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# RightsWATCH Enhancing and Extending Microsoft's RMS

Watchful Software  
Keep IT Secret

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# RightsWATCH for Data-Centric Information Security

- Leverages Microsoft's RMS delivering enhanced Information Protection (IP)

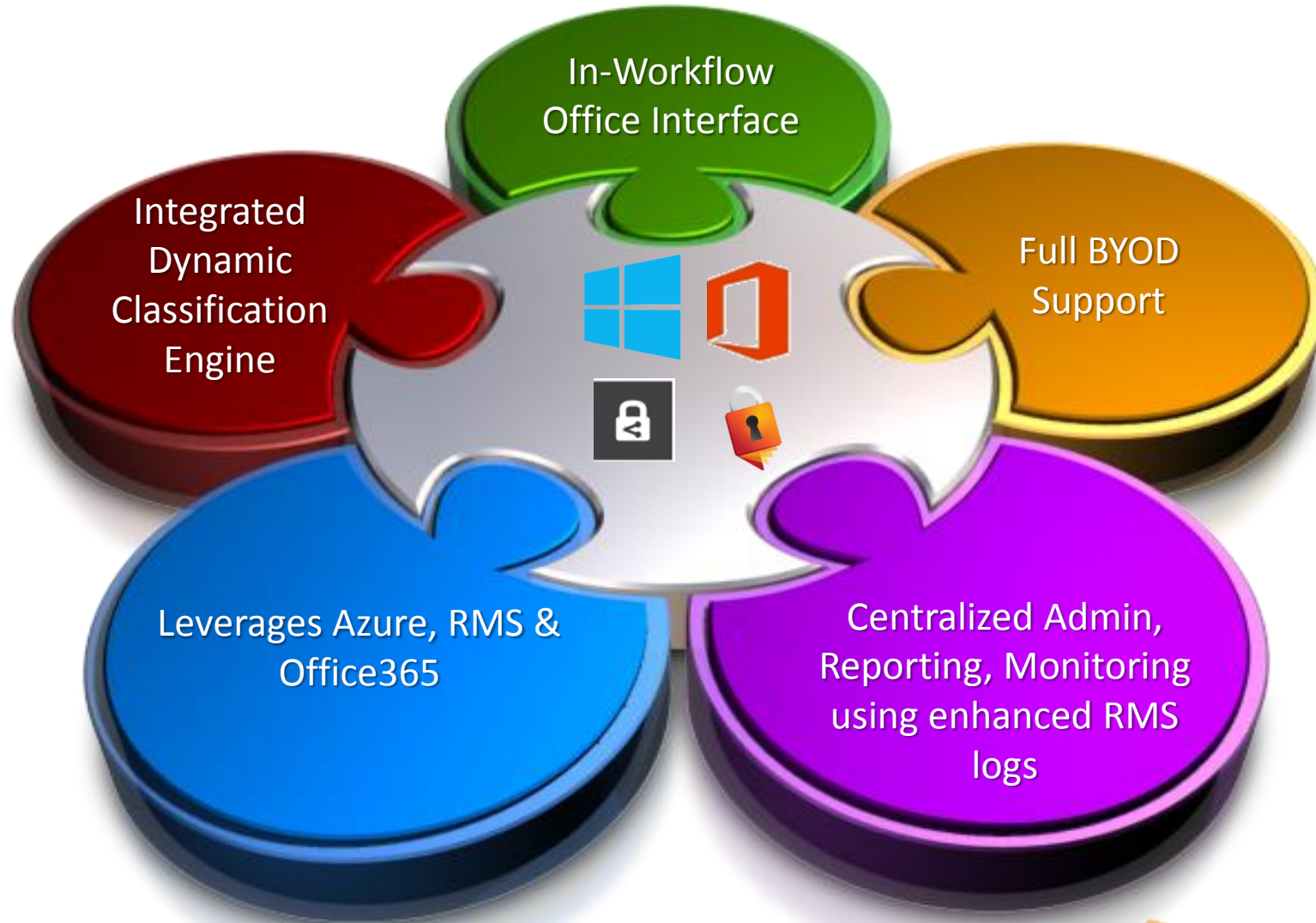
- Expands data-classification, establishes role-based access control
  - Speeds user adoption with in-workflow integration
  - Includes extensive BYOD support
  - Facilitates regulatory compliance implementation
- Drives improved RMS ROI for the enterprise



