

McAfee's Approach to DLP

You don't have to know all the answers

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- 1 Data types that are most challenging to protect
- 2 How to leverage DLP to address unknown Data types
- 3 **Seven most common data threats**
- 4 McAfee's Integrated approach to 99.9% Data Protection
- 5 Q&A

It's all about the data!

Compliance

- SOX
- HIPAA
- PCI
- Credit Card numbers
- GLBA
- FISMA
- ITAR
- SB 1386
- Others

Intellectual Property

- Customer Lists
- Price/Cost Lists
- Target Customer Lists
- New Designs
- Company Logo
- Source Code
- Formulas
- Process Advantages
- Pending Patents

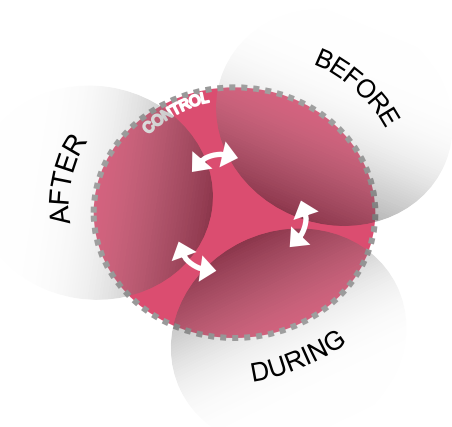
High Business Impact (HBI) Information

- Board Minutes
- Financial Reports
- Merger/Acquisitions
- Product Plans
- Hiring/Firing/RIF Plans
- Salary Information
- Acceptable Use

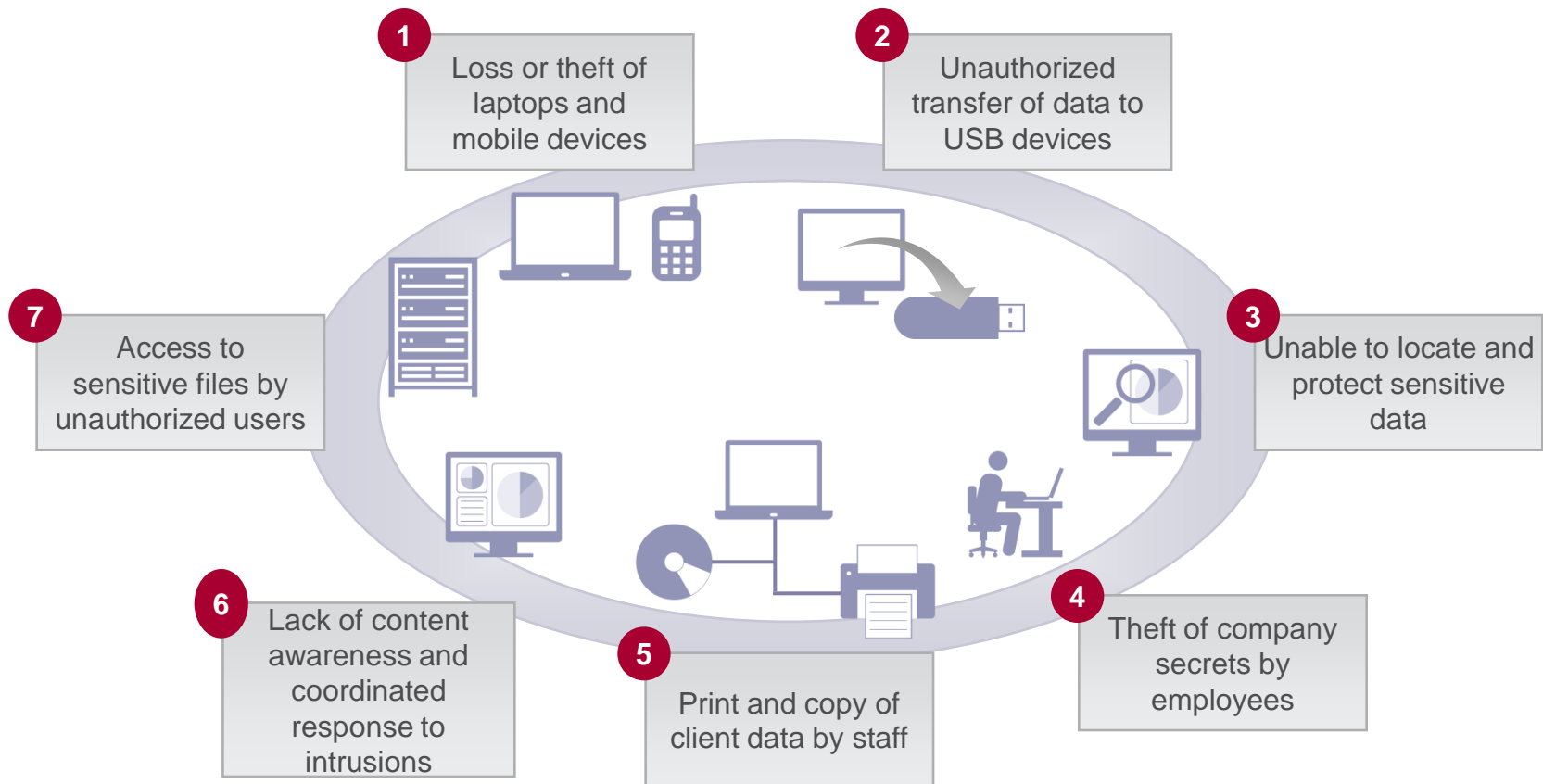
...and Importantly:

