How Data Classification can harness the power of Big Data

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Agenda

- About Us

- Big data issue

- Cost of data loss

- How one of our customers used Data Classification to take back control of their Data

- Drivers for Classification

- The Result

About Boldon James

"Global leader in data classification and secure messaging solutions, helping organisations of all sizes manage sensitive information securely and in compliance with legislation and standards, in some of the most demanding operational environments in the world"

- Established in 1985, headquartered in the UK with 60 employees

- Nearly 30 years experience in delivering successful secure messaging, data security and information management solutions

- Global presence, local expertise – with offices in the UK, US, Australia and Europe and channel partners worldwide

- Strong relationships with leading technology vendors

Microsoft
GOLD CERTIFIED
Partner

Symantec.
Technology Enabled Partner

McAfee
Security Innovation Alliance

Ca technologies

NEXTLABS
egress

DEEP SECURE
Assured messaging and application security solutions

Good

RIM

QinetiQ

- Boldon James is a wholly owned subsidiary of QinetiQ Plc. – a $2bn company employing 10,000 people in the UK, US and Australia

- Boldon James HQ is based on the QinetiQ site in Farnborough, UK

- Global expertise and presence in engineering & robotic research, weapons platforms, manufacturing, outsourcing, cyber intelligence and security.

- Some of our contracts and history include supporting NASA at the Kennedy Space Centre, design & manufacture of unmanned drones, invention of LCD and ground-mapping radar

Client experience

- Over 2.5 million end users of our technology globally
- Customers across multiple sectors, including Military, Intelligence, Government (local and central), Financial Services, Law, Oil & Gas

Global organisations trust us to protect their sensitive data....

❑ Perimeter defences are no longer sufficient

"A fortress mentality will no longer work in cyber. We cannot retreat behind a Maginot Line of firewalls." - William J Lynn III, US Deputy Defense Secretary
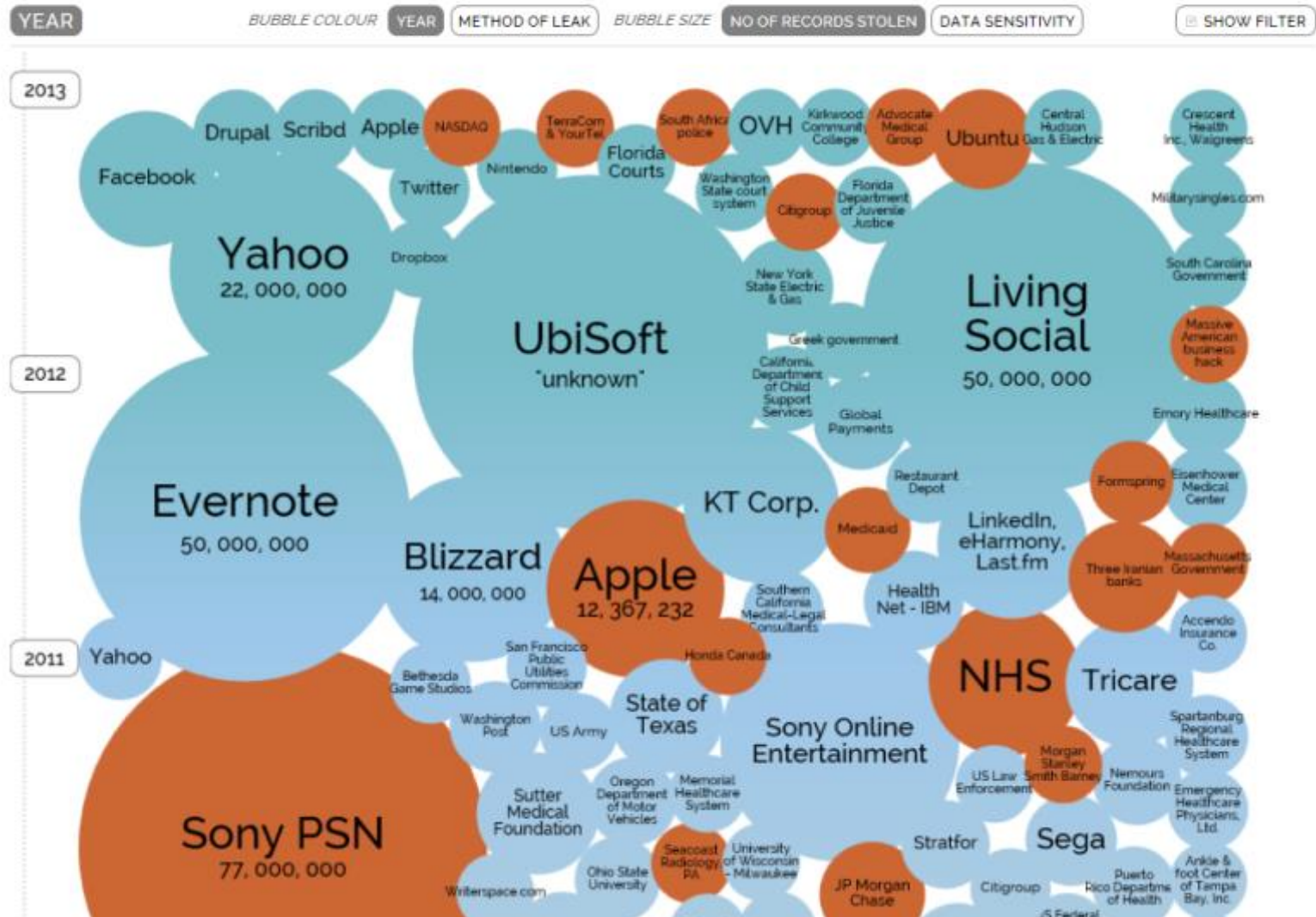
❑ Threat at home more damaging than external threat

