Mobile Security – Synthesizing Strategy

Steve Ippoliti

December 12, 2012

Companies Run on Documents

CEO

- Board Documents
- Strategy Plans

Board of Directors

CFO

- SEC filings
- Tax/audit filings
- SOX reports
- Placements
- Board reports

CIO / CTO

- Compliance reports: GLBA, SOX, PCI, etc.
- Contracts
- Proprietary systems

Legal

- Contracts
- Corp Dev/M&A
- eDiscovery

Human Resources

- Compensation
- Bonus data
- Employee equity grants

Investors

Business Partners

Market Research

- Buy-side research
- Sell-side research

Investment Banking

- Advisory Services
- M&A deal materials

Real Estate Services

- Mortgage documents
- Ecological assessment documents
- Property debt documents

Banking Services

- Loans, Letter of Credit
- Performance report
- Wealth Management/ Investment fund performance data

Banking Customers

M&A Companies

Urgency: “The Box” Syndrome

13

The average organization has 13 file sync applications in use

76%

76% of organizations send traffic to Dropbox (2GB/mo. average)

90%

90% of organizations lost critical, confidential data this year

IBM Bans Dropbox: Should SMBs Follow Suit?

IBM's about-face on bring-your-own serves as a reminder that some pop

By Kevin Casey InformationWeek
May 25, 2012 09:05 AM

Dell, Intel Survey: BYOD Improves Productivity, Increases Security Risks

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By: Jeffrey Burt
2012-07-25

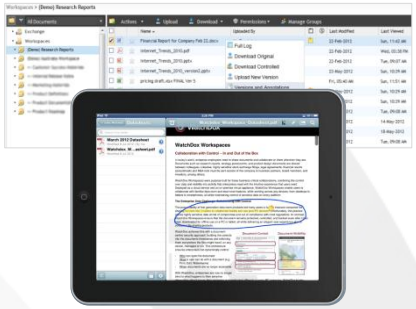
Source: Palo Alto Networks, Ponemon Institute

