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**DYNTEK**  
DYNAMIC TECHNOLOGY SOLUTIONS



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# McAfee Data Protection





# Data Loss: Next Inevitable Corporate Disaster?

## Explosive Growth of Mobile Devices



## Escalating Privacy Regulations



## Public Embarrassment and Disclosure Cost



**Data Protection: #1 CISO Priority Today**



2007 CISO Survey

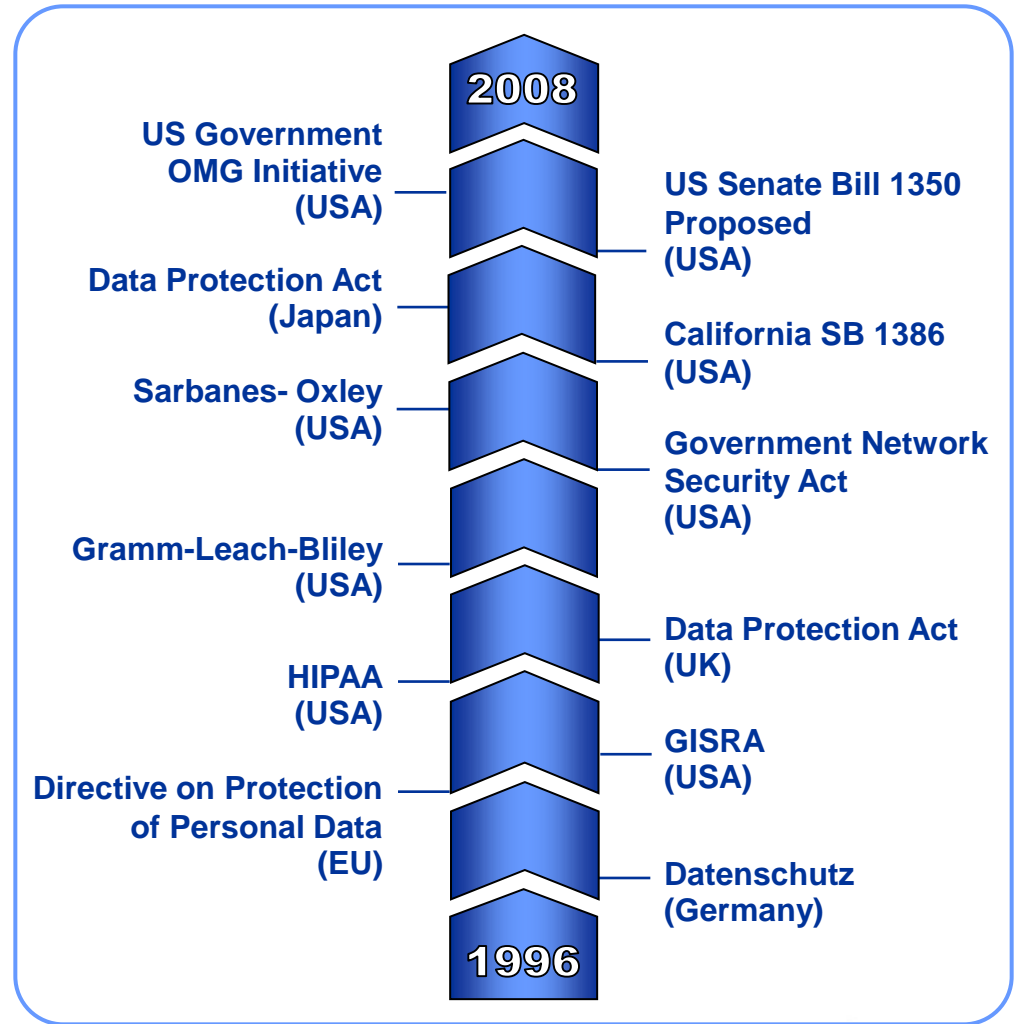
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# Increasing Regulatory Pressure

- Growing in number and complexity
- Public disclosure is required in the event of data loss
- Intellectual property loss and theft is also a concern



# Increasing Need for Mobile Access to Data

## Explosive Growth in Mobile Devices

- Information and data moving out of corporate perimeter
- Storage capacity grows as devices become smaller
- Advances in mobile device technology will continue to produce new and more powerful devices



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# Understanding the Risk

## The Market Value of Your Sensitive Data



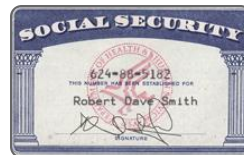
**\$980-\$4,900**  
**Trojan to steal  
account information**



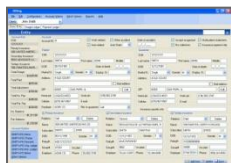
**\$147**  
**Birth certificate**



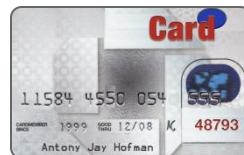
**\$490**  
**Credit Card  
Number with PIN**



