

Protecting Your Vital Information

McAfee® Data Protection solutions

Information losses continue to mount, even though most enterprises have employed protection measures. In 2008 alone, nearly 250 million records have been exposed due to security breaches¹—records that include sensitive, confidential information such as customer or patient names and addresses, birthdates, Social Security numbers, medical histories and information, account numbers, test scores, and privileged communications between attorneys or physicians and their clients.



Before criminals used to steal money to become rich, but now they have realized that they can be rich by stealing corporate information.

US Treasury Department official

So if enterprises are vigilantly implementing security technologies and policies, why is information loss still growing? Because in the panic over public loss incidents, many companies rush to acquire technologies and implement them—before understanding best practices and establishing processes. In addition, most of the security tools purchased are incompatible and cannot share policies. This has led to inconsistencies in security policy enforcement and increased management overhead. The total cost of ownership and deployment of data protection solutions has spiraled out of control.

To compound the problem, most companies do not even know what information assets need to be protected. What's more, they don't know where the data resides, who is accessing it, or when or how they are accessing it.

Identifying your data—before a data loss incident—isn't easy. You need a comprehensive, proactive, and adaptive solution that automates data protection, enabling you to define critical information assets you know need to be protected—and discover or learn what must be added. In today's economy, you need a flexible solution that gives you the protection you need now—as well as provides a path to meet your future security requirements.

With McAfee's Data Protection solutions, you can quickly discover and understand what data you have, calculate the risk to your organization due to data leakage or loss, define policies, apply controls, fully investigate security incidents, and monitor, report on, and audit your security—all from a single, flexible management console. You can also reduce the cost of ownership and deployment for a complete, end-to-end data protection solution and reduce the risk of information loss regardless of how that information is stored, used, or transferred.

Protect your vital information with McAfee Data Protection solutions

McAfee Data Protection solutions are comprised of McAfee Network Data Loss Prevention (DLP), McAfee Network Forensics, McAfee Host Data Loss Prevention, McAfee Endpoint Encryption, McAfee Encrypted USB, McAfee Device Control, and the McAfee ePolicy Orchestrator® infrastructure. McAfee Data Protection solutions let you protect the data you know you need to protect—and discover the data you don't know—to create a comprehensive solution that protects your vital information assets.

Using a five-step process based on proven best practices, McAfee Data Protection solutions allow you to see how your data is actually being used on a daily basis—so you can put in place the controls to protect it. By automating the capture and understanding of all the data within your organization, including the history of the data, you can then establish the least intrusive and most effective and efficient security controls. Next, you gain a wide range of integrated control options that allow you to apply security using

¹ <http://www.privacyrights.org>

a phased approach based on your risk assessment. Finally, to drive down operating costs and improve process efficiency, McAfee automates the monitoring, investigation, and auditing of your security, simplifying and accelerating your path to regulatory compliance and internal governance.

Path to protecting your vital information

Here's how McAfee Data Protection solutions deliver a repeatable, sustainable, and automated path to protecting your organization's vital information.

- 1 Discover and Learn
- 2 Calculate Risk
- 3 Define Policies
- 4 Apply Controls
- 5 Monitor, Report and Audit



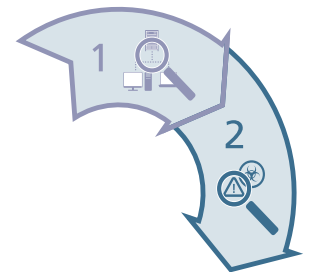
Step 1: Discover and Learn

Using **McAfee Network DLP Discover**, you can automate the process of understanding your information, how it is used and accessed, and the relationships between information elements. The solution swarms across your network and data center, interrogating all of your information sources to help you discover, understand, and classify your information according to your security policies.



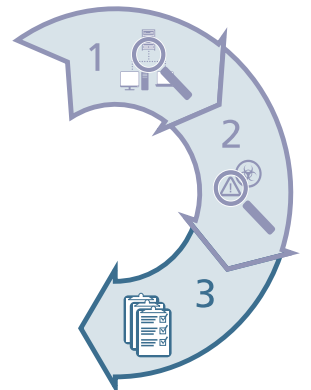
Step 2: Calculate Risk

Once you understand your information, you can assign levels of risk to particular assets. With **McAfee Network Forensics** you can correlate the latest threats against assets and information with regular network scans. You'll get persistent endpoint protection against viruses, malware, and intrusions. **McAfee Foundstone Professional Services** can help you conduct an internal risk assessment, and calculate and define risk due to potential data leakage or loss.



Step 3: Define Policies

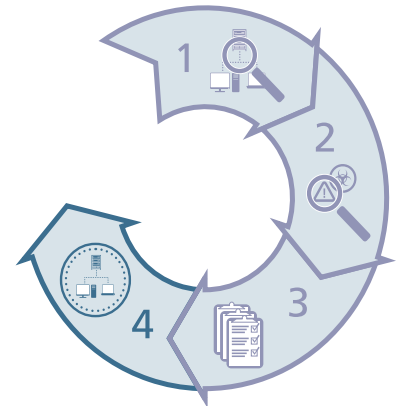
Once you understand your risk, you can define the security policies to deal with the risk. For policy auditing, you need a good system of automated compliance checks to match internal and external governance regulations. **McAfee Policy Auditor** and **McAfee Remediation Manager** give you complete compliance auditing policies to ensure that you meet the latest regulations and standards. **McAfee Foundstone Professional Services** can also help you define your security policies based upon your risk assessment.



