

## BOLDON JAMES CLASSIFIER PROVIDES DATA CLASSIFICATION TO ALLIANZ IRELAND



### SUMMARY

- ▶ Customer: Allianz Ireland p.l.c
- ▶ Requirement: Data Classification to achieve compliance with Group security standards
- ▶ Solution: Boldon James Email and Office Classifier

### CUSTOMER STORY: ALLIANZ IRELAND

#### The Customer

Allianz Ireland is part of the Allianz Group, one of the world's leading insurance and financial services organisations. With approximately 144,000 employees, the Allianz Group serves approximately 78 million customers in more than 70 countries. Allianz in Ireland employs over 1,200 people based in Dublin and Belfast.

A core part of the Allianz mission statement is that the customer is put at the heart of everything that they do and with Data Protection and Security another key focus, protecting customer information is crucial.

Allianz decided that in order to protect sensitive or valuable Information assets they needed to understand and distinguish between the different types of Information used by the organisation. As part of the Allianz Group Security Policy and Standards (in part, based on ISO 27001) Allianz Group requires a classification system to be used by all Operating Entities (OEs), which identifies information assets and specifies their individual need for protection.

#### The Challenge

With this Group-wide focus on security best-practice, Allianz Ireland was aware that, in common with several other OEs, they needed to comply with Group standards for Data Classification. Although they had other compensating security controls (such as encrypting sensitive emails or couriering sensitive documents) these were not considered complete without data classification in place. Whilst Data Classification is commonly seen as an IT issue, at the start of the project Allianz Ireland decided that this change needed to reach far into the business in order to succeed. If the business didn't own the data, they wouldn't use the Data Classification tool to protect the information. This tool had to be socialised within the entire community of Allianz Ireland, owners had to be assigned and responsibilities had to be defined, all of which ultimately contributed to the success of the subsequent roll-out.

***“Data Ownership is critical to Data Management. A tool that makes it easy for business areas to take ownership is very important; Boldon James is the ideal tool for Allianz plc.”***

Karen Forte, CIO & Head of Services,  
Allianz Ireland

The organisation felt that it was potentially such a huge project to both classify every item of information across all systems (both electronic and physical) and to also introduce a new culture to maintain this going forward, that they would need a software solution to support it. They were looking for a product that would help them to implement Data Classification across as many systems as possible, which could be rolled out relatively easily.

They also wanted something that would be easy for their employees to use, but that would also be visible, so that employees would still be aware of Data Classification and their obligations around it. Allianz Ireland operates in a Citrix and VDI environment and initially they found it hard to find a product that could work in both environments.

## **The Solution**

On the advice of Allianz UK who had piloted the product, Allianz Ireland selected Boldon James Classifier, which then had to pass a stringent evaluation and testing programme to ensure the product was fit for purpose. Based on the success of an initial small pilot within the Security team, the decision was taken to roll it out to a wider pilot group of 30 – 35 representatives from each of the business areas, in order to gain an understanding of specific requirements from each function. The Pilot identified the need for a default classification, to encourage users to be more aware of what they were sending (and appropriately invoke additional protection and controls) and that different default classifications were required for different business teams.

ISO Orla Barry comments “The Pilot was very successful, we found Classifier easy to roll-out and so effective. People really liked it and wanted to use it as they needed to implement Data Protection measures. During the testing, it was taken off people’s desktops occasionally and I actually got calls from people asking about when they would be getting it back! We analysed the feedback and decided that Classifier was able to satisfy our requirements.”

*“Boldon James worked closely with us to get the product implemented as we needed it. They came on-site to identify and resolve any problems really quickly. Classifier was the perfect match for our requirements, being easy to deploy and intuitive for our users and as a result has helped build awareness around information protection and value.”*

Orla Barry, Information Security Officer

A couple of product enhancements were requested during the Pilot including a department-specific need to remove classifications from the footer and bulk classification with a roll-back option for classifying legacy documents. Boldon James were willing and able to meet these additional requirements, ensuring a best-fit product for Allianz.

Ms Barry continues “Boldon James worked closely with us to get the product implemented as we needed it. We were rolling out Office 2010 at the same time, so it wasn’t always obvious where issues were occurring, but they came on-site to identify and resolve any problems really quickly”.

## **The Benefits**

Allianz Ireland has already seen huge improvements in their Gap Audit score against the Group Security Policy and Standards in relation to Data Classification. They have also found that there is much greater awareness of Data Classification and security throughout the organisation. Employees are more aware of the type of information they are dealing with and their obligations to protect this data and it is hoped that this will be instrumental in preventing data loss in the future.

## **The Future**

Boldon James is very much part of the future for Allianz and is embedded in their local policies and procedures. The Allianz Group has also seen how successful the roll-out has been for AZ Ireland and a number of OEs have also rolled out Classifier, with many more considering it.