**\$98**  
**Social Security card**



**\$78-\$294**  
**Billing data**



**\$6-\$24**  
**Credit card number**



**\$147**  
**Driver's license**

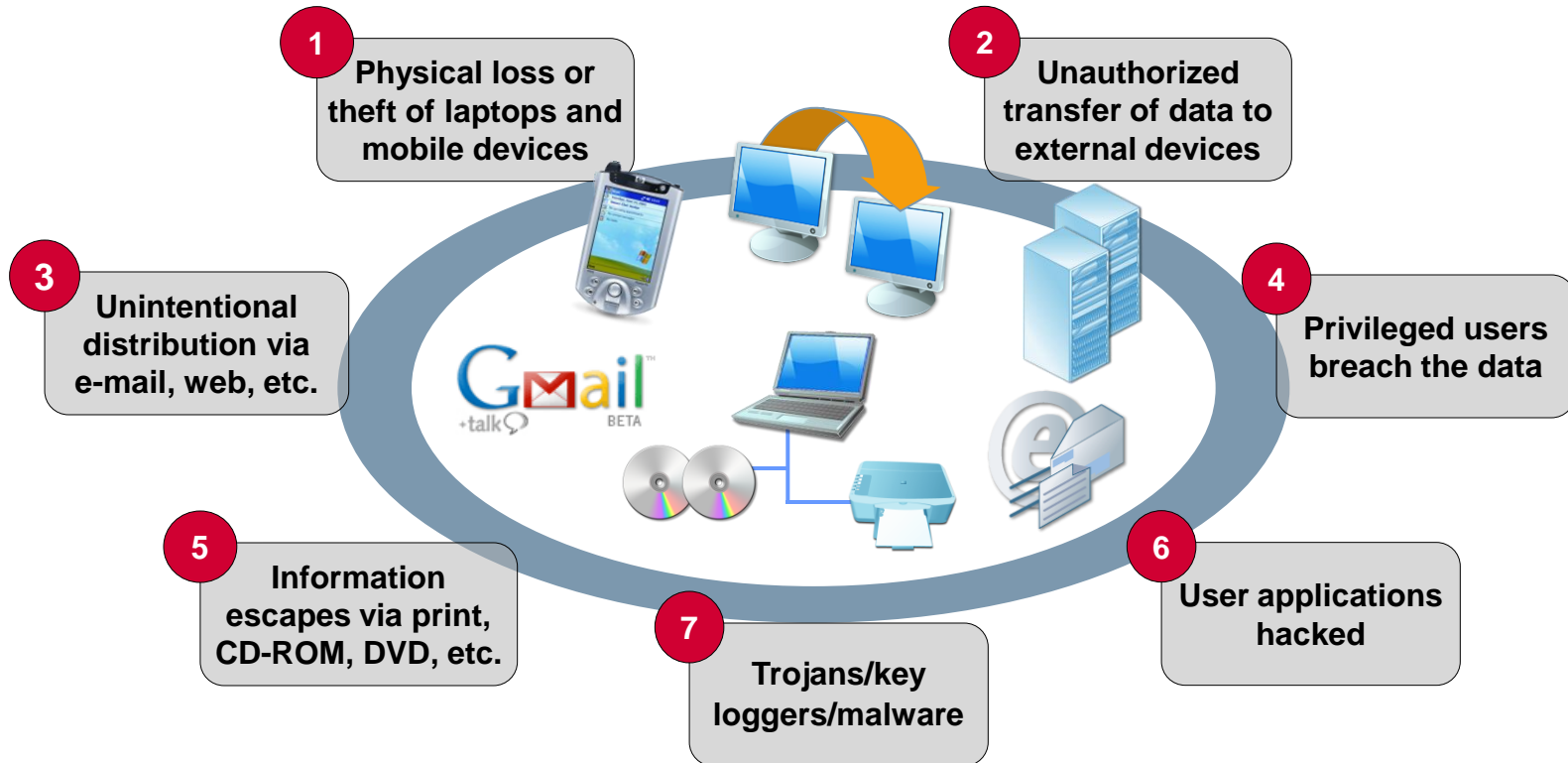


**\$6**  
**PayPal account  
logon and password**



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# The Major Endpoint Threats