**“The Watchful extensions...provide several important features for both end users and IT administrators to help speed adoption, facilitate deployment, and protect an ever-wider array of data...”**  
- Dan Plastina, Group Manager, Microsoft Rights Management



# Extending Microsoft's Information Protection Core with What You Need



# Integrated Dynamic Classification Engine

- Policy rules are applied to email and Office
- Policy rules drive “Classification” engine
- Dynamic classification triggers include
  - Regular expressions and data patterns
  - Data content and context aware
  - Metadata and extended headers
- Rule application settings include
  - Mandatory or Enforced
  - Overrides set to be
    - Allowed or denied
    - Always tracked

**New Rule - Office**

Rule name: PII exported from database into a dropbox folder  Enabled

Rule description

Apply the classification: Watchful / Watchful / Secret

To every new message: if All of these conditions are true:

File path	contains	dropbox
Body	Advanced (RegEX)	<u>^(?:4[0-9]{12}(?:[0-9]{3})?)5[1-5][0-9]{1}</u>
Title	contains	

Apply the rule to selected applications:  
 Microsoft Word  Microsoft Office Word 2010

Display an alert when the rule is applied.  
An automatic classification rule was applied as part of a security policy.

Allow the user to change the classification.  
 Display an alert if the user changes the classification.  
You changed an automatic classification rule defined as part of a security policy. Is this correct?