What you did not know needed protection

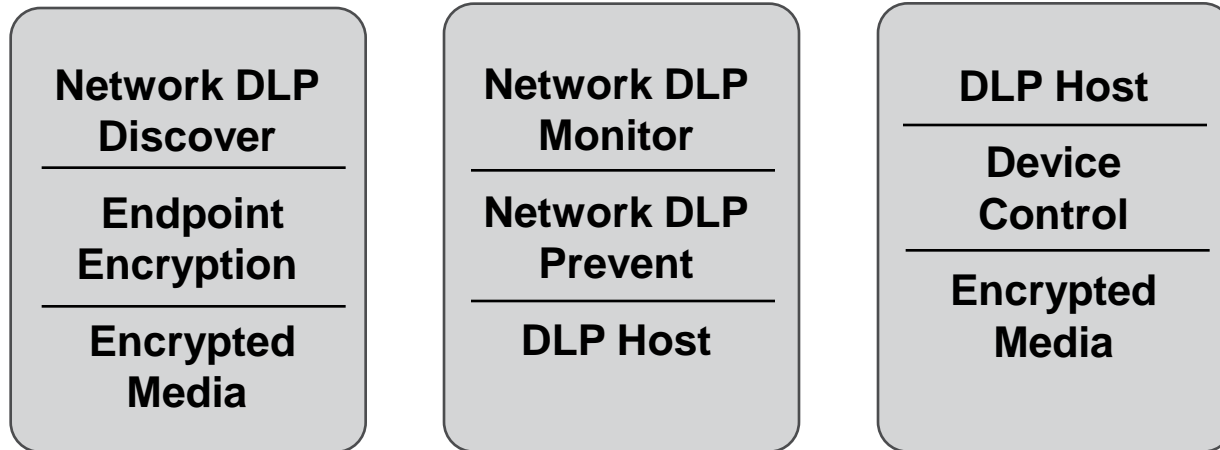
- Review of Key Employee actions before they announced departure
- Unreported but Important Memos/Reports
- Code names of projects not reported to Security department



