

## The Three Why's



### Why Data Loss Prevention?

A company's most valuable assets are at risk daily and can be shared instantly with others by e-mail – with potential impacts in the millions resulting from loss of shareholder value, significant customer flight, reputation damage, litigation and others. E-mail leaks are one of the biggest and most costly problems facing business and organizations. This will continue given the increasing competitive landscape in business and time pressures placed on organizations. The problem is exacerbated by the growing use of mobile products, services and platforms.

### Why Buy Now?

Protecting corporate assets and intellectual property is a key to successful corporate loss prevention. It is estimated that between 60 to 70% of a corporations intellectual property circulates through the email messaging systems and there is no trace of who sent them, where they are, and who has a copy of them. Continued proliferation will raise these percentages even higher.



### Why Looking Glass for Data Loss Prevention?

*Automating Security Policies for Content Monitoring Throughout the Enterprise*

- Safeguard intellectual property & corporate assets
- Easy to establish security policy and automated monitoring capabilities ensure compliance and facilitate identification of potential security risks
- Interactive content search and alerts across most data sources, including images, quickly identifies policy violations which could lead to breaches in security
- Rich reporting feature provides feedback for policy adherence and possible non-compliance
- Results are consistent, accurate, specific

# LookingGlass Benefit For Data Loss Prevention



## Key Benefits

- ▶ Instant notification of possible compliance violations
- ▶ Be prepared immediately to handle consequences
- ▶ Monitor all e-mails, attachments, even draft e-mails, instant messaging and Voice-over-Internet – which no other e-mail solution does
- ▶ Save valuable budget and reduce staff time with LookingGlass' simple to install, revise and manage system
- ▶ No "needle in a haystack" hunts – all e-mails are scanned as they enter the e-mail system
- ▶ Easy to Understand and Implement - monitoring is based on key words and phrases you enter and can change system-wide immediately
- ▶ Ensure compliance with laws, company policy as information is generated – not well after the fact.
- ▶ Spot emerging situations and initiate appropriate preventative measures
- ▶ Knowledge that LookingGlass' e-mail system is in place can help deter problems

### Use Case 1

Financial institutions are required by law to communicate properly with customers concerning accounts, stocks, investments and advice given. Organizations are at higher risk if particular keywords are used when communicating information to these investors.

A policy is established and implemented within LookingGlass to monitor a list of keywords when communications are sent. An agent of the company sends an email to a client using one of these keywords and immediately a compliance officer is alerted with a copy of the e-mail. Full review of the communication ensures the company is staying within policy.

### Use Case 2

A company in a highly competitive market is concerned about turnover that enables employees to leave the firm bringing along customer lists to their new employer. They've discovered that personal email is used to send these list to themselves electronically.

Using LookingGlass, two lists are created: one for their competitors URLs and another for personal email URLs. The lists are monitored for any email sent to of the key URLs including those that were blind carboned. The security officer is immediately alerted when an email is sent externally to these addresses and given a copy for review.

## Data Loss Prevention Value

✓ *Instant violation alerts*

✓ *Automate security policy*

✓ *Constant monitoring*

✓ *Greater accuracy*

✓ *Eliminate IT burden*

### Supported Environments

- ▶ Server - Windows Exchange Server 5.5 and Above (both 32-bit and 64-bit)
- ▶ Database - Windows SQL Server 2000 and Above (both 32-bit and 64-bit)
- ▶ Client - Windows 2000 and Above
- ▶ Email - Windows Outlook 2000 and Above

## Interactive Message Management Enabling Archiving and Data Loss Prevention

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