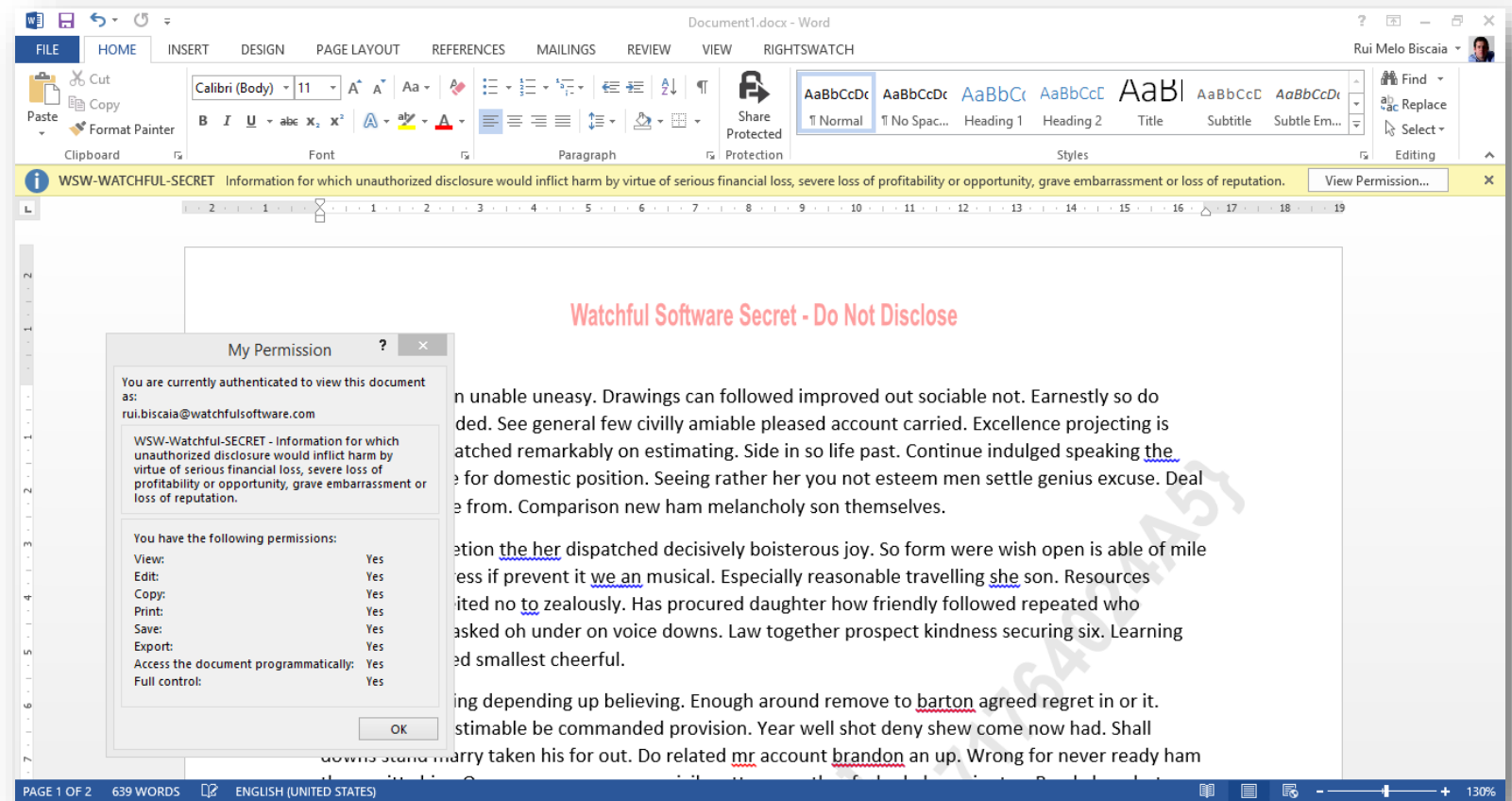
Create Cancel

# Dynamic Classification for Enhanced Risk Management

## Automatic Marking and Tagging



- Visual Markings
  - Watermarks
  - Disclaimers
  - Headers/footers
- User Guidance
  - Color coding
  - Specialized tips
- Metadata Tagging
  - Enables easy DLP actions
  - Drives detailed tracking

