

RSA Lowers the Cost of Protecting Sensitive Data With New Release of RSA® Data Loss Prevention Suite

RSA, The Security Division of EMC (NYSE: EMC), today announced enhancements to the RSA® Data Loss Prevention (DLP) Suite, its integrated, market-leading suite of data security products that are engineered to discover, monitor and protect sensitive data from loss, leakage or misuse whether in a datacenter, on the network, or out at the endpoints.

Bangalore, Karnataka, April 14, 2009 /[India PRwire](#)/ -- RSA, The Security Division of EMC (NYSE: EMC), today announced enhancements to the RSA® Data Loss Prevention (DLP) Suite, its integrated, market-leading suite of data security products that are engineered to discover, monitor and protect sensitive data from loss, leakage or misuse whether in a datacenter, on the network, or out at the endpoints. With new features for discovery, remediation and integration with the RSA® enVision Platform, the RSA DLP 7.0 Suite is designed to reduce the total cost of ownership of DLP by automating the protection of sensitive data and reporting, lower risk by protecting more sensitive data in more places, and simplify security operations.

“Companies of all sizes, in all geographies, and across all industries face growing risks of data leaks and an increase in compliance and corporate governance requirements, along with needing to stretch their IT security dollars and human resources as far as possible.” said Tom Corn, vice president of Product Marketing at RSA, The Security Division of EMC. “It is imperative that security solutions deliver more value to customers by securing more sensitive information and by integrating more effectively into the existing environment. The RSA DLP 7.0 Suite is one of a series of current and future releases aimed at realizing our vision of providing customers with a holistic approach to securing identities, information, and the infrastructure.”

“Enterprises today are doing their best to address three simultaneous objectives regarding their IT infrastructure: to enhance security, to achieve and sustain regulatory compliance and to improve the efficiency and cost-effectiveness of their ongoing operations,” said Derek Brink, vice president and research fellow for IT Security, Aberdeen Group. “Aberdeen’s research indicates that solutions which are designed to address security and compliance, with an emphasis on driving down the total cost of ownership – such as the RSA DLP 7.0 Suite – are well-aligned with the top pressures in the current market.”

New Enhancements to the RSA DLP Suite

The latest release of the RSA DLP Suite allows organizations to secure sensitive content in a way that saves time and streamlines processes for data security personnel. Sensitive data at rest can now be moved or quarantined automatically, reducing administrative costs, and end users can apply self-remediation for sensitive emails quarantined due to violations. In addition, the RSA DLP Suite is engineered to generate and send reports automatically to the appropriate personnel. These new automation enhancements can help reduce the time spent handling security incidents by up to 45 percent.

These new features also help organizations reduce risk by proactively locating and controlling data for even more sensitive data types and sources. Organizations will now be able to discover structured content in Oracle and SQL Server databases with native scanning and fingerprinting. The RSA DLP 7.0 Suite is also engineered to broaden protection of intellectual property with automated file fingerprinting functionality across all three modules of the DLP Suite: Datacenter, Network, and Endpoint. Additional enhancements also make the RSA DLP Suite the only data loss prevention offering that supports CATIA, a multi-platform commercial software suite used in the aerospace, automotive, and discrete manufacturing industries.

With 22 new policy templates, RSA also continues to provide one of the most comprehensive DLP policy and classification libraries in the industry. These new policies include support for North American Electric Reliability Corp (NERC) compliance along with additional coverage for policies that help protect personally identifiable data in Australia, Italy, Netherlands, Spain, Sweden, and New Zealand. These new policies have been added to RSA’s already-robust database of more than 100 different policy templates. By leveraging RSA’s pre-built policy and classification library, customers can reduce risk by securing more types of sensitive data while reducing the costs associated with false positives, according to a recent study commissioned by RSA which found that RSA’s solution

offers 27% higher accuracy in avoiding false positives over one of its main competitors.

Overall, the RSA DLP 7.0 Suite is engineered to deliver more than 68 enhancements in the areas of policy management and classification, remediation, database scanning, reporting and administration.

Integration With The RSA enVision Platform Helps Simplify Security Operations

The RSA DLP 7.0 Suite is designed to integrate with the RSA enVision platform, RSA's market-leading Security Information and Event Management (SIEM) offering which is designed for simplifying compliance, enhancing security operations and risk mitigation, and optimizing IT and network operations through the automated collection, analysis, alerting, auditing, reporting and storage of all logs. The integration streamlines the process of understanding security risk -- through efficient correlation of security and DLP event logs, security analysts gain insight into the type and sensitivity of information involved in the incident and can quickly determine when and how to remediate it and assess what damage has been done. The integration also enables centralized management through the enVision technology of DLP events, simplifying security and compliance reporting. New enVision reports leverage events from the RSA DLP Suite to enable holistic data protection across information, identities, and infrastructure.

RSA DLP Suite Helps Microsoft Secure Data and Accelerate Compliance With Regulatory Requirements

One organization that has successfully leveraged the RSA DLP Suite is Microsoft Corporation. Microsoft uses the solution to enhance the security of sensitive data about employees, customers and intellectual property in thousands of its own managed file shares, endpoints and Microsoft® Office® SharePoint® sites.

"We use the RSA DLP Suite to discover and protect personally identifiable information, intellectual property, financial data and business information," said Olav Opedal, Senior Security Program Manager. "Being able to discover sensitive content in SQL Server databases will help us reduce risk even more, and features such as the ability to schedule and send more intelligent reports to the right people automatically will allow us to trim down administrative costs there by lowering our total cost of ownership of the DLP solution."

Domino's Pizza Gains Increased Visibility and Awareness Into Data Protection Issues

Domino's Pizza is the recognized pizza delivery leader in the United States. It must comply with a number of standards and regulations, along with protecting its brand image. Domino's has used the RSA DLP Suite to scan data at rest to help ensure that it is in compliance with PCI, SOX, HIPAA, and other general guidelines around protecting personally identifiable information (PII).

"We have used the RSA DLP Network and RSA DLP Datacenter products in the RSA DLP Suite, and we are interested in RSA's endpoint product," said Karl Anderson, Network Security Manager, Domino's Pizza. "The automated file fingerprinting functionality in this new version of the product seems particularly useful to a company like ours, which needs to protect intellectual property such as our recipes and new marketing content."

Availability

The RSA DLP Suite 7.0 is generally available now. Availability of its integration with RSA enVision technology is planned for this quarter.

Notes to Editor

About RSA

RSA, The Security Division of EMC, is the premier provider of security solutions for business acceleration, helping the world's leading organizations succeed by solving their most complex and sensitive security challenges. RSA's information-centric approach to security guards the integrity and confidentiality of information throughout its lifecycle – no matter where it moves, who accesses it or how it is used.

RSA offers industry-leading solutions in identity assurance & access control, data loss prevention, encryption & key management, compliance & security information management and fraud protection. These solutions bring trust to millions of user identities, the transactions that they perform, and the data that is generated. For more information, please visit www.RSA.com and www.EMC.com.

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