Reconciling Post-PC Users and IT

What Users Want

Sync:
Mobile / Tablet / Desktop / Web / BYOD

Collaborate:
Share / Annotate / Manage



Just Works:
Picture Perfect Documents, Fast, Elegant, Interface

What Enterprise IT Needs

Tracking and **Compliance**

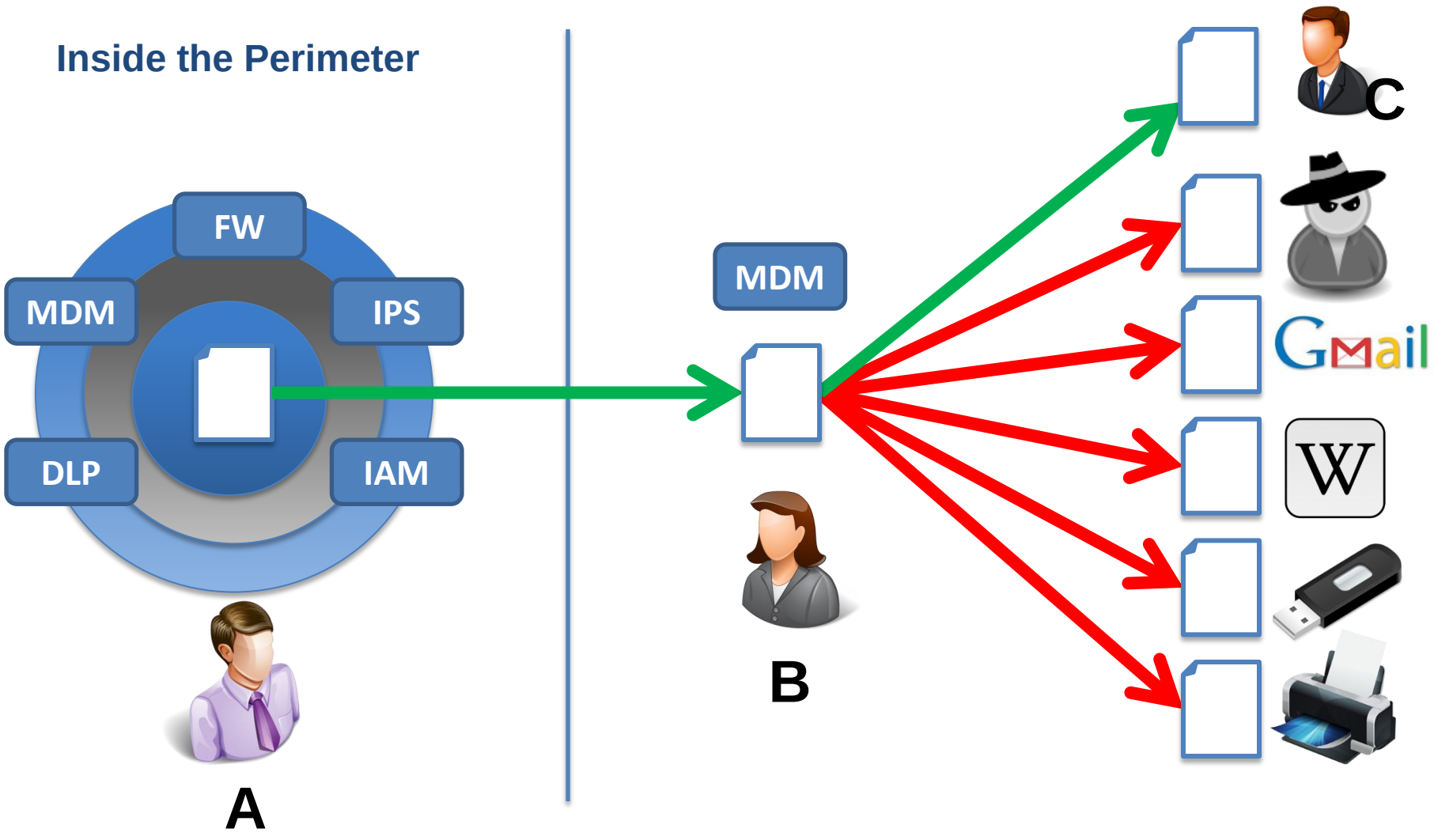
Data **Security** and **Control**

Cloud or On Premise
Deployment

Integration to Enterprise Systems

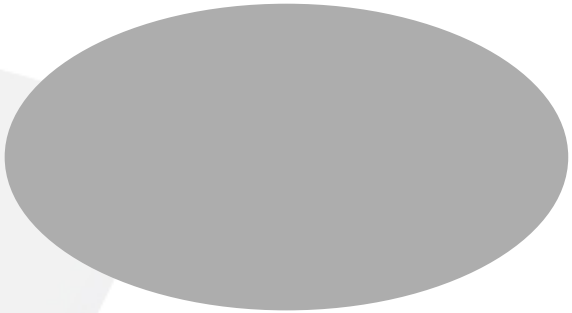
Microsoft SharePoint
Autonomy iManage
salesforce.com

