

# Protect your sensitive data from external and internal threats

Next Generation Data Protection

- Intellectual property protection
- Regulatory compliance
- Cloud data protection



# Guarding critical information

The modern business ecosystem is built around a model of open collaboration and trust – the very attributes being exploited by an increasing number of global adversaries. Constant information flow is the lifeblood of the business ecosystem. Data is distributed and disbursed throughout the ecosystem, expanding the domain requiring protection. Adversaries are actively targeting critical data assets throughout the ecosystem – significantly increasing the exposure and impact to businesses.

A wide range of adversaries	... Who are highly motivated	... Are targeting your sensitive data	... Creating unprecedented risks for your organization
<b>Nation State</b>	<ul style="list-style-type: none"> <li>Economic, political, and/or military advantage</li> </ul>	<ul style="list-style-type: none"> <li>Trade secrets</li> <li>Business information</li> <li>Emerging technologies</li> <li>Critical infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>Loss of competitive advantage</li> <li>Disruption to critical infrastructure</li> </ul>
<b>Organized Crime</b>	<ul style="list-style-type: none"> <li>Immediate financial gain</li> <li>Collect information for future financial gains</li> </ul>	<ul style="list-style-type: none"> <li>Financial / Payment Systems</li> <li>PII, PCI, PHI</li> </ul>	<ul style="list-style-type: none"> <li>Regulatory inquiries and penalties</li> <li>Lawsuits</li> <li>Financial loss</li> <li>Loss of confidence</li> </ul>
<b>Hacktivist</b>	<ul style="list-style-type: none"> <li>Influence political and /or social change</li> <li>Pressure business to change their practices</li> </ul>	<ul style="list-style-type: none"> <li>Corporate secrets</li> <li>Business information</li> <li>Information of key executives, employees</li> <li>PII, PCI, PHI</li> </ul>	<ul style="list-style-type: none"> <li>Disruption of business activities</li> <li>Damage to brand and reputation</li> <li>Loss of consumer confidence</li> </ul>
<b>Insiders</b>	<ul style="list-style-type: none"> <li>Personal advantage, monetary gain</li> <li>Professional revenge</li> <li>Patriotism</li> </ul>	<ul style="list-style-type: none"> <li>Sales, figures, market strategies</li> <li>Corporate secrets, IP, R&amp;D</li> <li>Business operations</li> <li>Personnel information</li> </ul>	<ul style="list-style-type: none"> <li>Trade secret disclosure</li> <li>Operational disruption</li> <li>Brand and reputation</li> <li>National security impact</li> </ul>

# We protect

5

malware events occur every second

70-90%

of malware samples are unique to a specific organization<sup>1</sup>

60%

of cases attackers are able to compromise an organization within minutes<sup>1</sup>

## It may take days or even months for defenders to discover threats

98

days on average for financial services companies<sup>2</sup>

197

days on average in retail companies<sup>3</sup>

<sup>1</sup> 2015 Data Breach Investigations Report, Verizon

<sup>2</sup> Advanced Threats in Financial Services: A Study of North America & EMEA, Ponemon Institute

<sup>3</sup> Advanced Threats in Retail Companies: A Study of North America & EMEA, Ponemon Institute

## Compliance and IP are at risk across a wide range of industries

Personally Identifiable Information (PII)  
Personal Credit Card Information (PCI)  
Personal Health Information (PHI)



**Compliance Data at Risk**



**Intellectual Property at Risk**

Product design plans (CAD)  
Software (source code)  
Trade secrets  
Formulas & algorithms



### Financial Services

Personally Identifiable Information (PII)  
Personal Credit Card Information (PCI)  
IP (Trading Algorithms, Business Processes, Financials, IPO Plans, M&A Plans, Business Plans, Pricing)



### Manufacturing

IP (Product Designs, Formulas, Trade Secrets, Pricing, R&D Data, Business Processes)



### Public Sector

Personally Identifiable Information (PII)  
Personal Credit Card Information (PCI)  
Personal Health Information (PHI)  
Confidential email  
State Secrets



### Healthcare

Personal Health Information (PHI),  
Personally Identifiable Information (PII)  
Personal Credit Card Information (PCI)