Hey, what are you doing here at work? Haven't you resigned already?

Oh! Actually I had forgotten to steal the confidential data.

Brainstuck.com

World's Biggest Data Breaches
Selected losses greater than 30,000 records

Example from a global energy company...

❑ **Background**

   ❑ Management concerned about accidental release of **commercially-sensitive content**

   ❑ Decision already taken to enhance **collaboration** and information sharing

   ❑ Focus on brand and employee protection

❑ **The Challenge**

   ❑ Stretched archiving procedures & reduced storage costs

   ❑ Wide spectrum of data types and sources to consider - including **surveys**, **financials**, energy **production** projects

   ❑ Lack of knowledge about **what data was being stored** in tools like SharePoint and Symantec

   ❑ **Discover** what data they had and **define** a data classification policy

Case Study cont. - Challenges

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- ❑ **Requirements & Constraints**

  - ❑ Integration with existing applications & platforms – SharePoint, intranets, supplier extranets

  - ❑ Meeting strict industry regulations, processes and procedures

    - ❑ *Future attainment of ISO27001*

  - ❑ Ensuring the solution had a low overhead and seamlessly integrated with Symantec's email security suite

  - ❑ The flexibility to apply different rules to different user communities

Data classification in practice

- ▶ Dynamic and proactive labelling

- ▶ Enforce Labelling/Data Classification Policy

- ▶ Domain, User & Attachment checks

- ▶ Ensure consistent markings are applied

- ▶ Visual Labels & Metadata

- ▶ Multiple platforms & file types

Increasing awareness

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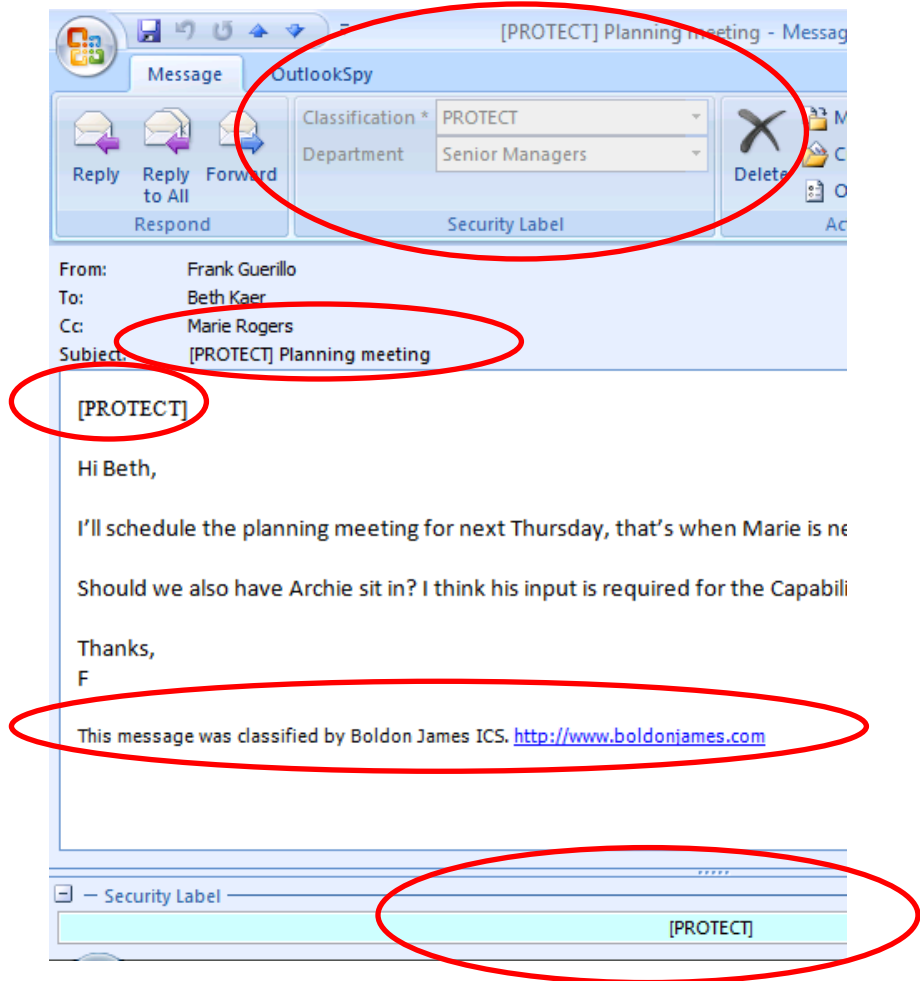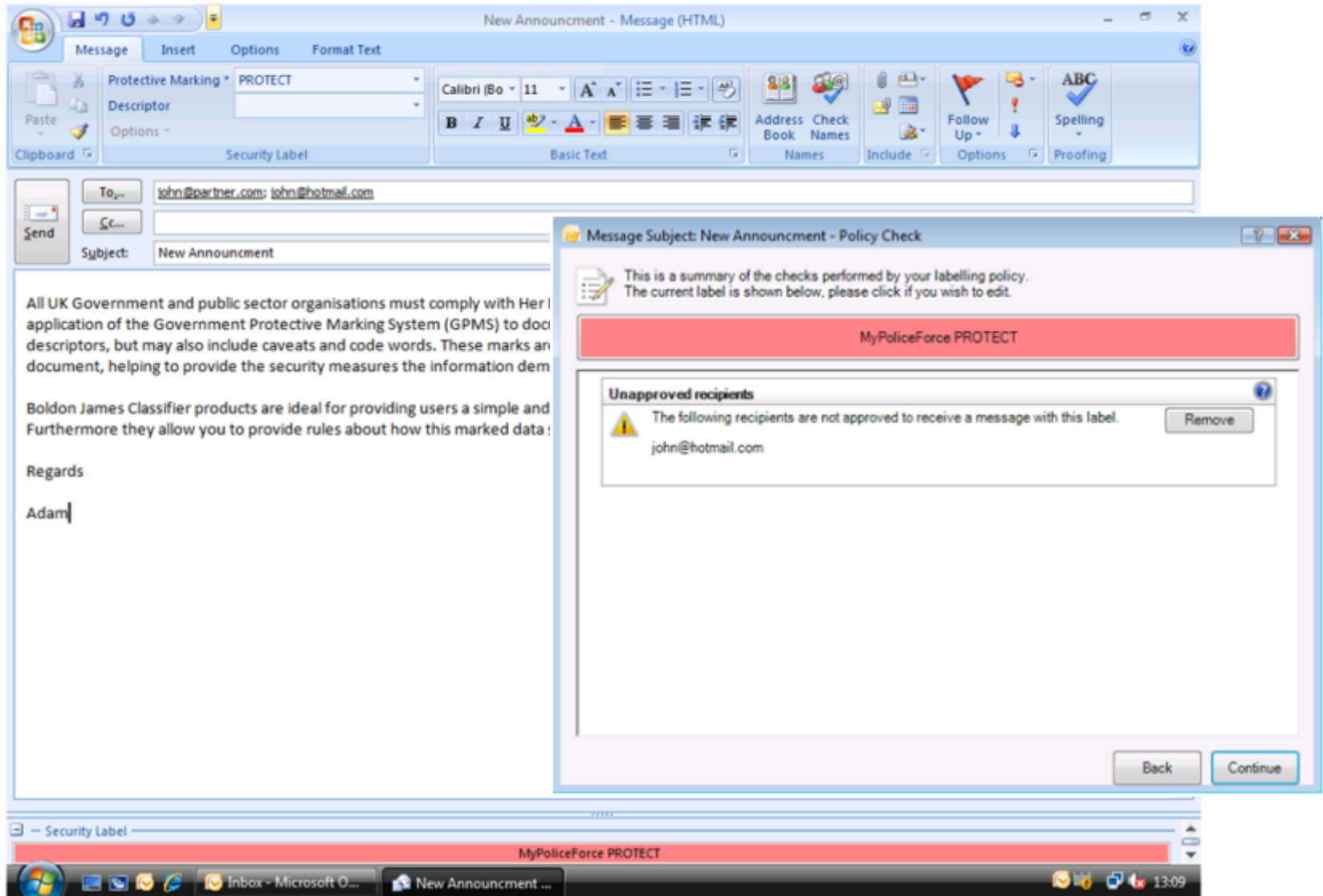
Senior Management Team Involvement & Buy-in

