Symantec™ Data Loss Prevention
Discover, monitor, and protect confidential data.
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.

Proven choice of global market leaders
Positioned as a leader in the Gartner Magic Quadrant
25 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 healthcare 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 five million employees covered
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 confidential data wherever it is stored, create an inventory of sensitive data, and automatically manage data cleanup.

**Monitor.**
Understand how confidential data is being used—whether the user is on or off the corporate network—to gain enterprise visibility.

**Protect.**
Automatically enforce security policies to proactively secure data and prevent confidential data from leaving the organization.

**Manage.**
Define unified policy across the enterprise, remediate and report on incidents, and detect content accurately, all within one unified platform.
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 (PCI) standard, 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 Endpoint Discover scans for confidential data stored on the endpoint, including laptops, desktops, and workstations at remote offices, 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

“Our databases literally hold millions of patient and employee names, Social Security numbers, and medical record numbers. With our distributed network, information is constantly moving across different people and departments. Symantec Data Loss Prevention helps us prevent data loss incidents by monitoring our network, scanning our machines, and automatically enforcing our security policies.”

Paul Tobia
Information Security Officer
Sharp HealthCare
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, such as 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 confidential data being downloaded to local drives; copied to USB or other removable media devices; burned to CD/DVDs; transferred over email, instant message, or FTP; copied; 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
- 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 confidential data by quarantining, copying, or removing it from its stored location.

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

Symantec Data Loss Prevention Endpoint Prevent blocks confidential files from being downloaded to local drives, copied to USB or other removable media devices, transferred over the network, burned to CD/DVDs, copied to a drive, or printed or faxed electronically.

With Symantec Data Loss Prevention, you can:

• Use automated sender and onscreen 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 standards
• Prevent an employee from copying source code to a USB device
• Prevent employees from burning a DVD with hundreds of confidential CAD drawings

“We work in a ‘trust, but verify’ environment. Our workforce recently grew by 25 percent in one year, but many of these new employees didn’t understand how to properly protect our intellectual property. We didn’t want all of our best ideas to become available for free on the Internet. Symantec Data Loss Prevention has enabled us to evaluate which of our code segments can be shared and which should be protected.”

Dave Robbins
Senior Director of Global Infrastructure
NetApp
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 effectively manages all universal Data Loss Prevention policies in 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
- Enable business units to manage their data protection policies by leveraging role-based access to the console
- Use executive dashboards to demonstrate risk reduction
- Reduce incident remediation costs with accurate detection technology and easy access to complete incident information
- Automatically notify users in real time on the endpoint or through email to promote awareness and user education

“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. Contact Symantec to get started at +1 (415) 364 8100 or send an email message to dlpinfo@symantec.com.

About Symantec
Symantec is a global leader in providing security, storage and systems management solutions to help businesses and consumers secure and manage their information. Headquartered in Cupertino, Calif., Symantec has operations in more than 40 countries. More information is available at www.symantec.com.

For specific country offices and contact numbers please visit our Web site.
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