### Media and Telecom

Personally Identifiable Information (PII)  
Personal Credit Card Information (PCI)  
IP (Source Code, Business Plant)

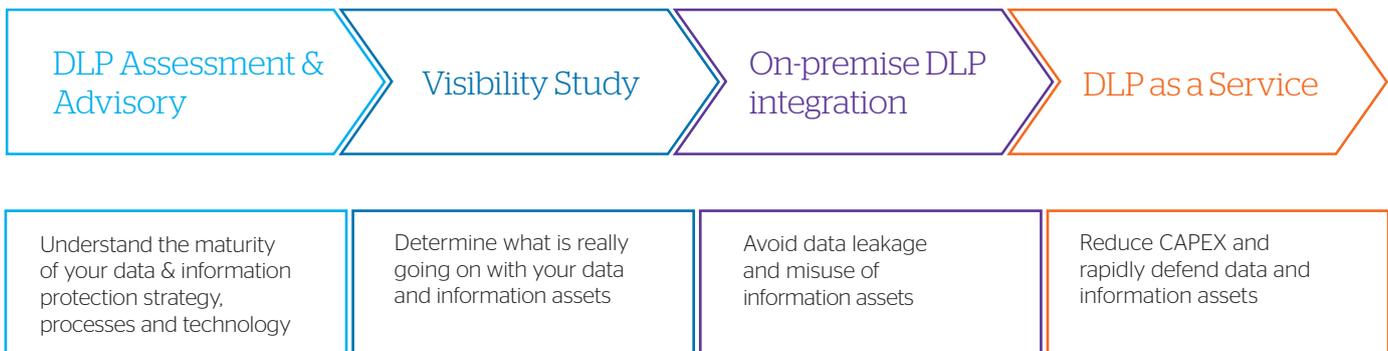


### Utilities

Personally Identifiable Information (PII)  
Personal Credit Card Information (PCI)  
IP (Exploration and Production plan)



## Our approach



### Stage 1: DLP Assessment and Visibility Study

Our specialist consultants help you to determine the level of maturity of your current data and information protection strategy, processes and technology, in relation to the data most important to your industry. We recommend undergoing the DLP Assessment in conjunction with the Visibility Study, during which we will help you to outline a strategy to protect your data and sensitive information assets sufficiently.

The Atos Visibility Study is designed to provide actionable intelligence on policy compliance, privileged user and insider activity, as well as potential targeted cyber-attacks. On a selected group of up to 100 users, we will show you over a period of four to six weeks what is really going on with your data and sensitive information assets. The Visibility Study is non-intrusive and provides you with in-depth insights of the maturity level of data protection at your environment.

Our data protection experts will help you review the reports, identify risks, and advise actionable steps to help manage potential threats throughout the engagement.

### Stage 2: On-premise DLP\* Integration

If weaknesses have been identified in your current data protection strategy, processes and technology, we will help you to evolve. Together with our Gartner Magic Quadrant Leader technology partner, Digital Guardian, we will provide you with a future-proven solution with a host of unique differentiators:

- ▶ Automatic data classification (context and content based)
- ▶ Complete visibility on endpoints of system and user behavior without pre-defined policies
- ▶ Fast and accurate rule tuning based on broad visibility
- ▶ Stealth mode, Tamper resistant
- ▶ Broadest controls to stop data egress/ingress and data sprawl
- ▶ Ability to correlate multiple events on endpoint in real time
- ▶ Full platform coverage (Windows, Mac, Linux, Mobile app, Cloud)

### Stage 3: DLP as a Service

DLP is a solution that helps you control your most valuable assets.

But it needs to be well secured. Atos can run the entire infrastructure platform and application in a highly-secured cloud environment - globally shared for lowest cost - or locally based for compliance with local regulations.

