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F R O S T & S U L L I V A N

Bharti Airtel

Enhancing Proactive Data Leak Defences

**Presented by
Frost & Sullivan in
Association with Websense**

Case Study: Bharti Airtel

Executive Summary

Profile

Bharti Airtel Limited is a leading integrated telecommunications company with operations in 20 countries across Asia and Africa. Headquartered in New Delhi, India, the company ranks amongst top 5 mobile service providers globally in terms of subscribers. In India, the company's product offerings include 2G, 3G, and 4G services, fixed line, high speed broadband through DSL, IPTV, DTH, and enterprise services including national and international long-distance services to carriers.

Industry

Telecommunications

**Challenge**

Safeguard sensitive and company proprietary information and managing data loss exposure while having to comply with information privacy regulations

Solution

Websense Data Security Suite

Result

Increased pro-active and reactive handling of data leakage

Challenge

- The sheer geographical spread of Bharti Airtel Limited necessitated tighter monitoring and control over corporate data. In addition, there was greater need for control due not only to the evolving threat landscape, but also to legal and regulatory requirements peculiar to the telecommunication sector, as well as the IT (Amendment) Act.
- With the introduction of mCommerce into the telecommunication sector, the controls have justifiably been made more stringent. Bharti Airtel's venture into mCommerce with Airtel Money required data leak prevention to ensure robust security and compliance.
- Evolving trends such as remote and mobile workers have made traditional perimeter controls insufficient, thereby leading to the embrace of data-centric solutions that remain effective wherever data goes.

Solution

Recognizing the need for a comprehensive data loss prevention (DLP) strategy to address the above challenges, Bharti Airtel began evaluating data security vendors in 2009. The telecom operator sought a partner who could provide a complete solution with synergistic capability at both the network and end point layers. Websense, with its comprehensive solution and strong presence in India, was selected as the preferred partner. The Websense solution included the following highlights:

- Websense® Data Security Suite was deployed across all web and mail gateways and across more than 20,000 end points covering all offices of Bharti Airtel across India.
- Four integrated modules at hub level were implemented and managed under a single policy framework, which together provide visibility and control over network and end point data loss. The solution includes both incident management and remediation.

Testimonial

“While there were a few vendors offering compelling DLP products, in most cases strong presence in India and product integration were missing. After evaluation, we at Airtel were convinced that the DLP product from Websense suited our requirements of converged policy enforcement on network and end-points, strong and nimble support in India, and seamless integration with other DRM products.”

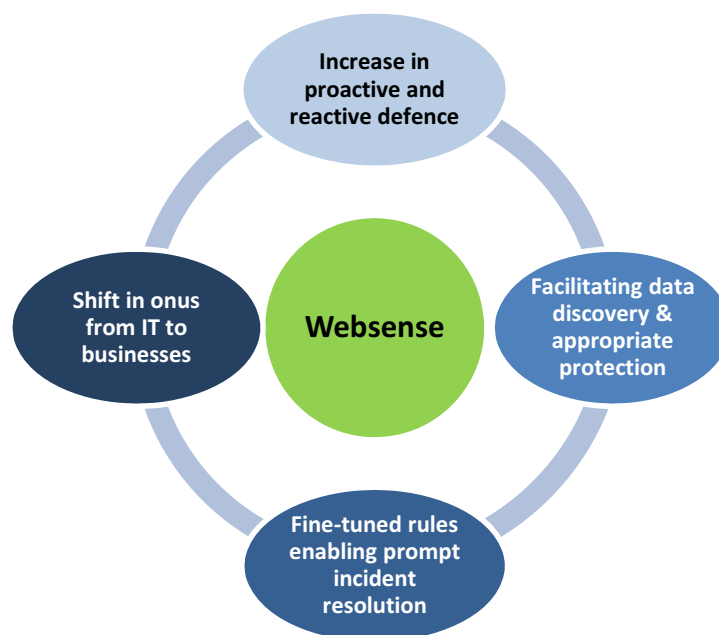
- Aman Nuyal, Chief of Technology Assurance, Bharti Airtel

Of additional importance was Websense’s robust change management and responsiveness coupled with best-in-class support, especially since Airtel was an early adopter of the solution. The technical expertise along with the vendor’s strong reputation in the country strengthened its relationship with Bharti Airtel.

Result

Data Security Suite has provided numerous benefits to Bharti Airtel, including:

- **Enhanced proactive and reactive defences against data leakage through prompt alerts for anomalous action.** In particular, proactive prompts at end points for data-related requests led to about 60 percent of attempts being prevented.
- **The discovery and identification of sensitive data across the network.** Data discovery enabled the deployment of appropriate protection. As a result, risk mitigation was substantially improved. Breaches were dealt with more cautiously and effective consequence management was put in place to address these.

Business Value Provided by Websense Data Security Suite

Source: Frost & Sullivan

- **An improved crossover error rate due to the minimization of false positives and negatives.** This has made incident detection more effective and has helped prevent the “cry wolf” syndrome in the environment.
- **The setting of rules and prompt resolution of incidents has shifted from traditional IT to business units.** This solution has enabled business units to take charge of their data to safeguard their business and enhance compliance.
- **The Websense deployment enabled Bharti Airtel to successfully roll out its DLP strategy.** Bharti Airtel can now stay ahead of data threats, strengthen the culture of responsibility in handling of sensitive data, and enhance overall compliance.

About Websense

Websense, Inc. (NASDAQ: WBSN) is a global leader in protecting organizations from the latest cyber attacks and data theft. Websense® TRITON™ comprehensive security solutions unify web security, email security, mobile security and data loss prevention (DLP) at the lowest total cost of ownership. Tens of thousands of enterprises rely on Websense TRITON security intelligence to stop advanced persistent threats, targeted attacks and evolving malware. Websense prevents data breaches, intellectual property theft and enforces security compliance and best practices. A global network of channel partners distributes scalable, unified appliance- and cloud-based Websense TRITON solutions.

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