

# Partner Playbook – Data Security

websense

## Elevator Pitch

DLP controls use deep content analysis to accurately detect whenever information is unprotected and being transmitted across the network, used at the endpoint, or at rest in storage. That's a good thing! However, what makes Websense DLP unique is it's ability to practically solve the two most common challenges businesses face with DLP - managing data loss/theft over the web and reducing the complexity to deploy and maintain the solution. As a result, organizations can demonstrate measurable results in data risk reduction after only five weeks.

## The Value Proposition

Data loss incidents are always unexpected, often publicized; and lead to lost customers, damaged brand reputation, and attract regulatory investigators and penalties for non-compliance.

Websense Data Security Suite (DSS) helps stop malicious data theft, while providing a practical and cost-effective solution for minimizing exposure to accidental data loss without hindering the day-to-day operations of the business with unique offerings:

### Methodology and Execution Strategy

- Practical and Measurable approach
- Risk based for best Time-to-Value – focuses on actual risk (data-in-motion and use) before implied risk (data-at-rest)
- Provides measurable risk reduction back to the business in weeks, not months

### User and Destination Awareness – Web Channel

- Resolves the source IP to a user name in real-time.
- User name correlates with Active Directory and provides management.
- Resolves the destination IP to a URL name AND web category.
- Provides information for policies, reporting, and investigations to greatly reduce resource requirements.

## Why Websense Data Security?

### Best Time-to-Value

- Measurable results after 5 weeks.

### Lowest Total Cost of Ownership (with Websense® Triton™ Solution)

- 33% less hardware than other Enterprise DLP Controls.

### Best DLP for Stopping Data Theft by malicious outsiders

- Security intelligence from Websense® ThreatSeeker® Network is used by Websense DSS to automatically prevent sensitive data from being uploaded to malicious sites – regardless of the sender.

## Product Capabilities

- Identifies and protects data in motion, in use, and at rest.
- Over 1,100 pre-defined policy templates and policy wizard quickly aligns DSS to customers' regulatory responsibilities.
- Uses data "finger-prints" to identify full and partial matches of highly classified information.
- Prevents data theft over the web by leveraging real-time security intelligence from Security Labs and the ThreatSeeker® Network.
- Detects and responds to accidental data loss over network and endpoint channels (e.g. Web, Email, FTP, Printers, Mobile email, USB)
- Scans and remediates unprotected data in storage.
- Integrates with existing 3<sup>rd</sup> party web, email, and encryption gateways, OR can leverage the unification benefits of the Websense Triton™ Solution to provide the lowest total cost of ownership.

## Why Websense Data Security Suite – Independent Analysts

The DLP market continues to experience growth rates above 20% year over year, and analysts agree that DLP represents a crucial means for protecting sensitive information from disclosure.

- **Leader**, Gartner MQ Content-Aware DLP 2007 – 2011.
- **Leader**, ForresterWave, DLP 2009 - 2010
- **DLP Champion**, Info-Tech Research, DLP Vendor Landscape 2011

## Sound Bites

- "Its clean and simple interface is geared toward fast installations and time-to-value. Standout features include its 'DLP for Download' test drive program, installation wizards, and built-in features that normally cost extra with other vendors, such as USB encryption."

– **Forrester Wave, Data Leak Prevention Suites Q4 2010**

- "Websense also received the 'Best Overall Value Award.' Its hugely robust solution with exceptional international policy and multi-language support is priced well below that of the competition and is the most compelling option when value for money is taken into consideration." – Info-Tech Research

– **Info-Tech Research Group, DLP Vendor Landscape May 2011**

- "It has all the components necessary to address network, endpoint and discovery use cases, offering customers a well-rounded content-aware DLP solution."

– **Gartner 2011 MQ for Content Aware Data Loss Prevention**

## Managing Objections

### We have a strategic relationship with Symantec/McAfee

- **Feel:** I understand why you feel that is important when making your decision.
- **Felt:** Many of our current customers today felt the same way.
- **Found:** However, what they found was that they get better protection, better service, and can reduce the HW footprint for providing content security by using Websense, while still maintaining their original partnership with Symantec/McAfee for system security.

### I don't have the resources to support a DLP solution.

- **Feel:** I understand why you would feel that way.
- **Felt:** Many of our customers felt the same way when they first started down the path of implementing DLP controls.
- **Found:** What they found by working with Websense is they only needed to work with one vendor, they could choose to start small and expand when it made sense to do so, and that other resource limitations could be addressed through professional services.

### Don't most DLP implementations fail.

- **Feel:** I've read some of the headlines out there, and can understand why you would feel that way.
- **Felt:** And because of that, many customers that we speak to for the first time about DLP have felt the same way.
- **Found:** However, once we've reviewed our 'Day 2 Methodology' and execution strategy, they found that the reason other DLP implementations failed was often due to an ineffective approach to data protection through DLP.

Customer Pain Points	Discovery and Measurement Questions
<b>Increasing pressure to allow social, mobile, and cloud.</b>	<ul style="list-style-type: none"><li>▪ What types of web sites do you consider the biggest threats to data loss? What do you do today to manage the risk of data loss to those sites?</li><li>▪ Which mobile devices are you currently supporting or have plans to support in the near future? What do you consider to be the biggest threats to your organization from mobile devices?</li><li>▪ Which cloud based services are you using today? What are they doing to help protect against data loss and theft? How do you feel about that?</li></ul>
<b>Unable to identify when sensitive information is at risk.</b>	<ul style="list-style-type: none"><li>▪ What controls do you have in place today for identifying when data is at risk? How effective is the accuracy – do you experience very many false positives? Please explain.</li><li>▪ What channels not currently covered do you believe is your biggest vector for data loss?</li><li>▪ What user behaviors do you believe you will most likely find that put data at risk?</li><li>▪ How likely is it that sensitive information resides within faxes and scanned documents?</li></ul>
<b>Fear of Data Theft</b>	<ul style="list-style-type: none"><li>▪ Websense Security Labs reports that 39% of malware on the internet includes data stealing code, and this is a growing trend, which is also spilling over into mobile malware. How much of a concern is this for you?</li><li>▪ How comfortable are you with your current security controls to be able to detect and respond to internal data theft?</li><li>▪ What types of information would cause the biggest impact to the business if stolen?</li></ul>
<b>Regulatory audits and investigations are cumbersome.</b>	<ul style="list-style-type: none"><li>▪ How do you envision DLP being used for compliance? How is that different from today?</li><li>▪ How many people get involved when preparing for a compliance audit? How long does the process take?</li><li>▪ Are there different people and/or groups that are responsible for data governance in their regions? How will they be involved in the decision making process?</li><li>▪ Why is it important for you personally to have a robust list of pre-built policies?</li></ul>

For more information, refer to the Websense Partner Portal at <https://www.websense.com/content/Partners.aspx>