Document Security – Current State

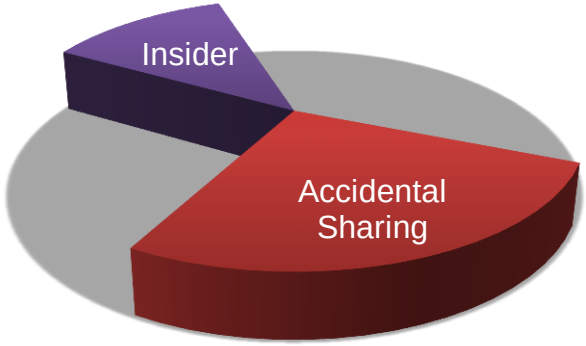


How Data is Lost vs. Scope of Protection by Product

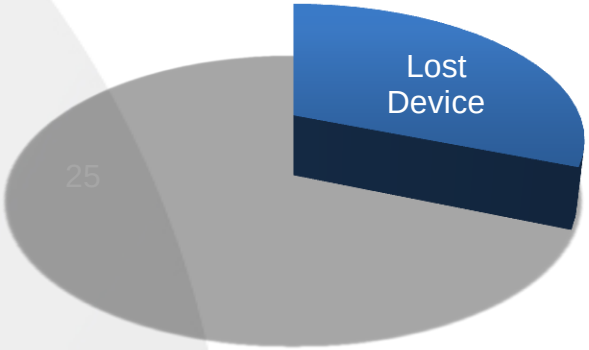
Typical File Sharing



DLP / MAM

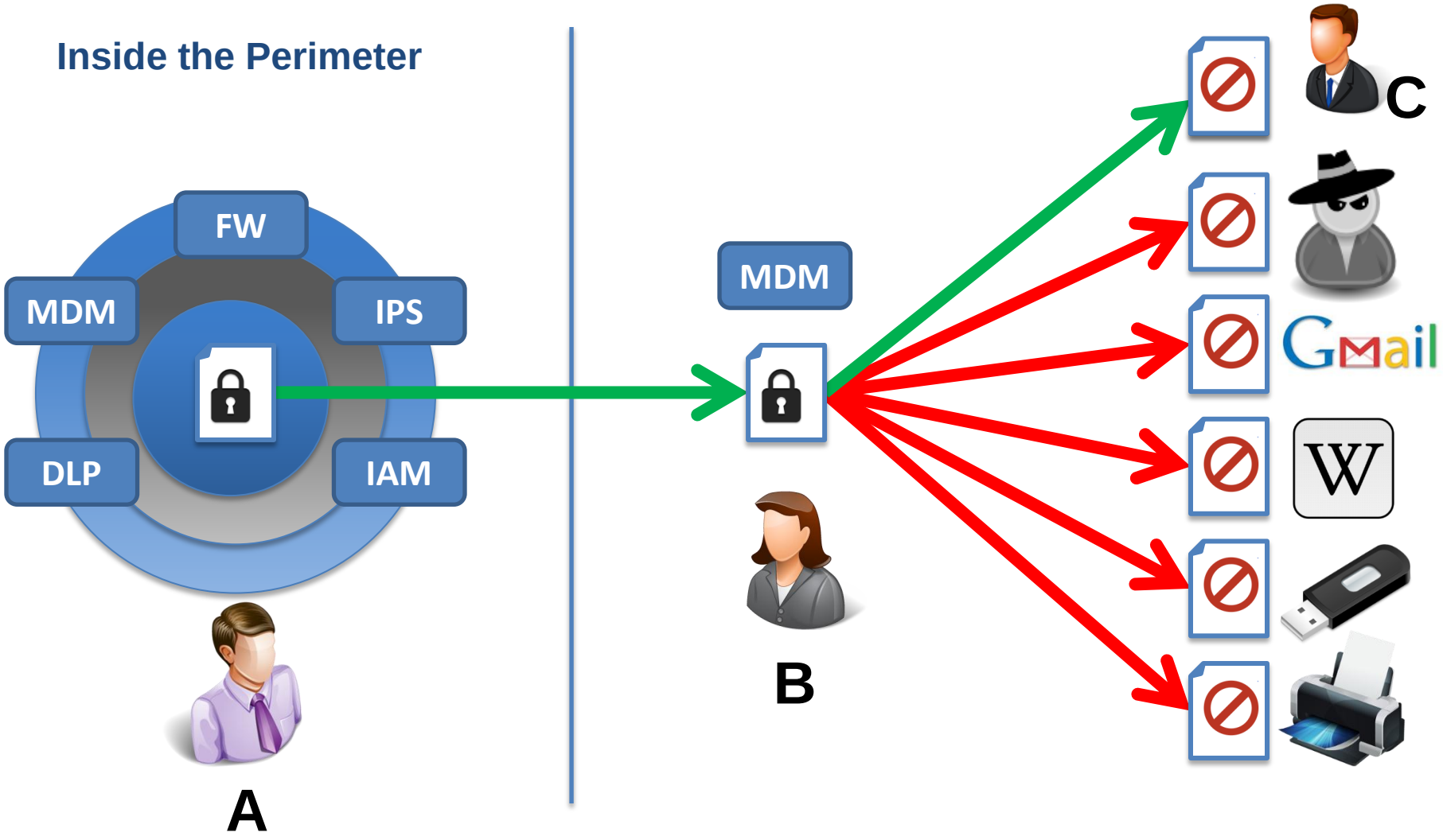


MDM



Source: Forrester Research 9/2012

Document Security – With Document Centric Protection



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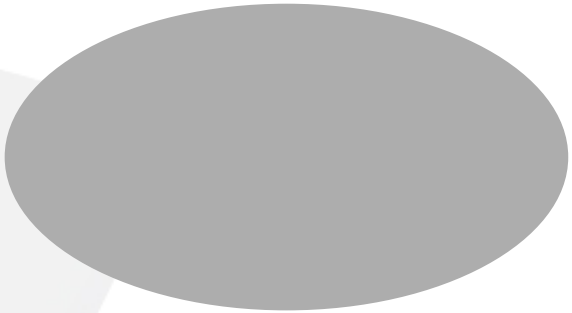