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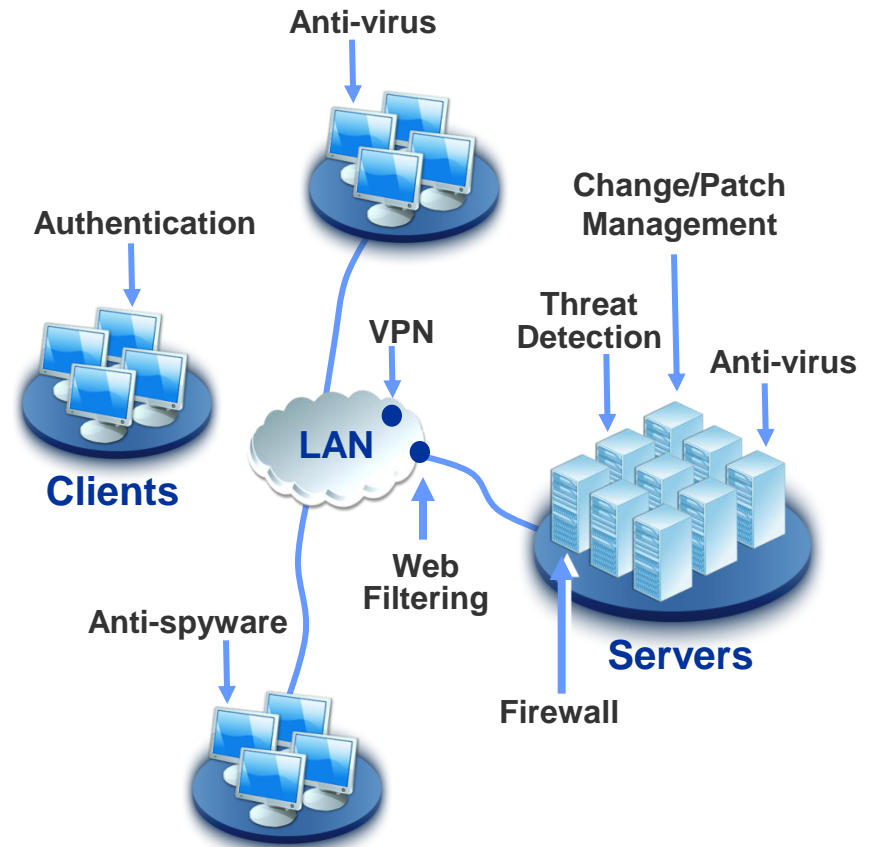
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# Today's Security Solution Gap

- Most “information security” products don't actually “secure information”
  - They are designed to protect networks and servers
  - They do little to protect the confidentiality and integrity of information
- Information is in constant motion
  - making it difficult to lock down



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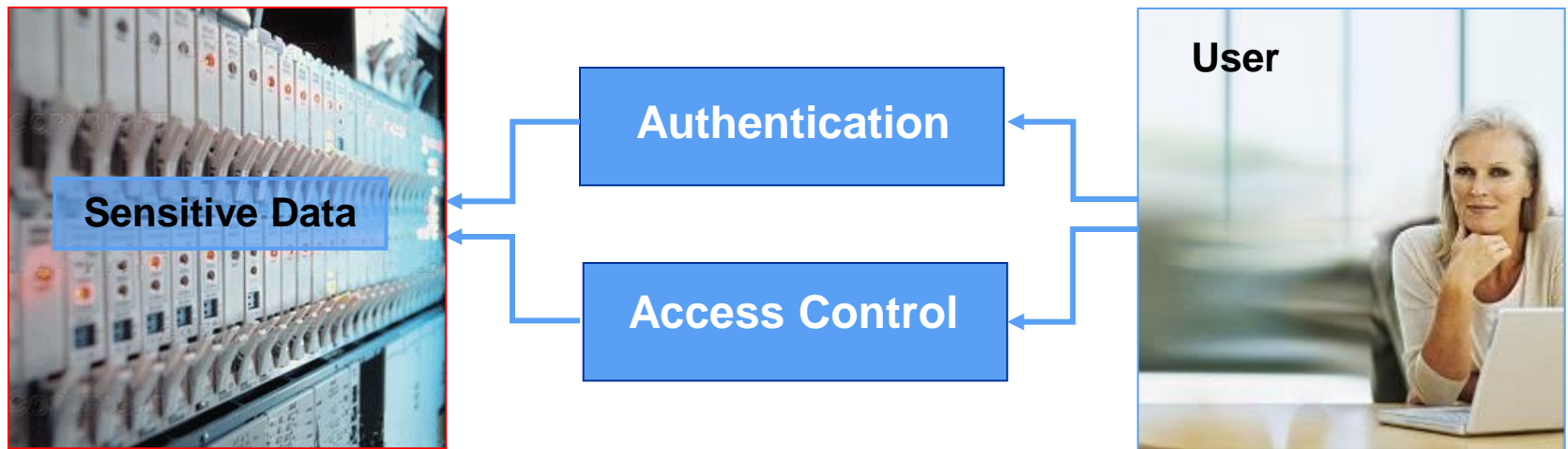


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# Current Approaches to Security Do Not Protect the Most Valuable Asset: **Your Data**

**System-centric** view of data protection:

Protect the perimeter, one system at a time



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# Data Protection Requires Different Thinking

Data is not static, so security cannot be static – it must persist with the data itself. **This is Data-Centric Protection.**



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# Throwing Point Tools at the Problem Doesn't Work!