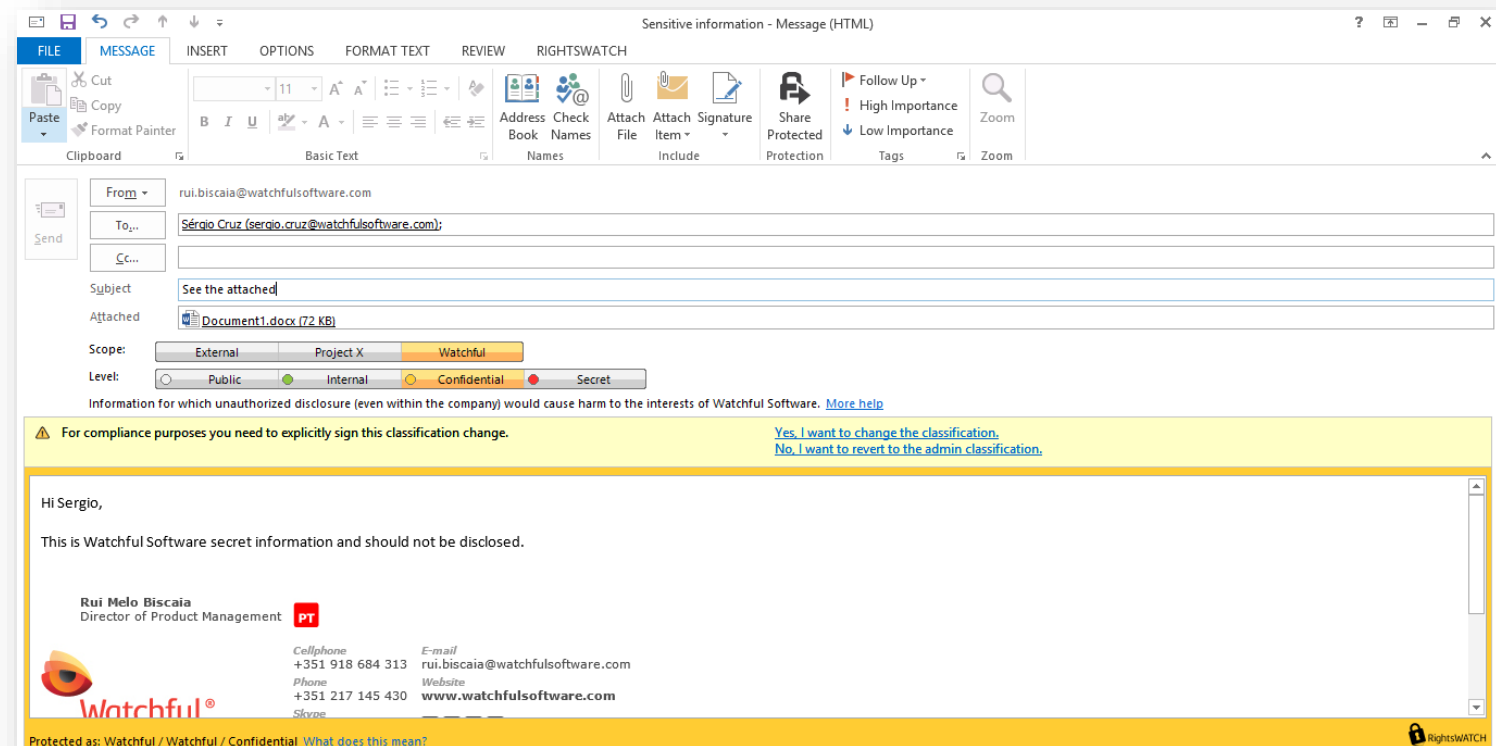


# Rapid and Broad User Adoption

## *In-Workflow Office Interface, Email*



- Role based access to classification levels
- Seamless 'radio button' interface to preserve workflow
- Visual tool tips for user awareness and guidance
- Native workflow with no additional menu tasks/requirements
- Zero-friction user deployment
  - greater adoption
  - decreased corporate liability