This gives you:

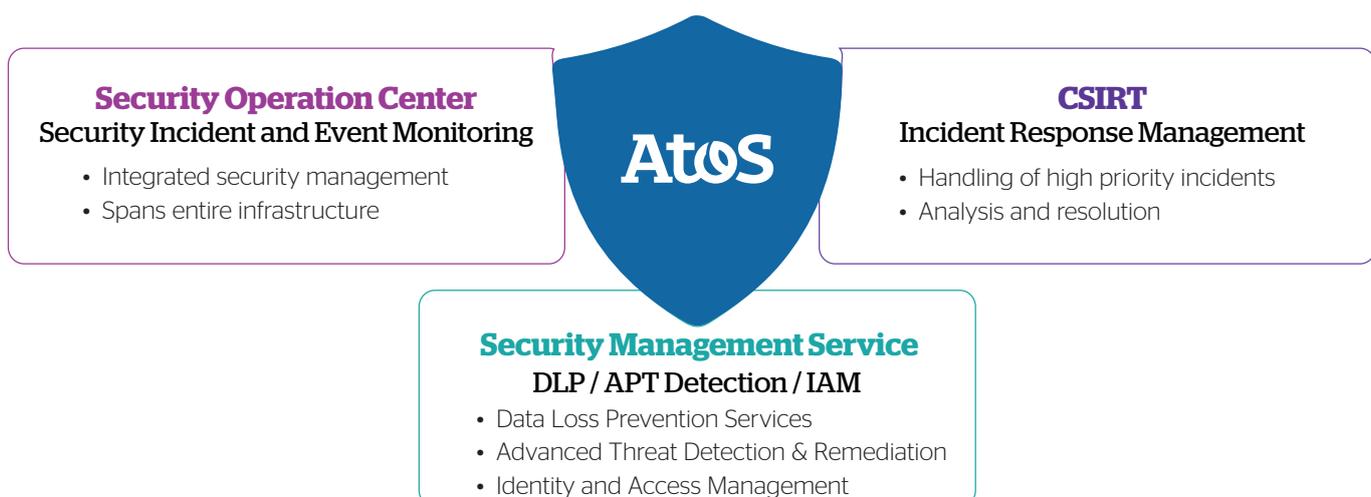
- ▶ Reduced Capital expenditure
- ▶ Increased Flexibility
- ▶ Integrated Security Management
- ▶ Rapid time to value
- ▶ 24/7 Cyber Threat Management
- ▶ On demand access to thousands of security experts



## Don't Just Detect. Fix.

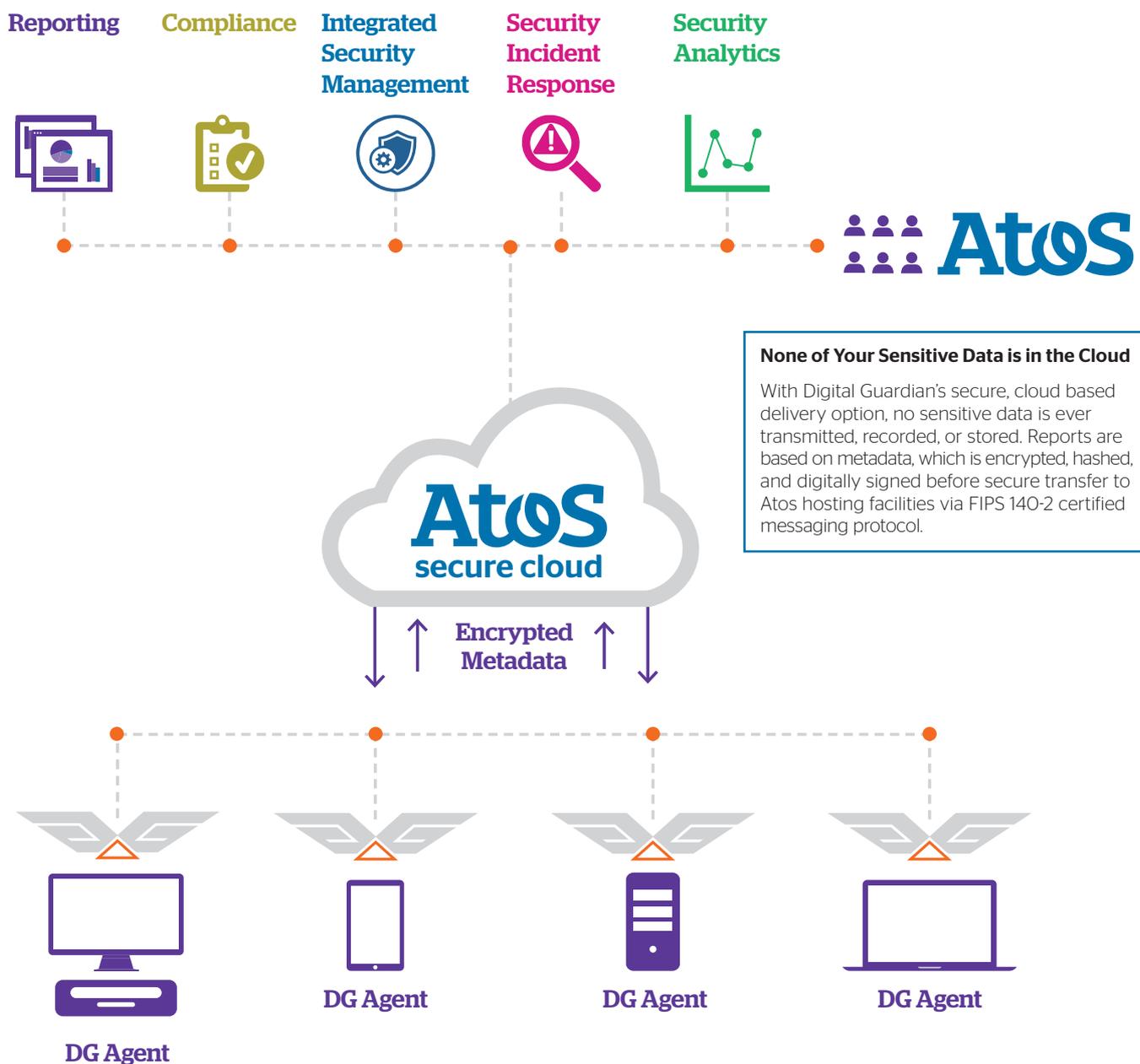
Today's security threats require a holistic view and an integrated remediation approach. Standalone security products and non-integrated delivery teams are unlikely to provide the best security posture, resulting in a possibly catastrophic lag between detection and remediation.