## High Management Cost

Non-security staff must manage myriad of point security systems. Compounds with changes in personnel and systems



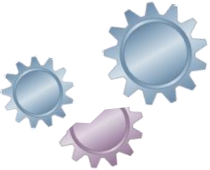
## No Alignment to Policy

You are unable to align needs with security policy requirements



## Life Cycle Vulnerabilities

Managing the lifecycle of security rules becomes overly complex, increasing infrastructure vulnerability



## Broken Business Processes

Businesses processes break as systems go their own way on security



## Data Loss Risk

Lack of centralized monitoring and auditing opens vulnerabilities that could lead to data loss

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# Data Protection Requires Different Thinking

## Easy to Lose



## Easy to Transfer



## Enticing to Steal



← Data must be protected regardless of: →

### Usage



### Location



### Device



### Access



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# The Solution: McAfee Data Protection

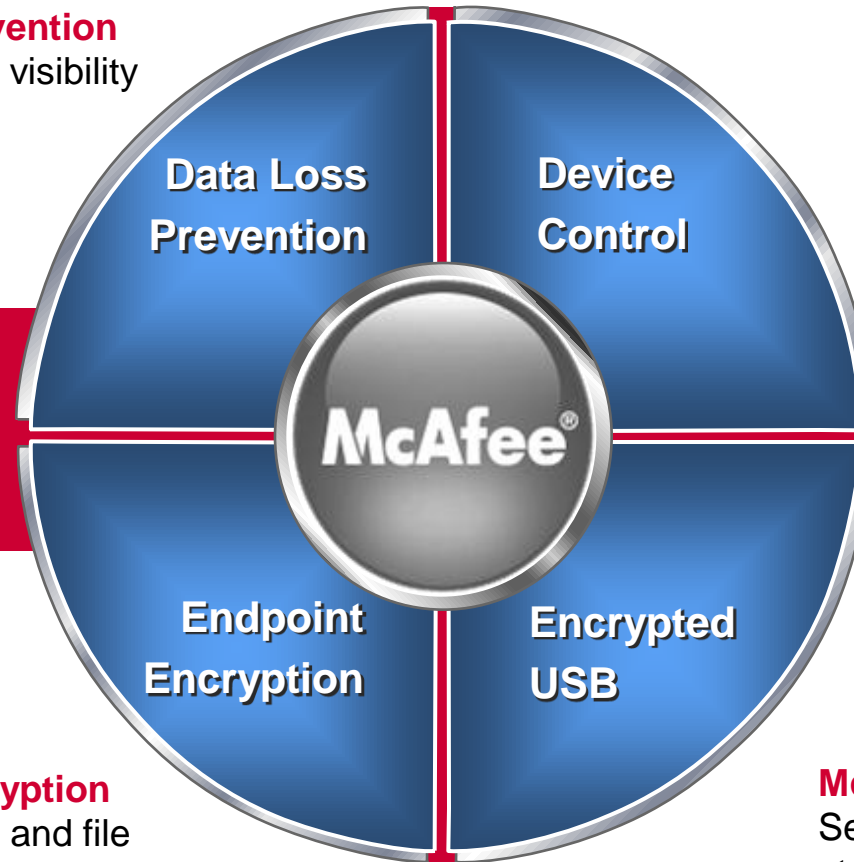
## McAfee Data Loss Prevention

Full control and absolute visibility over user behavior

## McAfee Device Control

Prevent unauthorized use of removable media devices

## McAfee Total Protection™ for Data



Integrated technologies for a total data protection solution.

## McAfee Endpoint Encryption

Full-disk, mobile device, and file and folder encryption coupled with strong authentication

