

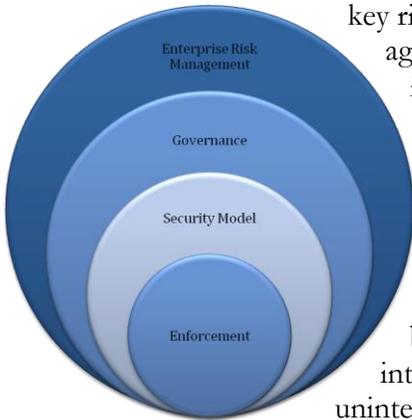
## Asset Protection

Information can be a vital corporate asset. In addition to reputational impact, financial costs of data leakage can be significant (\$202 per record averaging \$6.6 million per breach). Corporate assets require protection via a risk management approach.

- ▲ Business focused
- ▲ Risk management techniques
- ▲ Cost / risk alignment
- ▲ Technology as an enabler

## Risk Management

Constructing a business driven model maps assets to key risk drivers. Protection against external threats is important. However, 70% percent of data loss is caused by insiders such as employees or contractors. Most incidents do not occur because of malicious intent, but rather from unintentional mistakes and misunderstood policies.



DLP should fit into a larger risk management model.

- ▲ ERM includes internal risk management and regulatory and compliance needs
- ▲ Governance creates and sustains data ownership and stewardship
- ▲ The security model includes the implementation framework that covers people and processes
- ▲ Enforcement are the technologies used to implement the model and provide ongoing monitoring

## Business Impact

The business will have a mature risk management model that protects vital information assets.

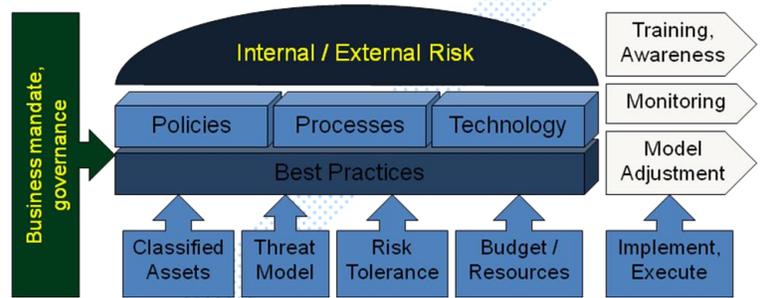
- ▲ Discovered and classified information assets
- ▲ Established consistent policies for data
- ▲ Automated enforcement of data protection policies
- ▲ Effective measurement of governance
- ▲ Formal documentation, awareness and training
- ▲ Proactive approach to managing risk

## Data Loss Prevention Model

Creating a model makes prevention possible through:

policies + processes + practices + people

Technology is an enabler but does not provide prevention on its own. The following is a conceptual model of DLP as it fits into risk management.



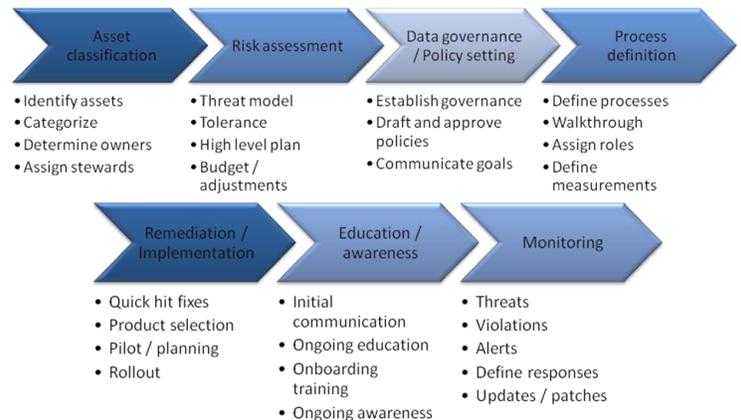
## Results

A successful DLP engagement results in a sustainable model.

- ▲ Effective Policies Set: Crisp and meaningful
- ▲ Processes: Lean and measurable
- ▲ People: Right stakeholders involved
- ▲ Technology: Aligned to the business problem

## Engagement Structure

Actionable Strategies will define a pragmatic approach for each client. A sample end-to-end engagement roadmap is depicted below.



For specific details on how we can help you plan and execute implement Data Loss Prevention, please contact your Account Manager.