Data Loss Prevention (DLP)

Symantec™ **EXCLUSIVE NETWORKS**

For further help and advice contact the Exclusive Networks team on: **Symantec_uk@exclusive-networks.com** or follow **#thinkyouknowsymantec** for the latest news and events.

DATA LOSS PREVENTION

In the current security climate data protection is at the top of the food chain. Symantec's industry leading Data Loss Prevention (DLP) helps to enforce those security measures and acts as a good measure for GDPR compliance.

Symantec DLP has been a market leader for over 10 years' and helps you to understand who can access your data and secure all business-critical information such as credit card details, health information and intellectual property to name a few.

DLP is relevant to organisations of all sizes, across all verticals. With Symantec, you can protect data and identities regardless of where they reside; on premises, in transit, or in the cloud. Symantec DLP allows you to combine comprehensive coverage across all of these channels with consistent policies and a unified management console.

THE BUSINESS NEED

Symantec DLP allows you to:

Discover where your sensitive information resides across all of your cloud, mobile, network, endpoint and storage systems.

Monitor that data, so you can understand how sensitive information is being used, including what data is being handled and by whom.

Protect sensitive data by preventing it from being leaked or stolen. This includes consistently enforcing data loss policies across your entire environment and educating employees about safe data practices.

DISCOVERY QUESTIONS

▷ Do you know what valuable data you hold? (Such as: health information, financial information, address details, account numbers, passport numbers, intellectual property.)

  ▷ Do you know who accesses that data?

  ▷ Where is your data held? On premise or in the cloud?

  ▷ How is your data distributed?

  ▷ How do you protect your valuable data?

▷ Are you worried about employees leaking or stealing confidential data? Do you have any upcoming audits or compliance deadlines?

▷ Who's responsible for your data? Who would be most affected by a breach? What could happen to you personally?

▷ What data loss channels are you most concerned about; email, web, endpoints, mobile, cloud, storage?

45% of survey respondents say that DLP programs improved their credibility with peers in other business units, leading to more effective business leaders.

"Data loss is a very real and very serious issue. And DLP is the safest investment you could make."

Tim Matthews, Senior Director, Data Loss Prevention, Symantec

88% of respondents say that their organisation's DLP initiative originated from the top, either to demonstrate compliance or because management requested it.

52% of respondents' companies launched a data protection plan because they had either experienced data loss or felt such an event was imminent.

In 2016, 1.1 BILLION identities were exposed via data breaches. According to the 2016 Verizon Data Breach Report, "No locale, industry or organisation is bulletproof when it comes to the compromise of data."

WHO SHOULD YOU BE TALKING TO?

▷ **CISO, Strategic IT, Audit and Compliance (Influencer)**

▷ **Existing VIP, Managed PKI, or DLP customer**

▷ **Enterprise and large enterprises with highly complex IT environments or highly specialised IT organisations**

▷ **Organisations where compliance is critical**

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OBJECTION HANDLING

Objection: "I already have a DLP solution in place".

Solution: Does your current solution do the following?

✓ Easily secure cloud apps?

✓ Support strong authentication?

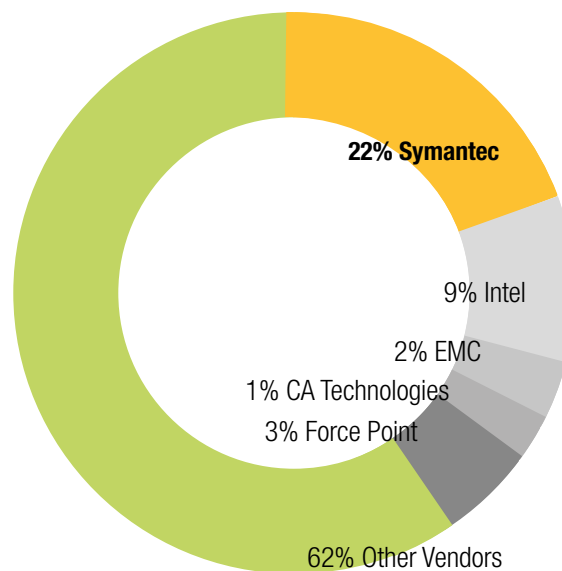✓ Offer the value of the Symantec information protection solution?

If the current solution is DLP included with Office 365 consider the below limitations:

✗ O365 has basic detection.

✓ Symantec DLP has multiple sophisticated detection (EDM, IDM, VML, and form recognition).

✗ O365 do not offer full coverage of all information channels.

✓ Symantec covers Endpoint, Gateway, Storage and Cloud within a single policy.

✓ The Symantec form recognition outperforms the O365 Document Fingerprinting.

How does Symantec DLP compare to the competition?

Symantec DLP is a comprehensive solution that protects all your data and infrastructure from one single place.

#1 Market Share Leader in Data Loss Prevention

22% Symantec

9% Intel

2% EMC

1% CA Technologies

3% Force Point

62% Other Vendors

Total Market: $821 M

How does Symantec's DLP compare to Microsoft and Forcepoint?

Microsoft

How does Symantec DLP perform better?

▷ **Symantec DLP provides protection everywhere** - on premise, in the cloud, data in motion, data at rest, and data at endpoint. Whereas Microsoft's DLP is limited to Microsoft products only and does not connect to data in the cloud.

▷ **A unified management console** so you can manage DLP all in one place.

▷ **The best detection technology** – including OCR and image recognition.

▷ **A unified policy management system** that ensures management of DLP polices across corporate infrastructure and extended perimeter (mobile device / off premise).

FORCEPOINT

How does Symantec DLP perform better?

▷ **Forcepoint have limited CASB integration** – ICAP only, whereas Symantec DLP is fully integrated with CASB.

▷ **Forcepoint do not have form recognition** whereas Symantec have all the bases covered.

▷ **Symantec have good integration with encryption,** tagging and authentication.

▷ **Forcepoint do not have a single management console** or a single DLP policy for all channels.

CROSS-SELL OPPORTUNITIES

"You've fine-tuned your Symantec DLP policies over years. Would you be interested to extend that architecture to cover cloud applications?"

PROPOSITIONS

Extend Symantec DLP to Cloud Apps with CloudSOC and Symantec DLP Integration. Uncover shadow data lurking in the cloud with the industry's first integrated cloud security solution that seamlessly combines best-in-class data loss prevention (DLP) and Cloud Access Security Broker (CASB) technologies from Symantec.