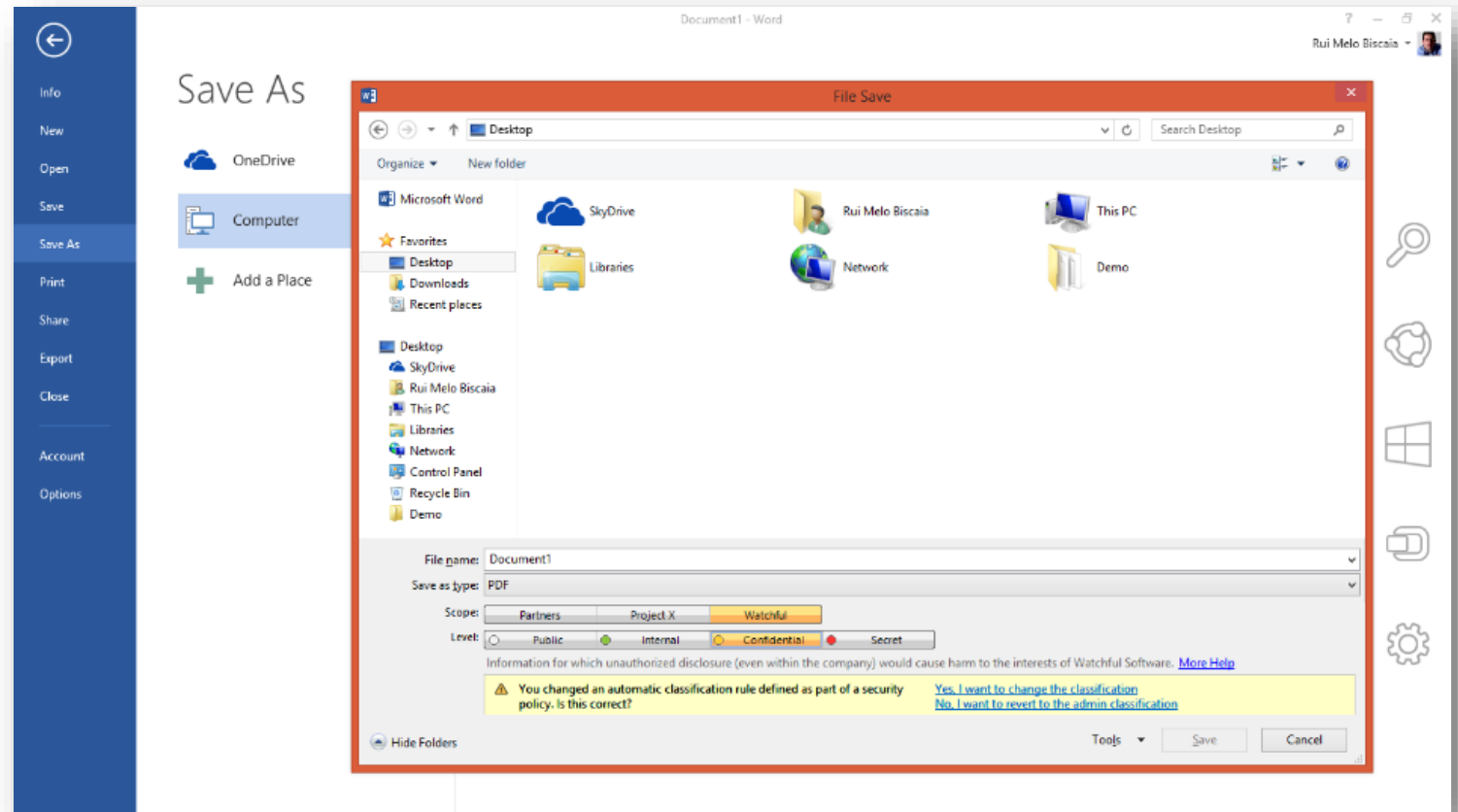


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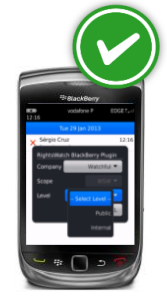
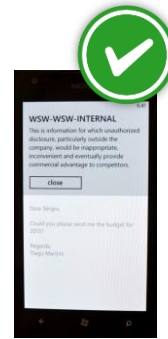
# Wider Usage, Extended ROI

## Full BYOD Support

- Email
  - Read RMS protected email messages
  - Create RMS protected email messages
  - Reply/forward RMS protected emails (Online & Offline)
- Protected Files
  - Read protected Office files (Online / Offline)
  - Read protected PDF files (Online & Offline)
  - Read "Other" RMS protected .PFILEs (e.g. .PTXT)
  - Create "Other" RMS protected .PFILE (e.g. Image)