## McAfee Encrypted USB

Secure, portable external storage devices

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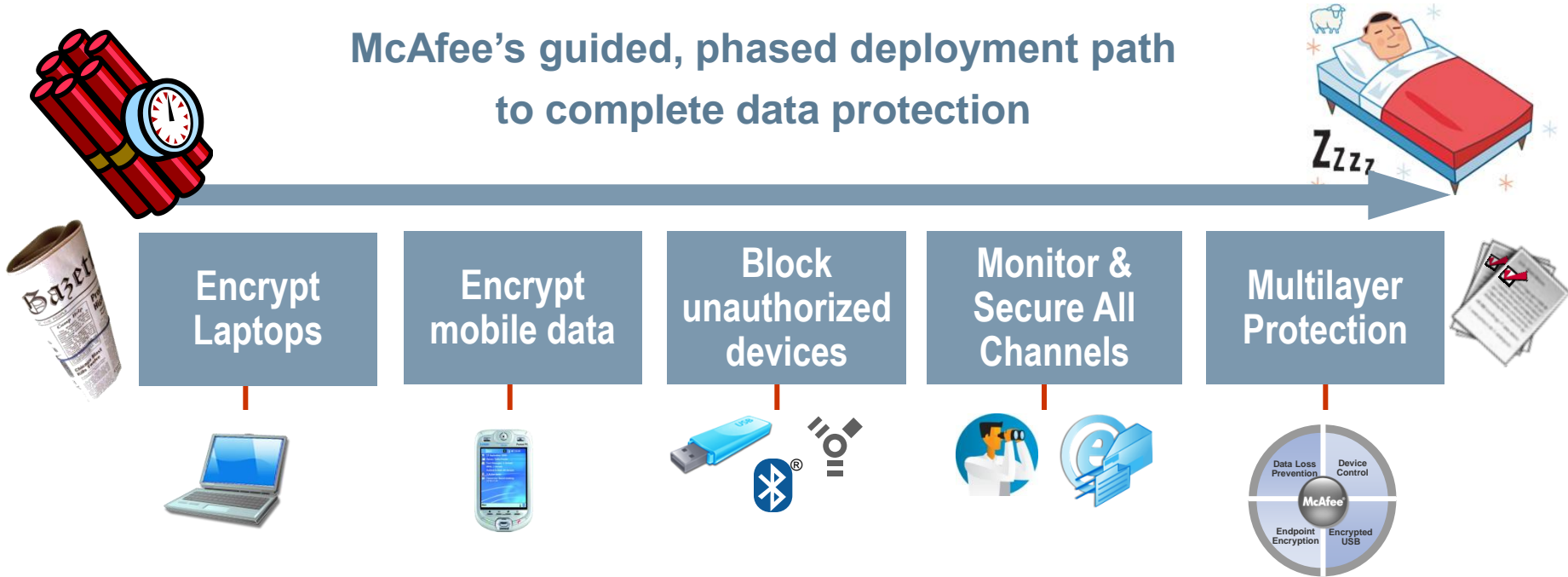


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# McAfee is Your Trusted Advisor

Too many vendors, too many use cases, too overwhelming

McAfee's guided, phased deployment path  
to complete data protection



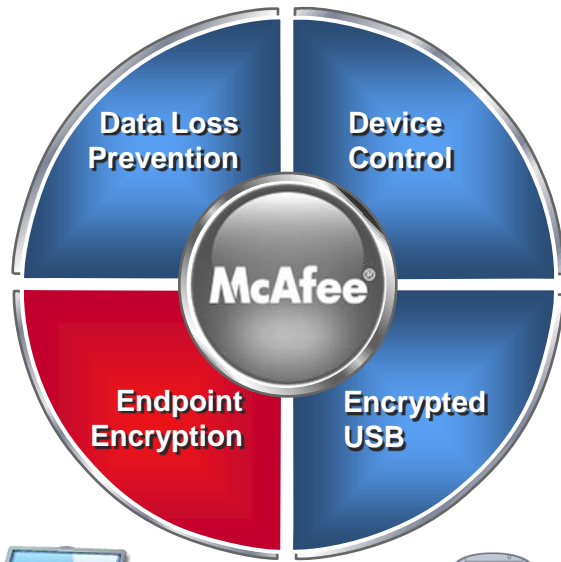
Increasing Protection and Compliance

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# McAfee Endpoint Encryption



## You need

- Encryption for laptops, desktops, and mobile devices with the flexibility to choose full-disk or file/folder encryption
- Confidence in integrity of sensitive data when a device is lost or stolen
- Safe Harbor protection (i.e. Loss of encrypted data = non-event and does not require public disclosure)

## McAfee offers

- Broad support for laptops, desktops, and mobile devices
- Full audit-trails for compliance & auditing needs
- Support for multiple strong authentication methods
- Certifications: FIPS 140-2, Common Criteria Level 4 (highest level for software products), BITS, CSIA, etc.