Step 4: Apply Controls

McAfee provides seven layers of core information protection controls at all key points of potential data leakage in the network:

- **Laptop and mobile device theft or loss**—McAfee Endpoint Encryption for Devices provides full disk encryption for laptops and mobile devices and renders sensitive data on them unusable in the event of data loss or theft.
- **Data compromise on workgroup servers or other shared systems**—McAfee Endpoint Encryption for Files and Folders encrypts individual files and folders on workgroup servers and desktops based on policy and automates encryption of files and folders on removable devices. McAfee Endpoint Encryption for Virtual Disks enables creation of portable, virtual encrypted volumes on Mac or Windows, sharable across platforms.
- **Data loss via removable devices**—McAfee Device Control monitors and controls user behavior with external removable devices to prevent information leakage or loss. McAfee Encrypted USB encrypts removable storage for power users in a centrally deployed and managed fashion. Also, McAfee Endpoint Encryption for Files and Folders with Removable Media Support automates the encryption of sensitive files and folders on third-party removable media and devices.
- **User behavior that could put vital information at risk**—McAfee Host DLP monitors user behavior with sensitive data at the endpoint (e.g., desktops and/or laptops) to prevent information loss and coaches users against behavior, or prevents it entirely.
- **External threats that could compromise the endpoint, including cybercrime and internal hacks**—McAfee ToPS for Endpoint is a collection of integrated controls designed to deal with external threats to the integrity of user endpoints including viruses, malware, host intrusions, spyware, phishing, and spam.
- **Data loss via email, web, IM, or other network communications**—McAfee Network DLP Monitor passively monitors all network traffic interpreting content and context to uncover and report on issues that could lead to information loss, even if you don't know anything about your information. McAfee Network DLP Prevent blocks all activities that would lead to information loss.

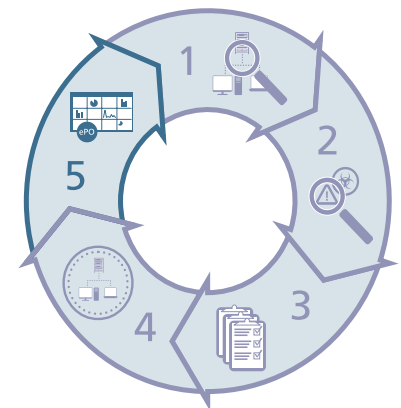


Step 5: Monitor, Report and Audit

McAfee ePolicy Orchestrator® (ePO™) enables comprehensive monitoring and reporting on the effectiveness of the data security infrastructure using incident and case management data from all McAfee Data Protection solutions. It also allows quick, automated responses to external and internal audits, greatly reducing the cost of compliance and enforcement of internal governance procedures.

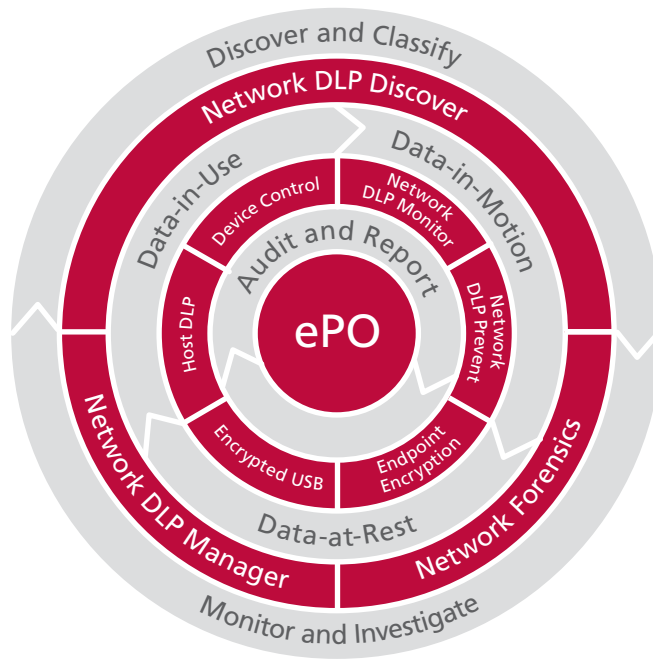
McAfee Network DLP Manager provides detailed case management, incident management, policy management and configuration, and other administrative functions for McAfee Network DLP Discover, McAfee Network DLP Monitor, and McAfee Network DLP Prevent, enabling you to quickly respond to threats to your data.

Leveraging McAfee Network DLP learning and capture technologies, McAfee Network Forensics generates detailed forensics of data breach attempts from nodes on your network, so you can make better, more informed decisions about your security controls.



Conclusion

McAfee offers a comprehensive, integrated, end-to-end solution that protects and monitors your data throughout the entire network—from files and folders on servers and desktops to laptops to removable media and USB devices. More than just a security offering, McAfee's suite of data protection solutions offer a path to protection that is repeatable, sustainable, and automated, thereby reducing your total-cost-of-ownership.



McAfee's data protection solutions protect your vital information and reduce your total-cost-of-ownership.

McAfee's end-to-end data protection solutions allow you to implement best practices to prevent information loss, regardless of how the information is used, stored, or transferred. And thanks to McAfee's flexible deployment options, you can customize a solution that meets your data protection needs today, and protect your investment for the future, knowing you can add functionality as required without replacing your entire security infrastructure. With McAfee's proven suite of data protection solutions, you can meet your compliance and internal governance requirements while freeing up time to do what you do best: run your business.

For more information about McAfee Data Protection solutions, please visit www.mcafee.com, or call us at 888.847.8766, 24 hours a day, seven days a week.