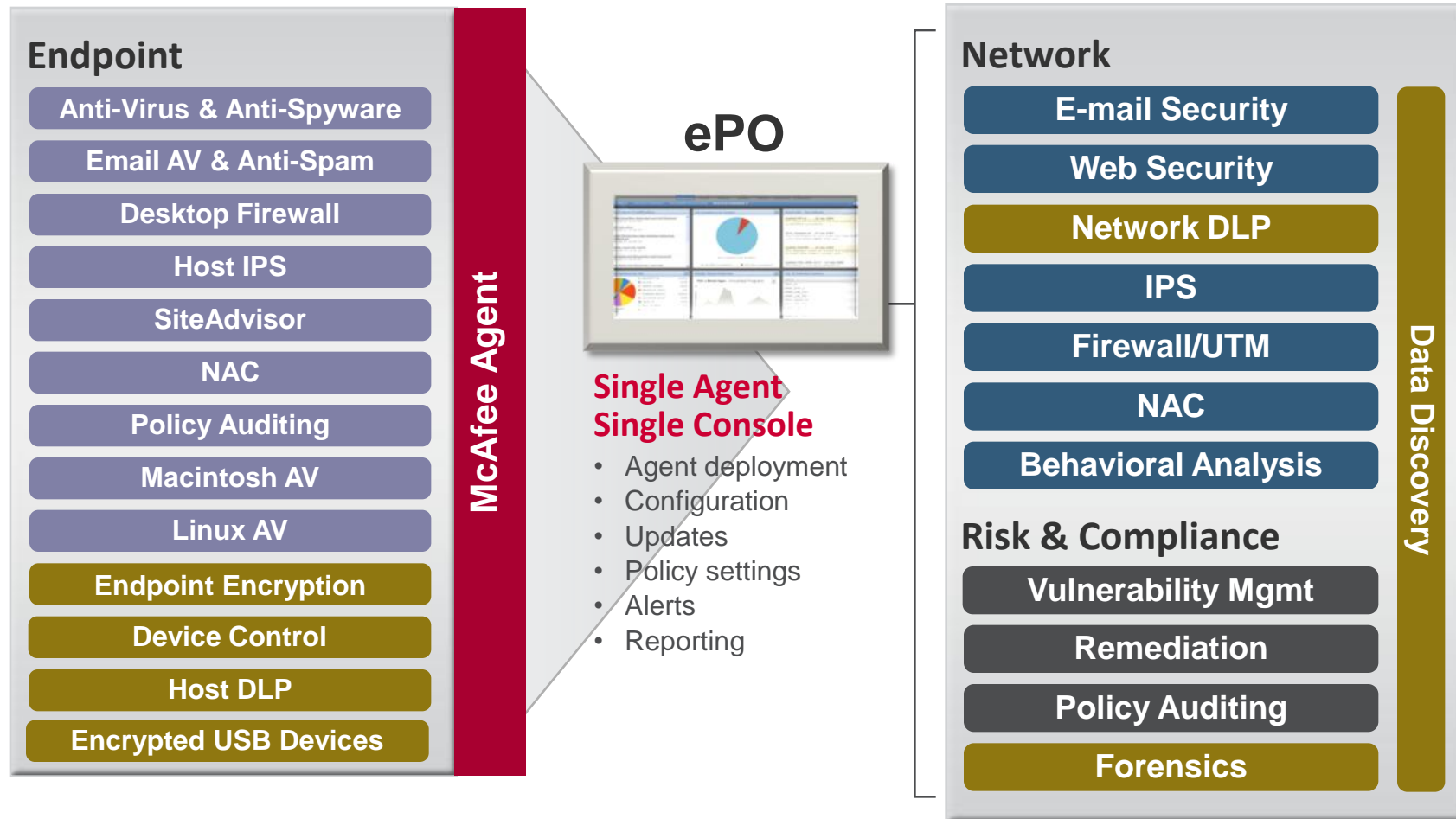
Threats magnify the problem



The McAfee Data Protection platform



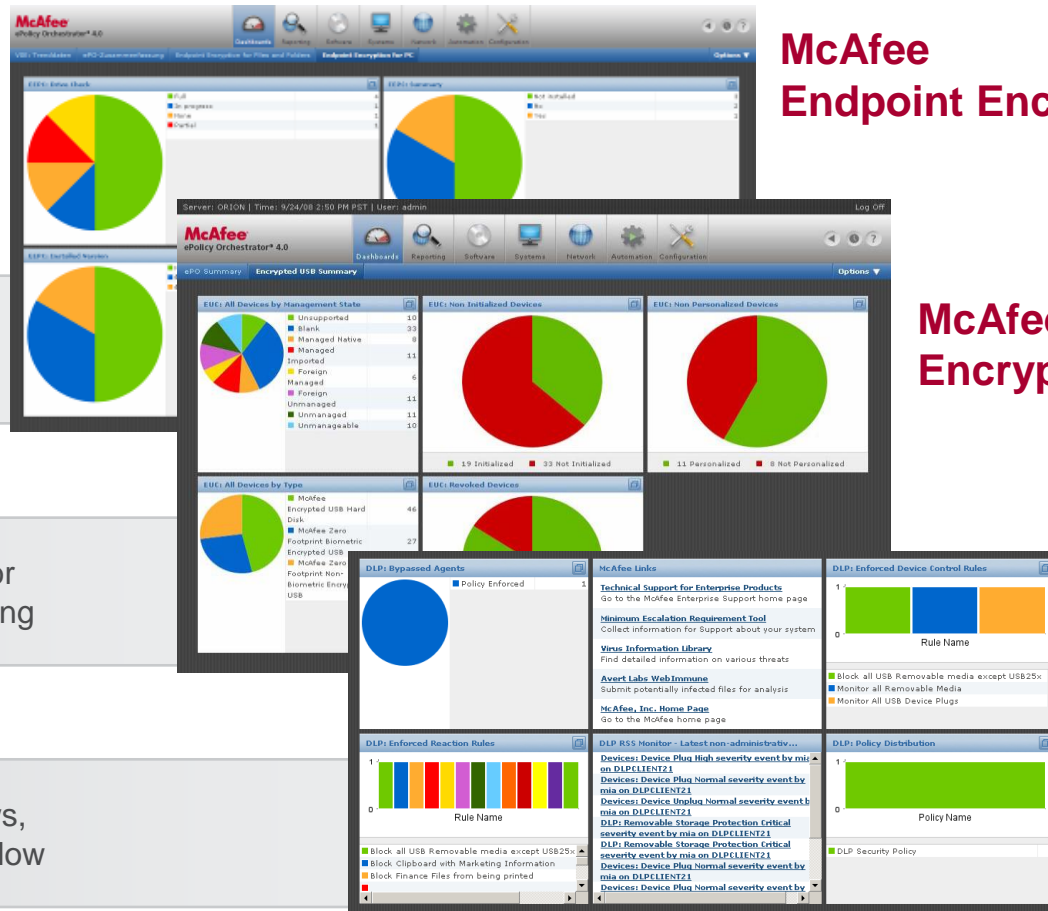
Why McAfee? Integrated Security Platform



ePO integration



Automation of monitoring, reporting, and auditing **Reduces Costs!**



**McAfee
Endpoint Encryption**

**McAfee
Encrypted USB**

McAfee DLP

1

Single console, single agent endpoint deployment and management

2

Single consolidated source for incident response and reporting

3

Comprehensive incident views, case management and workflow

THANK YOU!