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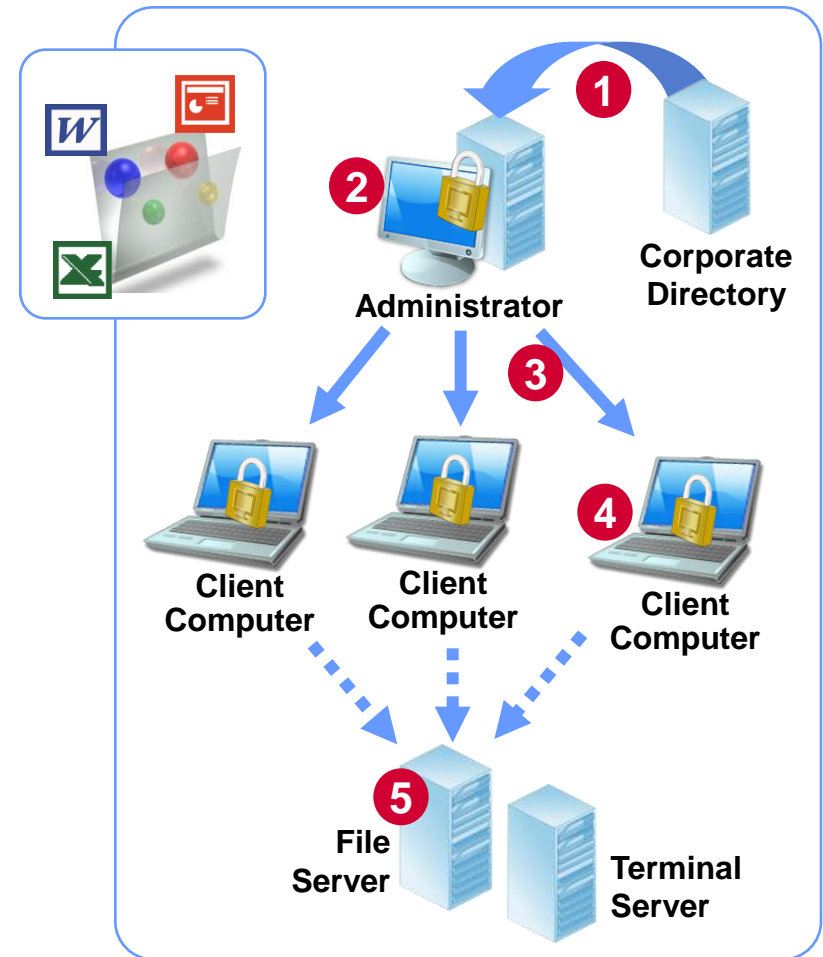
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# McAfee Endpoint Encryption

## File and Folder Encryption

- Define policies more granularly than with full-disk encryption
- Full Windows Explorer integration
- Automatic encryption and decryption with no performance loss, transparent to users
- Protect files and folders on desktops, laptops, and servers



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# McAfee Endpoint Encryption

## Mobile Device Encryption

- Protect your corporate data assets as your users go mobile
- Creates encrypted, protected space on mobile devices to protect sensitive data
- Supports multiple strong authentication methods
- Renders data on mobile devices in the event of data loss or theft
- Encryption policies on your mobile devices all centrally managed

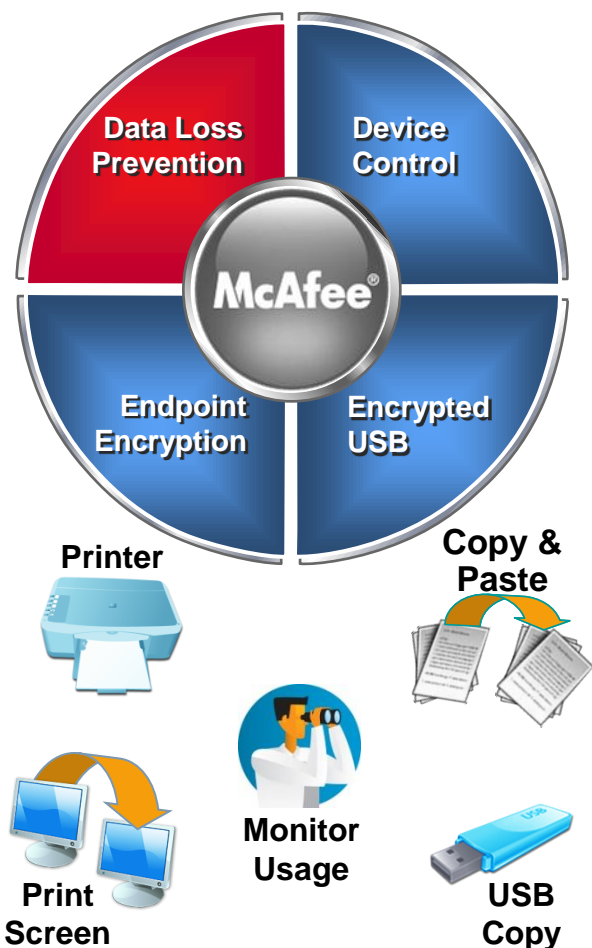


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# McAfee Data Loss Prevention