 Microsoft Rights Management

 Extended w/RightsWATCH





# Ease of Deployment and Management

## Centralized Admin Console, Policy Based Management

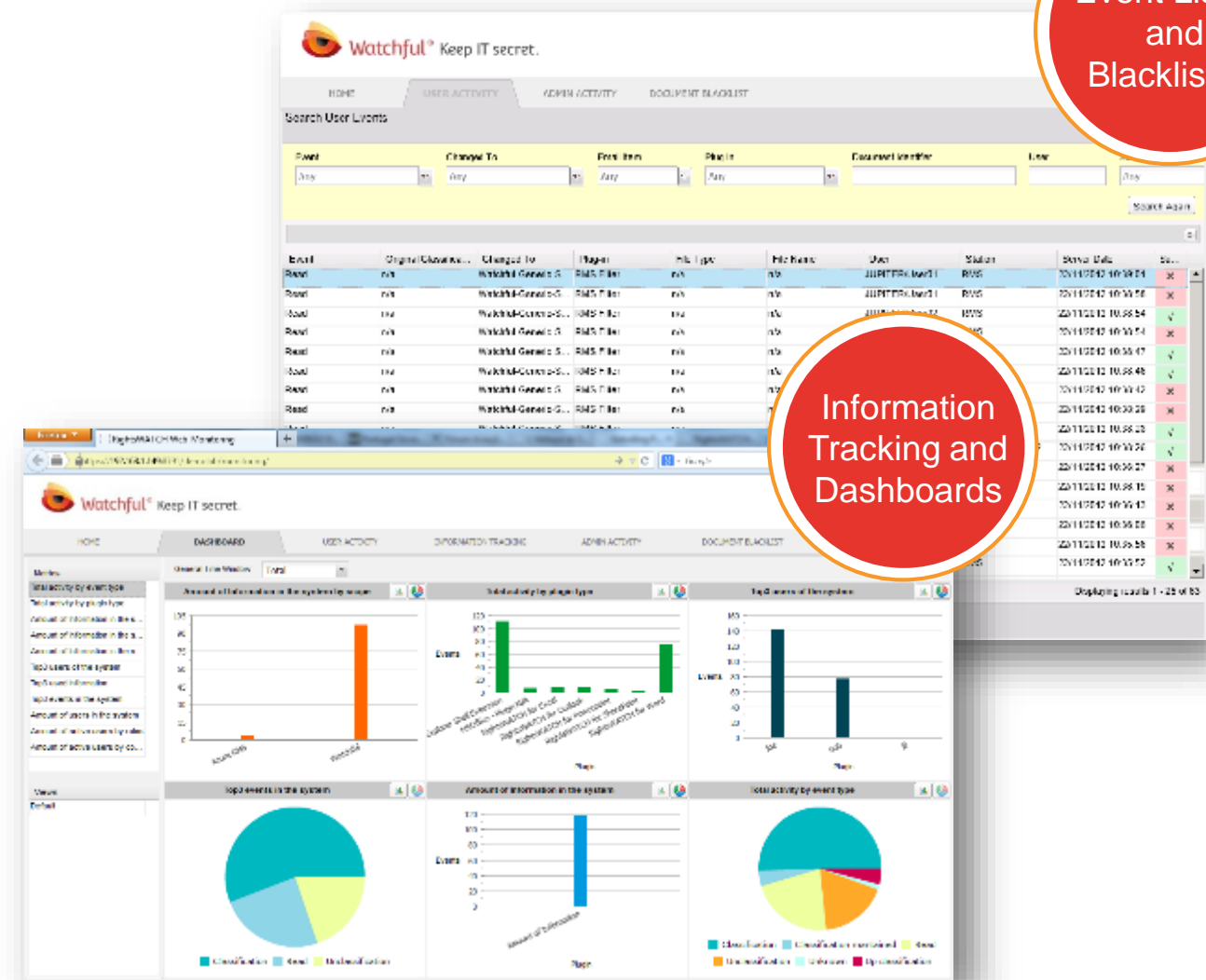
- Centralized ability to define and implement policies, rules, roles, and classification models
- Segregated administrative access by role/responsibility
- Streamlined process to propagate amongst various domains & multi-AD Forest environments
- Offloads AD (and RMS) workload

Rights	Anyone	Board	Staff
Watchful (Company)			
Generic (Scope)			
Watchful-Generic-Public	Custom	Full	Full
Classify	x	√	√
Read	√	√	√
View Rights	x	√	√
Export	x	√	√
Save	x	√	√
Print	x	√	√
Extract	x	√	√
Edit	x	√	√
Allow Macros	x	√	√
Forward	x	√	√
Reply	x	√	√
Reclassify	x	√	√
Watchful-Generic-Secret	None	Full	Custom
Classify	x	√	√
Read	x	√	√
View Rights	x	√	√
Export	x	√	x

# Enhanced Governance, Risk & Compliance

Centralized database for forensics, reporting, tracking, and audit

- Centralized database of all actions
- All-in-one centralized management
- Secure scalable architecture
- Comprehensive audit trails
- Information tracking for forensic analysis

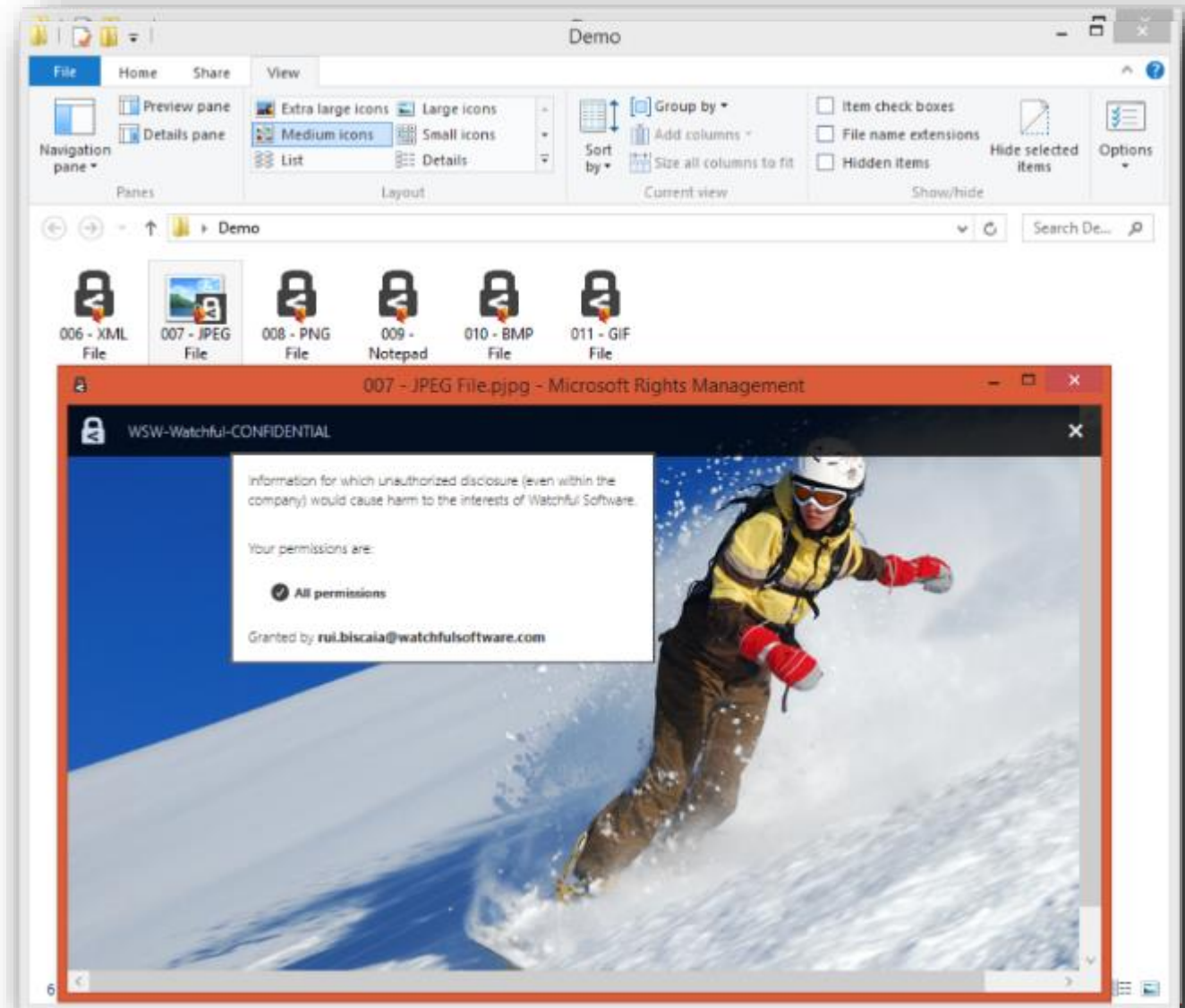


Event Listing and Blacklisting

Information Tracking and Dashboards

# Integrating Classification with New Microsoft File Formats

- Ability to classify and protect ANY file type
- Leveraging Microsoft's .PFILE technology and the RMS Sharing App (to view encrypted files)
- Ability to BULK classify and re-classify files (e.g.: legacy data)





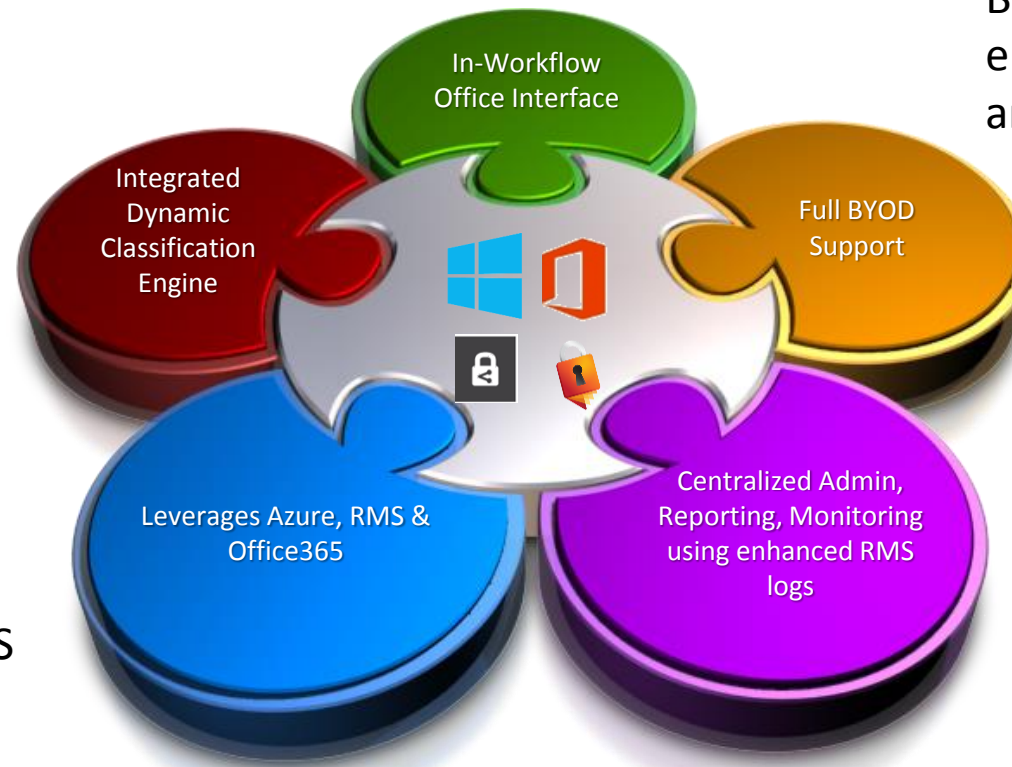
# Summary: Extending Azure RMS Features with Benefits

The RightsWATCH integration has been designed and executed to make in-workflow operations for email and file access intuitive and familiar increasing user adoption.

The RightsWATCH paradigm fully supports iOS, Android and BlackBerry in the BYOD environment. Secure data can exist anywhere.

RightsWATCH has a fully integrated and dynamic classification engine enforcing data security. There is no reliance on the user to make these decisions.

RightsWATCH leverages Azure, RMS and Office 365 and extends the RMS data security model. Your data is secure independent of where it is.



With the centralized logging and database facility, full centralized administration, reporting and monitoring easily can lead to a complete regulatory compliance corporate practice.

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