



Watchful Keep IT secret.

GE Money Customer Success Story

Information is a financial institution's most valuable asset

A key role of a financial institution is to protect its customers' monetary assets, and the greatest asset that the bank itself owns is information about its customers and their assets. For thousands of organizations in the financial sector, the ability to share information and exchange documents concerning customers and their assets in a safe and secure manner is crucial. Hence, it is mandatory to protect document confidentiality at all times to not only comply with tough government regulations, but to meet customer expectations of privacy and retain their trust.

As a corporate asset, sensitive information needs to be protected wherever it resides. Latest research shows that the greatest threat to sensitive information comes from people inside the organization who disclose this information inappropriately, either with malicious intent or by a well-meaning insider who make an honest error.

The question for today's leading financial institutions, such as GE Money, becomes: how do we maintain agility and efficiency through the rapid and effective use of information, while at the same time protecting sensitive information?



"We were looking for a solution for information protection and control that could classify and control access to sensitive data. With RightsWATCH, we were able to enforce this in a non-intrusive way to the users, which led to an extremely quick adoption and an increased understanding of GE's information security policy. At the same time, it has enabled us to control and audit the flow of the information and to prevent the misuse of sensitive information inside and outside GE."

José Silva, CIO, GE's Consumer Finance Portugal

About GE Money



GE Money provides a range of credit and financial services to consumers, businesses and merchants in Portugal. Built on the heritage of General Electric, GE Money is committed to the delivery of simple solutions to everyday financial needs, with speed and ease.

The company provides everyday credit and personal finance services to more than 90.000 customers in Portugal. Employing more than 187 people in Portugal, GE Money has offices in Lisbon.

GE Money is a division of GE Capital, one of the four main businesses of General Electric (GE). GE is a diversified technology, media and financial services company focused on solving some of the world's toughest problems and dedicated to creating products that make life better

Website: www.gemoney.com.pt



Watchful Keep IT secret.

The challenge

As a leading financial markets player, GE Money deals with highly confidential information, the leakage of which could significantly damage its image, breach regulatory statutes, and potentially cause severe financial losses.

From both business and technical requirements, GE Money was interested in deploying a data-centric solution capable of delivering:

- Data classification of a wide variety of unstructured information;
- Data encryption of classified information to allow controlled access to and secure exchange of sensitive data files;
- Decreased corporate liability;
- Complete Audit Trails enabling compliance with information protection regulations
- Automatic fingerprinting and watermarking to sensitive content
- Transparent and intuitive user experience on multiple platforms and file types

From a process perspective, an information protection and control policy was being prepared. The solution needed to ensure that the policy was dynamically applied and enforced whenever documents and emails were drafted and used either inside or outside of corporate networks and on a variety of systems and devices.

The solution

RightsWATCH was deployed to dynamically deliver classification and information access and flow control mechanisms, allowing users to give any file or email a security classification. RightsWATCH's policy engine was also leveraged to deploy content aware classification rules that could add metadata, tags and labels to sensitive data, in order to enhance data discovery mechanisms.

Based on the information's classification and the security clearance given to the user, access to data is allowed or denied, based on the need-to-know of the user's job description over it.

The deployment of RightsWATCH started with a controlled pilot-project. The solution was then rolled-out in a pre-production environment for a qualification phase, after which it was rolled out into production. It was then deployed to 300 users who, since then, have been protecting GE's information using RightsWATCH.

"The hallmark of a quality IT solution is the effectiveness of the support; this is where both Watchful and their partner 2VG also shine. Every aspect of the implementation and on-going support has been exemplary. The team has ever been extremely professional, helpful, and committed to making sure this important security and data protection solution works to meet our rigorous demands"

José Silva, CIO, GE's Consumer Finance Portugal

WATCHFUL PARTNER



"Today's leading financial institutions operate knowing that not only is information an asset, but that it is fast becoming a target. Keeping this information safe from security breaches or unauthorized disclosure is paramount for operational success and to secure shareholder value. RightsWATCH exceeded the business requirements and proved to be the "right" tool for the job."

Miguel Pinto, CEO, 2VG