## You need

- To prevent users from accidentally or maliciously leaking sensitive data
- Full visibility and control over usage & movement of confidential data
- To enable your infrastructure and data to protect itself

## McAfee offers

- Protection against accidental leakage via everyday user tasks
- Complete spectrum of actionable responses upon detecting loss of confidential data such as
  - Detailed logging & forensic evidence gathering
  - Real-time prevention & blocking
  - User and administrator notification
  - Quarantine of confidential data

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# McAfee Data Loss Prevention

## Classify confidential data



By location



By content



By file-type



By fingerprint

## Build content-based, reaction rules



Monitor sensitive data transfer



Prevent confidential data from leaving the enterprise



Notify administrator and end users



Quarantine confidential data



Enforce encryption

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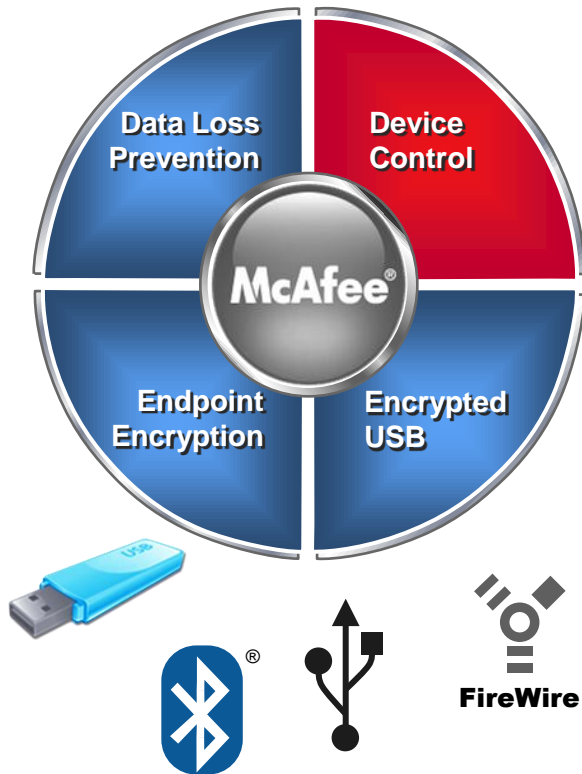
# McAfee Device Control

## You need

- To monitor and allow only authorized devices to connect to endpoint
- Restriction and blocking capabilities of the use of unauthorized devices such as iPods
- Enforcement control over what data can be copied onto authorized devices

## McAfee offers

- Fine-grained control of data and devices
  - Only allow company-authorized devices
  - Enforce control over what data can be copied to devices
- Policies per user, group or department, i.e. allow CEO to connect any device while other employees can only connect sub-set of devices
- Detailed user and device-level logging for auditing and compliance needs



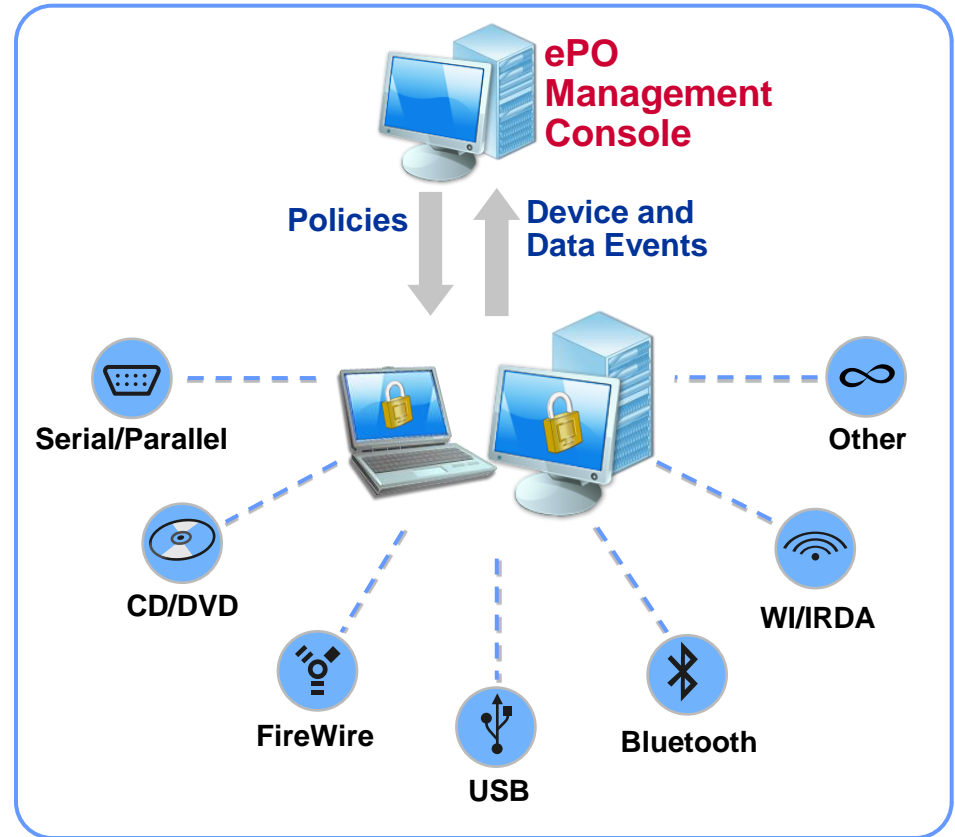
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# McAfee Device Control