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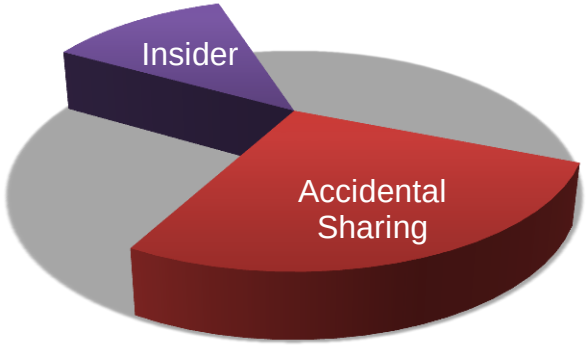
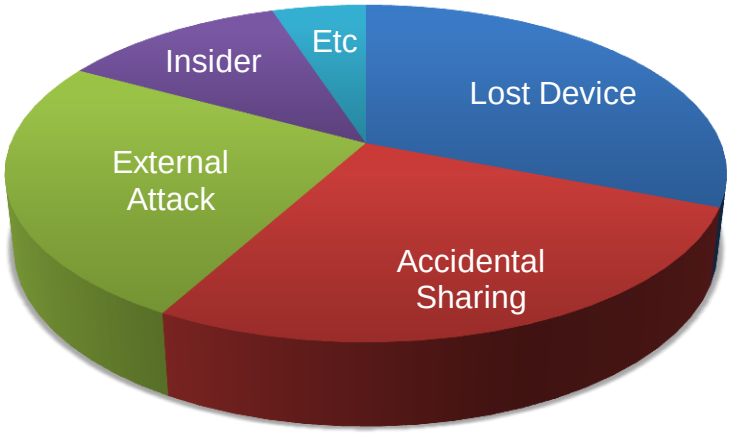


MDM

Data-Centric Protection



Source: Forrester Research 9/2012

Compliance Scope Has Changed

Compliance in the Traditional Enterprise

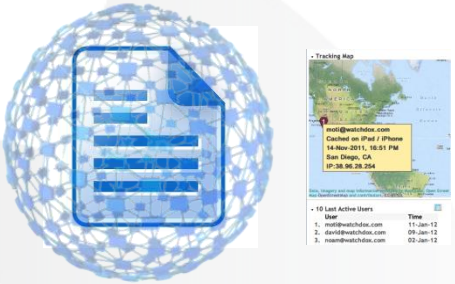
SIEM
Log Management
GRC

Collect + monitor **system logs**, review/alert on issues

Effective for Regulated Data on:

- ✓ IT-Managed Infrastructure
- ✗ Mobile Devices
- ✗ Third Parties' Devices / Infrastructure

Compliance in the Mobile, Extended Enterprise



SIEM
Log Management
GRC

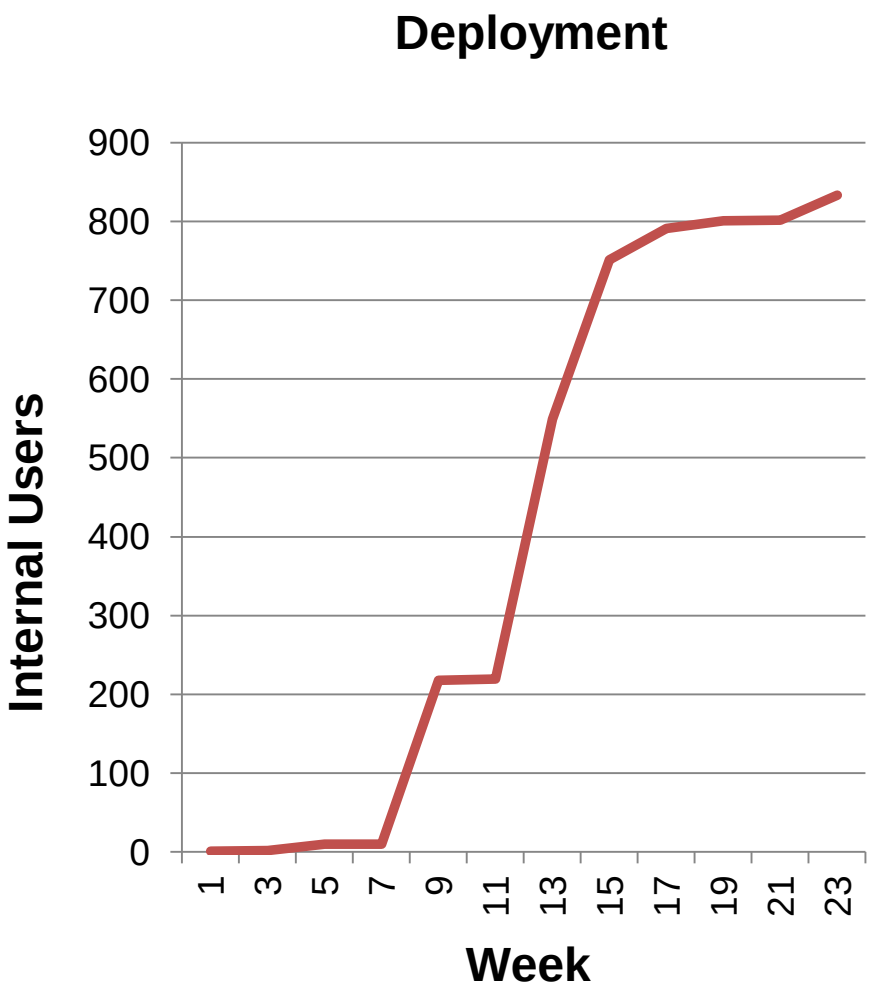
Data itself must generate an audit log of every event on every device for review + alerting

