



The Essential Guide to Protecting Essential Information



Great Rewards, Great Risk: The Reality of Doing Business in the Web 2.0 World

The nine-to-five workday is clearly a thing of the past; business happens around-the-clock, anytime and anywhere opportunity avails itself.

To compete, business needs more than constant Internet connectivity. It needs the assurance that essential information—the lifeblood of any business—remains protected across any communication channel.

Employees are expected to use the Internet to gather and exchange information whenever and wherever needed. However, the business challenge is to empower employees to harness the enormous power of the Internet without compromising corporate security, violating acceptable use policies, or jeopardizing sensitive data.

This puts a tremendous burden on IT organizations. They must find solutions that minimize data leaks and prevent access to inappropriate or malicious content, but do not compromise the collaboration, openness, and connectivity that the Internet allows. IT organizations need to create and enforce policies that easily and transparently support, protect, and enhance productivity while protecting essential information.

That is the fundamental challenge: **how can organizations remain safe and productive while using the Internet to its full potential?**

Why Current Security Tools Are Not the Solution

Traditional security products like antivirus, firewalls, and even intrusion defense systems cannot address this need. Typically, these solutions are designed to block based on a binary decision of good or bad and cannot manage dynamically changing content or context. Therefore, this binary approach doesn't work in the Web 2.0 world because content and risk are as dynamic and individual as each organization.

Even the most sophisticated traditional security suites cannot manage communication and the exchange of data in context of these dynamic and organization-specific environments.

The Solution Lies in Knowing Who, What, How, and Where

Websense® Essential Information Protection™ provides integrated threat protection and powerful policy-based control over an organization's sensitive data by managing the "who, what, how, and where" of their essential information.

Because business relies on the Web, organizations can no longer be reliably productive, competitive, and safe in the Web 2.0 world without understanding:

- **Who** has access to information assets and the Internet
- **What** information is essential
- **How** information can be exchanged
- **Where** users and data are allowed to go safely

Point security solutions may manage two of these—the **what** and **where**—but only Websense understands and manages all four.

The Websense ThreatSeeker Network

The Websense ThreatSeeker Network™ is the technology foundation for Websense Web, data, and messaging security solutions. It provides the intelligence foundation of Essential Information Protection by delivering real-time reputation analysis, expanded behavioral analysis, and actual data identification. This content intelligence is central to all Websense security solutions, giving customers comprehensive and up-to-date protection from unwanted content and malicious threats.

The Websense ThreatSeeker Network uses more than 50 million real-time data collecting systems to analyze one billion pieces of content daily:

- Applies a broad and patented array of data identifiers and content classifiers including binary analysis, heuristics, image analysis, lexical analysis, statistical analysis, reputation, natural language processing, and data fingerprinting
- Analyzes more than 100 million Web sites daily
- Assigns reputation to more than 2 million domains, networks, IP addresses, and hosts every hour
- Scans nearly 10 million emails for unwanted content and malicious code every hour
- Captures more than 10 million unsolicited spam, phishing, or exploit campaigns every day

Only Websense integrates powerful Web security, data security, and messaging security solutions to protect essential information and enhance productivity, while safely allowing the use of Web 2.0 resources.

Websense solutions work together to provide complete visibility and control over:

- **Who** is authorized to access Web sites, information, or applications
- **What** information is sensitive and must be protected
- **How** information can be exchanged
- **Where** information can be sent

IT organizations can now say Yes to Web 2.0. Employees can stay productive on any network, anytime and anywhere, to help business realize the full potential of connectivity while minimizing the risks of data leaks due to human error and malicious attacks.

Websense Web Security

Websense Web Security helps manage the use of Internet resources to enhance employee productivity and block Web-based threats. Websense Web Security helps IT organizations say Yes to new Web technologies while protecting essential data and productivity.

Websense Web Security solutions include:

- **Websense Web Security Gateway:** Secures Web traffic effectively while still enabling the latest Web-based tools and applications with real-time analysis and instant categorization of malware and threats
- **Websense Web Security:** Complete Web filtering, Web reputation, and proactive protection from known and emerging threats
- **Websense Web Filter:** The industry's most widely used Web filtering solution with unrivaled accuracy, flexibility, and enterprise scalability
- **Websense Express:** Easy-to-manage, highly effective Web filtering for businesses up to 500 users
- **Websense Hosted Web Security:** Web security hosted at the Internet level—nothing deployed on-premise



The Top Five Threats You're Up Against

IDC reports that inadvertent data loss has moved to the top of the list of threats to enterprise network security with malicious code, spam, data stolen by employees or business partners, and hackers rounding out the list.

Today's threats have two things in common: they target a company's sensitive data and they use the Internet as an attack vector. Cross-channel threat convergence—incorporating email, the Web, and applications—in combination with the dynamic Internet, has made it impossible for limited point solutions to accurately detect and respond to threats in real time.



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Websense Data Security

Websense Data Security discovers essential information throughout the enterprise network, monitors usage of this information, and protects against the inappropriate use of this information.

- **Websense Data Security Suite:** Comprehensive coverage for data at rest, in motion, and in use that improves business processes and manages risk and compliance

Websense Data Security Suite includes:

- **Websense Data Discover:** Identify data at rest and at risk on the network and on individual endpoints
- **Websense Data Monitor:** Identify data in motion across all business channels with destination context
- **Websense Data Protect:** Prevent data from internal and external loss
- **Websense Data Endpoint:** Prevent data loss at the endpoint, whether the user is on or off the network

Websense Messaging Security

Websense Messaging Security blocks exposure to spam, viruses, and outbound data leaks to help organizations enforce corporate governance policies and preserve valuable IT resources.

Websense Messaging Security solutions include:

- **Websense Email Security:** Comprehensive software-based messaging security to manage inbound and outbound email threats
- **Websense Hosted Email Security:** Messaging security hosted at the Internet level with nothing deployed on-premise

Customers may also choose a hybrid solution which combines both a hosted and on-premise solution for layered protection.

Say Yes to Websense

After 15 years of Internet experience, nobody knows the Web—and its risks—like Websense. Websense Web, data, and messaging security products work together to give customers an integrated data-centric security solution that allows organizations to safely leverage all the benefits of the Internet and Web 2.0 while protecting their most critical data assets.

Websense has unprecedented visibility into the internal and external movement of information in the Web 2.0 world. As the leader in integrated Web, data, and messaging security, Websense protects the essential information of more than 50 thousand organizations and 42 million people around the world. Websense software and hosted security solutions help organizations block malicious code, prevent the loss of confidential information, and enforce Internet use and security policies.

Learn more about Essential Information Protection and the entire line of Websense solutions at www.websense.com.