| Month 1: Decision made that solution needed | → | 2-3 months: Requirements & Data Classification Policy Deep data dive/audit | → | 4-6 months: Solution evaluation, Down select, Initial Classifier Product Trial (Email, Office, OWA and SharePoint Classifier) | → | 6-9 months: Involve Super-Users in POC to test applicability of classification policy & level of integration with complementary solutions | → | 9-12 months: Full roll-out in advisory mode, complete user training & awareness |

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❑ Benefits

- ❑ SharePoint Classifier enabled users to **apply labels** to files held in SharePoint

- ❑ Metadata ensured **consistent control** over the dissemination of information

- ❑ Increased **user awareness** of the value of sensitive information

- ❑ Radical improvement in the way SharePoint-sourced information is **managed, controlled and shared** throughout the organisation.

- ❑ Classifier helped enforce corporate policy and rules on handling and release of emails

- ❑ **Boosted ROI** in DLP, encryption, archiving & storage, e-discovery, information rights management and ERDMS

- ❑ Helped meet key regulatory and assurance requirements, including **ISO27001**

Drivers for Data Classification

CASE STUDY:

- Rapid growth in (big) data

- Increase in collaborative working environments

- Lack of user awareness of data value / sensitivity

- Using Metadata to drive complementary technologies

OTHER DRIVERS:

- Data storage issues and cost

- Propensity for data loss increasing

- Legal & Compliance drivers (DPA, GSC, ITAR, PCI-DSS)

- Mobile workforce & BYOD

- Competitive differentiation – protect corporate IP

- Protecting shareholder and brand value

How can classification help businesses to harness Big Data?

- ❑ Empowers users & encourages data awareness

- ❑ Supports more effective archiving procedures, reducing storage requirements and costs

- ❑ Supports compliance to industry regulations and standards

- ❑ Maintain business viability – protects intellectual property

- ❑ Drives greater efficiencies across other enterprise security and information management technologies

- ❑ Supports more secure collaborative working across the supply chain

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Any questions?

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