Effective for Regulated Data on:

- ✓ IT-Managed Infrastructure
- ✓ Mobile Devices
- ✓ Third Parties' Devices / Infrastructure

Use Case: IP Protection Solution

- **Use case:** IP protection
- **Requirements:**
  - Protect product designs, manufacturing instructions, and quality standards
  - Full BYOD – must control data on devices not managed/owned by Nike
- Rolled out Nike HQ and hundreds of subcontracted factory users
- Used for millions of product designs



Analyst Perspective: Forrester

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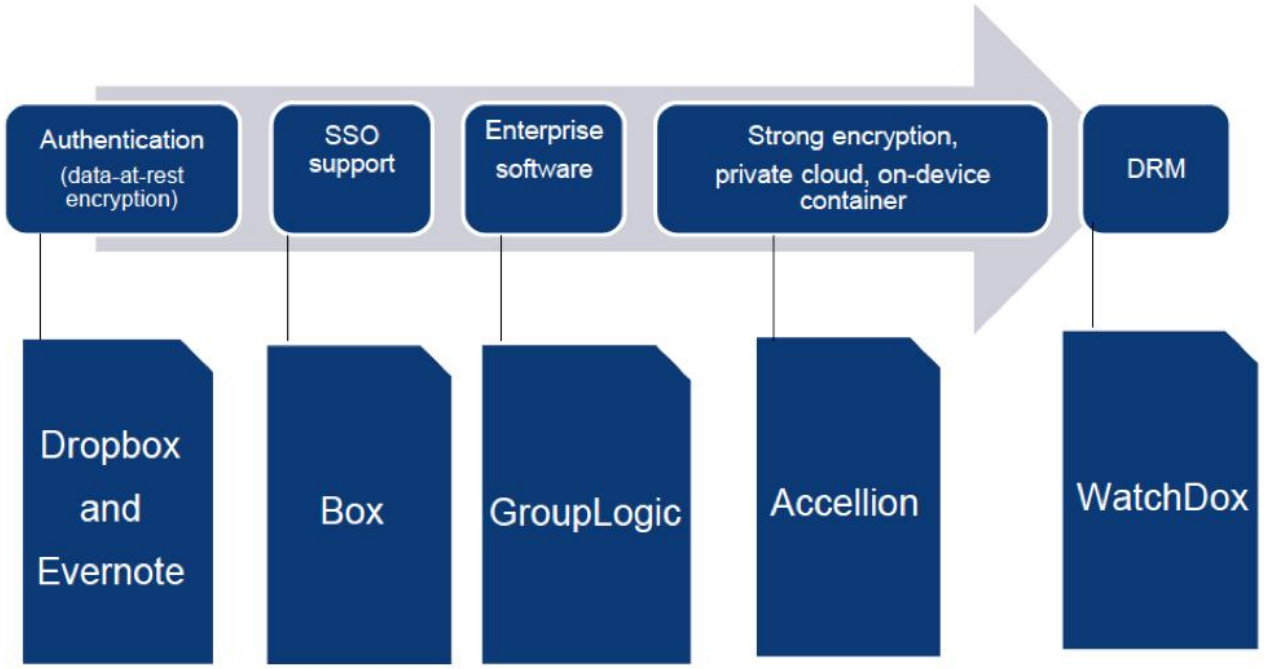
Vendor landscape (examples)



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Corporate Overview

Company Background

- Founded in 2008
- Headquartered in Palo Alto, CA
- 80+ employees
- Deep security DNA (EMC/RSA, ArcSight, Check Point, McAfee, Symantec)

Analyst Recognition

Gartner	Cool Vendor
FROST & SULLIVAN	Represents “next generation of DLP and DRM solutions”
the 451 group	“Shake[s] up ERM with secure document sharing as a service”

Customer Base

Thank You

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