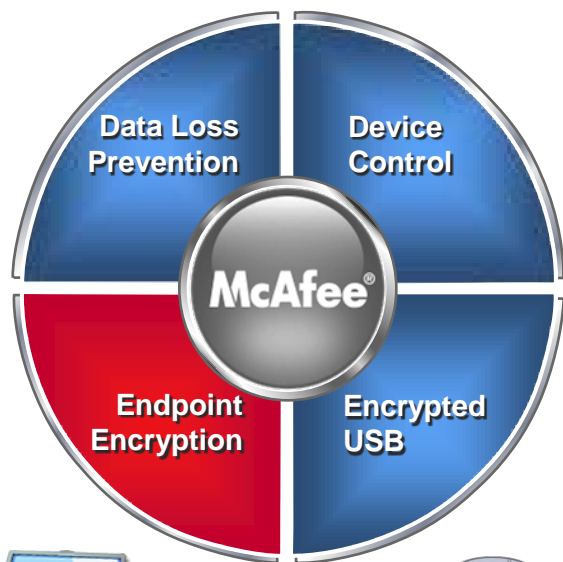
Increasing Protection and Compliance

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McAfee Endpoint Encryption



You need

- Encryption for laptops, desktops, and mobile devices with the flexibility to choose full-disk or file/folder encryption
- Confidence in integrity of sensitive data when a device is lost or stolen
- Safe Harbor protection (i.e. Loss of encrypted data = non-event and does not require public disclosure)

McAfee offers

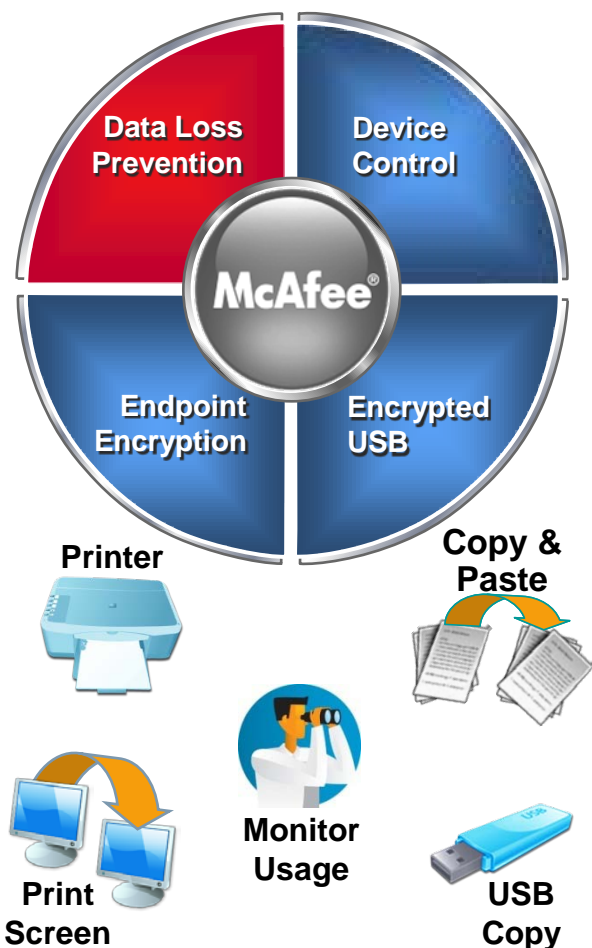
- Military-strength certified encryption algorithms
- Broad support for laptops, desktops, and mobile devices
- Full audit-trails for compliance & auditing needs
- Network-based control and “over-the-air” management
- Certifications: FIPS 140-2, Common Criteria Level 4 (highest level for software products), BITS, CSIA, etc.

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Protect what you value.

McAfee Data Loss Prevention



You need

- To prevent users from accidentally or maliciously leaking sensitive data
- Full visibility and control over usage & movement of confidential data
- To enable your infrastructure and data to protect itself

McAfee offers

- Protection against accidental leakage via everyday user tasks
- Complete spectrum of actionable responses upon detecting loss of confidential data such as
 - Detailed logging & forensic evidence gathering
 - Real-time prevention & blocking
 - User and administrator notification
 - Quarantine of confidential data

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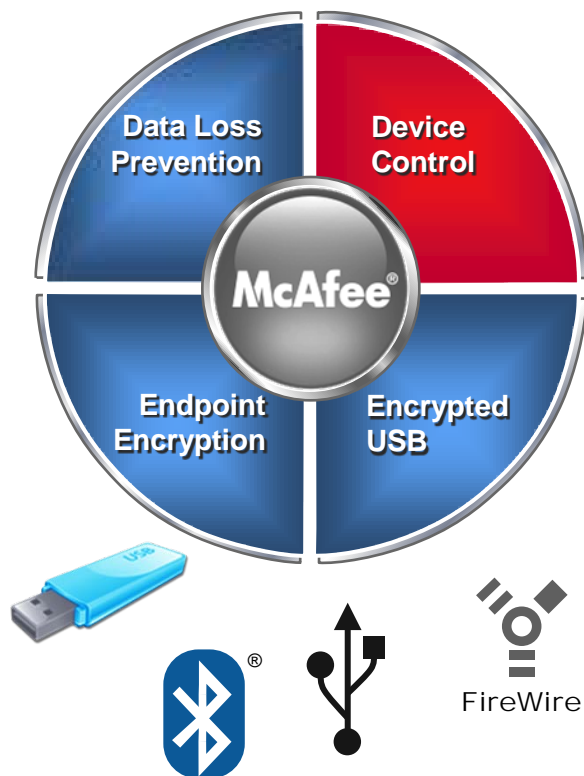
McAfee Device Control