- Based on McAfee Data Loss Prevention (DLP) technology
- Complete content-aware, and context-aware device-blocking capability
- Regulate how users copy data to external devices
- Increase productivity and the ability to safely use any USB devices as part of daily work activities
- Ensure control of all external devices

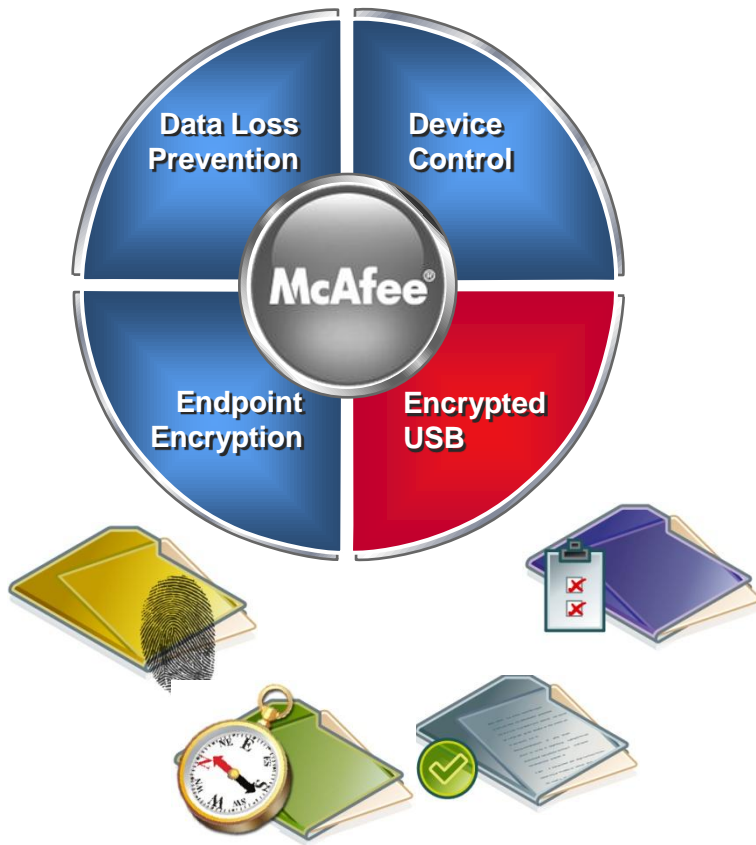


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# McAfee Encrypted USB



## You need

- Secure external storage media for your power users
- Ability to ensure sensitive data transported via external media is continuously protected

## McAfee offers

- A range of secure portable storage devices
- Strong Access Control and Encryption
- Centralized Management
- Internal and External Compliance Support

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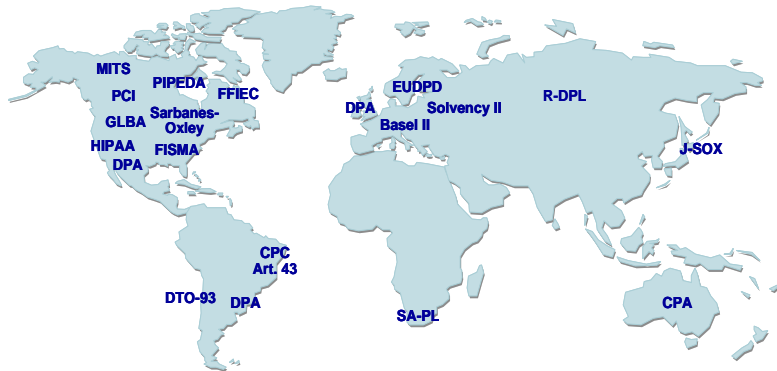
# McAfee ePO: Centralized Management and Compliance Support

- You need:

- Data protection to support compliance efforts for tough global data privacy regulations
- Detailed logging and auditing for internal and regulatory compliance needs

- McAfee offers:

- Detailed auditing and logging to meet the toughest regulations
- “Safe Harbor” protection with data encryption
- Rich set of policy & reporting templates to help comply with regulations



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# Thank You!