The Atos advantage is that we provide an integrated approach that offers an ideal combination of both detection and response. Our three-tiered approach, as shown below, combines security operations, incident and event monitoring, and remediation into one complete cyber security service.



# The Atos and Digital Guardian Partnership

This partnership brings together the best of two leading security organizations: Atos - a Global leader in Security Services and Digital Guardian's Gartner Magic Quadrant leader data protection software.



## Compliance requires transparency. Protection requires control. Atos' Data & Information Protection offers both.

Your company will immediately get the right level of confidence by knowing where your sensitive data resides, who accesses it, and how it is used. Whether you are focused on protecting Personal Information, Intellectual Property or both, Atos has the right solution.

- Atos covers protection of sensitive information end-to-end, from Consulting & Advisory to Systems Integration and Cloud based DLP services
- Atos' Data & Information Protection Service provides the only true European Cloud Information Protection service
- Protection for your full environment, including Windows, OS X and Linux endpoints
- It is the only service that offers both Data Loss Prevention and Endpoint Detection and Response simultaneously
- Atos' Data & Information Protection can permit, advise or block end-user activity depending upon policy. This happens right on the endpoint (the point of risk) – so no complex integration with network devices is required
- Fastest time to value of any data protection solution because of our Automatic Data Classification
- Deployment is easy and options are very flexible—including Cloud, fully managed 24x7, or on-site deployment
- Only data protection solution that scales to 350,000 users with one management console
- Integrated security management across your enterprise, with a consolidated view of your security posture
- Improved flexibility, rapidly adapt to changes in policies and compliance demands.

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# 56%

increase in theft of “hard”  
intellectual property in 2015.

(Source: PWC, “The Global State of Information Security® Survey 2016”)

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## About Atos

Atos SE (Societas Europaea) is a leader in digital services with pro forma annual revenue of circa € 12 billion and circa 100,000 employees in 72 countries. Serving a global client base, the Group provides Consulting & Systems Integration services, Managed Services & BPO, Cloud operations, Big Data & Cyber-security solutions, as well as transactional services through Worldline, the European leader in the payments and transactional services industry. With its deep technology expertise and industry knowledge, the Group works with clients across different business sectors: Defense, Financial Services, