

# safend

Endpoint Data Protection

Adhere to regulatory data security and privacy standards



Maintain optimal balance between productivity and data security



Protect corporate IP, trade secrets, sensitive customer and employee data

# Effective Data Protection Starts at the Endpoint

**Safend Data Protection Suite protects organizations from data leakage and theft with a single software product providing granular port and device control, transparent hard disk encryption, comprehensive removable media encryption and accurate content control. It provides complete protection of sensitive data-in-use, data-at-rest and data-in-motion, without sacrificing productivity.**

## Endpoint Data Leakage - The Threat

Business survival and success is built on data security. Organizations depend on the security of their data - from intellectual property such as business plans and trade secrets, to sensitive customer data like health records, financial information and social security numbers.

Regulatory security initiatives such as Sarbanes Oxley (SOX), HIPAA, PCI, FISMA, and the UK Data Protection Act (DPA) require organizations to maintain ongoing visibility into endpoint activity. In today's sensitive regulatory climate, organizations are expected to demonstrate a comprehensive data protection strategy and understanding of all data transfer activities.

Industry statistics consistently show that the most significant security threat to the enterprise comes from within. With over 60% of corporate data residing on endpoints, gateway solutions and written security policies alone cannot mitigate the risk.

Growing numbers of laptops, removable storage devices, interfaces (physical and wireless), and users with access to sensitive data have made data leakage via endpoints - both accidental and malicious - a very real threat. It's an inevitable fact of life that laptops are lost or stolen. Likewise, it's simply too easy for sensitive data to walk out the door on an iPod, or be uploaded to the Web. According to Forrester, data loss through endpoints is now a leading endpoint security concern - ahead of Malware, Spyware and other threats.

## The Challenge - Effective Endpoint Data Protection

Despite the clear and present danger of data leakage and loss, implementing effective endpoint data protection remains an uphill battle for most organizations. Securing endpoints - without impacting employee productivity and system performance - demands a highly-flexible solution that takes into account the dynamics of real-world work environments.

Many end users view external devices and outbound communications as personal, and view encryption of any kind as a headache - often balking at and circumventing imposed security measures. As a result, today's data protection solutions need to be transparent without compromising the data security of an organization. All possible endpoint data leakage avenues must be managed with powerful, enforceable, tamper-proof security.

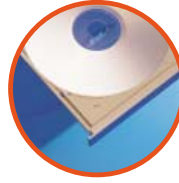
Endpoint data can exit organization boundaries in any number of ways: it can be carried away on an unencrypted storage device, mistakenly sent to unauthorized email recipients, or stolen with the laptop it is stored on. An effective endpoint security program must address the entire range of risks in order to properly protect organization data.

## The Endpoint Threat in Numbers

- 52% of companies surveyed have suffered data loss via USB drives and other removable media - *Forrester Report 2007*
- Over 70% of security breaches and data thefts originate from within - *Vista Research*

## The Cost of Data Leakage

- Average cost per data breach incident was \$6.6M and the cost per record was \$202 in 2008 - *Ponemon Institute*
- Information breaches trigger an average 5% drop in company share prices. Recovery to pre-incident levels takes nearly a year - *EMA Research*



## The Ultimate Combination of Visibility, Control and Protection

Safend Data Protection Suite provides complete endpoint data protection in a **single** product, with a **single** management server and a **single**, lightweight agent.

Featuring easy deployment, seamless maintenance for administrators, and maximum transparency for end users, Safend Data Protection Suite provides comprehensive endpoint data security without sacrificing productivity.

Safend Data Protection Suite eliminates data leakage from endpoints, delivering comprehensive visibility, complete data protection and total control over all available avenues to sensitive data.

### VISIBILITY

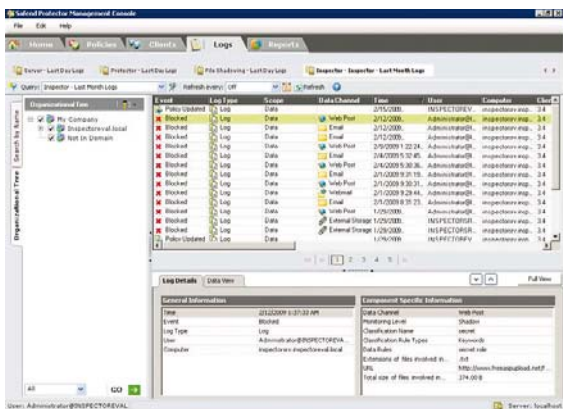
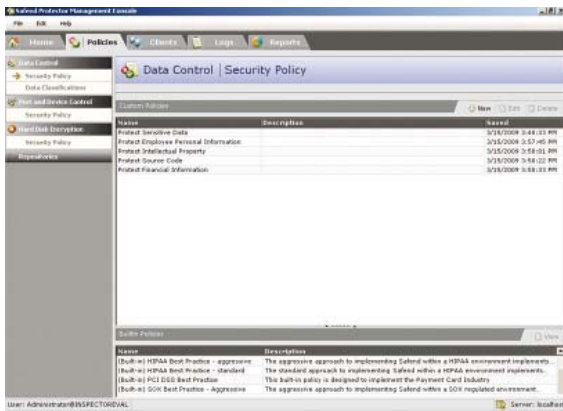
Only with detailed visibility of endpoint activity - ongoing and historical - can security administrators effectively monitor and enforce a security policy that is in-line with real-world usage. With Safend Data Protection Suite, security administrators can rapidly query all organizational endpoints while locating and documenting all devices that are or have ever been locally connected. Safend Data Protection Suite advanced reporting capabilities provide ongoing insight into the organization security status.

### CONTROL

Safend Data Protection Suite monitors real-time traffic and applies granular security policies over all physical, wireless and removable storage interfaces. Safend Data Protection Suite detects, logs, and restricts unapproved data transfer from any computer in the enterprise. Each computer is protected 100% of the time, even when it is not connected to the network. Safend Data Protection Suite control is built from the ground up to enforce a comprehensive security policy which is appropriate for the organizational security needs. Sensitive data transfers can be controlled at different logical levels: redundant physical and wireless ports can be blocked, devices and wireless networks can be approved or denied by their types and specific characteristics, storage devices functionality can be partially or completely disabled, and the data which exits the organizational boundaries through approved data transfer channels can be controlled according to its actual content.

### PROTECTION

Safend Data Protection Suite guards the data stored on hard drives with its innovative, easy to manage hard disk encryption. Safend Data Protection Suite also ensures that mobile users and data are secure by encrypting any data written to removable media such as USB flash drives, external hard drives and CD/DVD.





**Instantly Assess** your current security status with **Safend Auditor**

**Precisely Control** physical ports and devices with **Safend Protector** and sensitive outbound data with **Safend Inspector\***

**Transparently Protect** your laptops, desktops, and removable media with **Safend Encryptor** and Safend Protector Removable Media Encryption

**Easily Monitor** your security and operational status with **Safend Reporter**

**Centrally Manage** all security features with Safend's enterprise grade management infrastructure

\* Contact [inspector.beta@safend.com](mailto:inspector.beta@safend.com) to join the Safend Inspector Beta Program

## Why Safend?

- Control all your data protection measures with a **single** management server, **single** management console and a **single** lightweight agent
- Operational friendly deployment and management
- Best of breed port and device control
- Hard disk encryption is completely transparent and does not change end user experience and common IT procedures
- Comprehensive and enforceable removable media encryption
- Full control over sensitive data both inside and outside organizational network
- Track file transfers from encrypted devices even on non-corporate computers

## Customer Testimonials

*"Simply telling more than 500 people not to use their USB ports was just not a realistic solution...Safend gives us what we need to maintain the privacy and integrity of our client information."*

- Bill Liston, IT Solutions Technician, ConnectiCare

*"Safend's products are well thought out and actually accomplish more than we expected. The product is robust, helping us in our proactive quest to identify potential problems."*

- Alan Pomerantz, Chief Security Officer, Philadelphia Stock Exchange

*"Since installing Safend, we have been able to easily monitor and control all device activity in our organization...the deployment went very smoothly - no errors, no hassles...saving us time and needless effort."*

- Michael Apt, IT and Security Manager, SCD

## About Safend

Safend is a leading provider of endpoint data protection software. Our products protect against corporate data loss by offering comprehensive data encryption, port control, device control and content inspection, ensuring compliance with regulatory data security and privacy standards. Safend's products encrypt internal and external hard drives, removable storage devices and CD/DVDs; provide granular port and device control over all physical, wireless and removable media devices; and control sensitive data transferred over endpoint and network channels. With more than 1,200 customers worldwide and 1.7 million licenses sold, Safend's software is deployed by multinational enterprises, government agencies, healthcare organizations, and small to mid-size companies across the globe.



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