You need

- To monitor and allow only authorized devices to connect to endpoint
- Restriction and blocking capabilities of the use of unauthorized devices such as iPods
- Enforcement control over what data can be copied onto authorized devices

McAfee offers

- Fine-grained control of data and devices
 - Only allow company-authorized devices
 - Enforce control over what data can be copied to devices
- Policies per user, group or department, i.e. allow CEO to connect any device while other employees can only connect sub-set of devices
- Detailed user and device-level logging for auditing and compliance needs

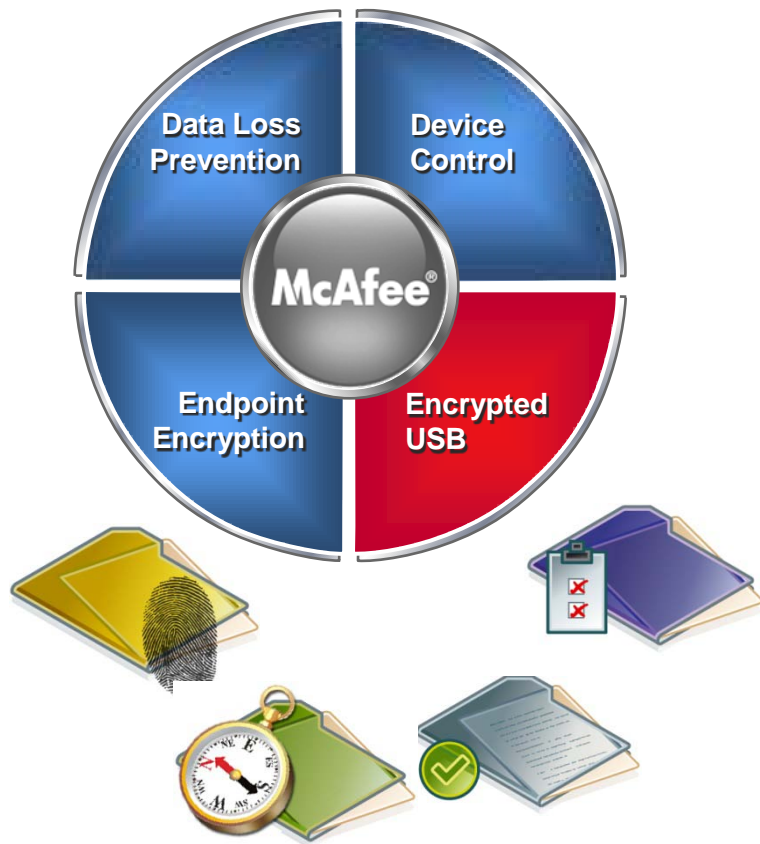


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McAfee Encrypted USB



You need

- Secure external storage media for your power users
- Ability to ensure sensitive data transported via external media is continuously protected

McAfee offers

- A range of secure portable storage devices
- Strong Access Control and Encryption
- Centralized Management
- Internal and External Compliance Support

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Protect what you value.

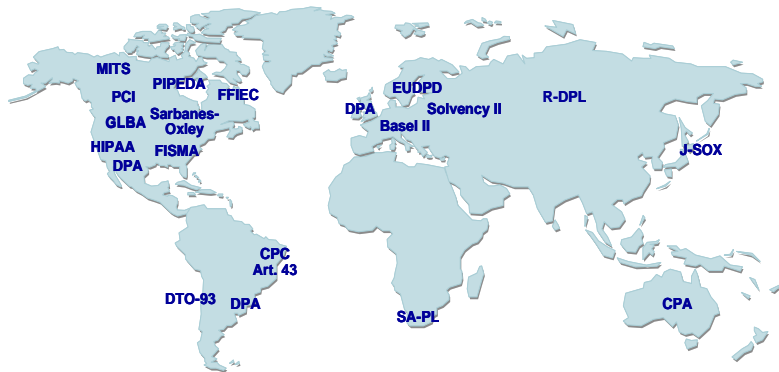
McAfee ePO: Centralized Management and Compliance Support

- You need:

- Data protection to support compliance efforts for tough global data privacy regulations
- Detailed logging and auditing for internal and regulatory compliance needs

- McAfee offers:

- Detailed auditing and logging to meet the toughest regulations
- “Safe Harbor” protection with data encryption
- Rich set of policy & reporting templates to help comply with regulations



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