Why Data Loss Prevention?  
Top Security Initiative for Fortune 1000 Organizations  
A TIP Research Paper

This research paper from TheInfoPro (TIP) delivers findings from more than 185 in-depth interviews with Fortune® 1000 (F1000) information security professionals. New TIP information security studies are released twice yearly. This research paper features findings from a combined two studies over six months, from Q2 2009 to Q4 2009.

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Data Loss Is a Top Pain Point

Once again in TheInfoPro’s most recent Information Security Study (Q4 2009), when enterprise security professionals were asked about their top two areas of concern or pain points, data loss was among the most frequently cited responses. Having grown as a concern throughout the first half of 2009, the recognition of the impact of data breach incidents continues to add to the return-on-investment calculations for implementation of data loss prevention (DLP) solutions. Note that user awareness is always a top concern for information security professionals, as there is widespread belief among them that people doing things that are counter to policy or good practices contribute to a large percentage of the data loss incidents.

As reflected in the project initiative results, compliance remained at an appropriately high level of concern as of Q4 2009.

Top Pain Points

User Awareness
Compliance
Data Loss
Management Awareness
Budget Constraints
Internal Threats
Malware
External Threats
Log Management
SIEM
Access Control
Vulnerability Management
Staffing
Patch Management
Policy Management
Application Security
Threat Posture
Access Management
Encryption

Wave 11
Wave 12
Three Threats That Are Top of Mind

1) Data loss isn’t always due to malicious activity, but oftentimes just carelessness or lack of awareness by WELL-MEANING employees. Although MALICIOUS users account for a minority of incidents, cyber-attacks are a growing concern for companies.

2) Symantec users also say they’re concerned about BROKEN BUSINESS PROCESSES. They suspect that employees just aren’t aware of how to properly handle sensitive information.

3) Symantec users discussed the security challenges they face with MOBILE AND REMOTE employees. More people are working from home, and it’s becoming easier to transfer large amounts of sensitive information from the office to small portable devices like USBs and iPods. It’s also easy to transfer information using Internet mail accounts like Yahoo and Gmail.

Data Loss Prevention Is the Top Security Initiative

The most recent Information Security Study (Q4 2009) is part of an ongoing series designed to elicit feedback from enterprise IT professionals on key issues, budget priorities and preferred vendors across a range of information security solutions. The results are analyzed to develop a detailed snapshot of the infosec industry and an understanding of where IT decision-makers are driving the market.

Since Q4 2008, it has been noted that compliance is becoming less of a discrete project and more a full part of the IT security culture. Such compliance initiatives have spawned projects to protect enterprise-critical data across F1000 companies. The continuing growth of DLP initiatives demonstrates the maturation of both the solutions available and the priority being placed on such solutions in the enterprise community.
Data Loss Prevention Solutions: Drivers for Continued Adoption

A TIP Research Paper

Symantec Addresses Data Loss Threats and Risks

• Symantec is helping customers prevent data loss from social media. For example, messages and wall posts to Facebook can be blocked through Symantec Endpoint and Network Data Loss Prevention solutions. Symantec Data Loss Prevention 10.5 offers enhanced web content removal capabilities for Twitter, YouTube, MySpace, LinkedIn and Meebo to provide end users with a more transparent web experience.

• In Symantec Data Loss Prevention 10.5, private clouds are secured by stopping data loss on endpoints that access sensitive information via CITRIX XenApp and XenDesktop – which are used to run virtualized apps and desktops.

• Symantec helps customers take control of unstructured data with SYMANTEC DATA LOSS PREVENTION DATA INSIGHT. By integrating across the Symantec security and storage portfolio, Data Loss Prevention Data Insight solves the data ownership problem for unstructured data. Data Insight allows companies to protect sensitive data by inferring data ownership to speed up the remediation and cleanup process.

Data Loss Prevention Is a Systemwide Necessity

In the most recent Information Security Study (Q4 2009) participants were asked to provide details on what DLP functions they had included or would be including as part of their desired solution strategy. While the single largest response included “data in motion” provisions, a majority of respondents, nearly two out of three, indicated they preferred a solution that also included provisions designed to address “data in use” and “data at rest” issues. Solving the data loss problem by protecting data at the endpoint as well as where such critical data resides in the data center are also critically important to those who have embraced a technology solution to the data loss problem.

To avoid integration issues that might make DLP technologies less effective, it is important for enterprises to seek out solution providers that have a comprehensive approach to data loss in each of these three areas.

What DLP functions are included in your in use or in plan implementation of DLP?

![Data Loss Prevention Functions Chart]

- Data "in Motion" or Network Transmission Protection
- Data "in Use" or Endpoint Data Loss Protection
- Data "at Rest" or Storage DLP Functions

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Symantec: Most Widely Used DLP Solution by Fortune 1000

Growth in the security market in 2010 and beyond, specifically for data loss prevention solutions, appears to be bright. Many of the top vendors cited in the Information Security Study as having exciting products and services either have DLP products or have incorporated DLP capabilities into their existing security products.

Symantec currently leads the vendor landscape among citations by enterprise security professionals as either in use or in plan for DLP solutions. Many adopters of Symantec’s DLP product who were interviewed for TIP’s Information Security Study say they are pleased with the performance of the product, and they are insistent that the offering be maintained in its current form because they feel it meets their needs. Respondents also state that the product alleviates enterprise concerns about the loss of critical data as well as company intellectual property.

What interviewees are saying about Symantec:
• “We are happy with what they provide, and they have a good niche in what they do.”
• “The products work, and they have proven themselves over and over. They have been around for a while, and the products are mature. No weakness I can think of.”
• “Symantec has a huge breadth of products. At heart, they are focused on endpoint protection. I still see them as a market leader and very innovative.”

Symantec Data Loss Prevention is the choice of market leaders:

1 in 3 Fortune 100 companies is a Symantec DLP customer

9 of the top 10 commercial and investment banks
9 of the top 10 insurance companies
7 of the top 10 healthcare providers
4 of the top 5 credit card companies
27 top technology companies
22 top retail brands
21 top public sector organizations
14 top business services companies
14 top manufacturing companies
13 top energy and utility companies
More than 5 million employees covered

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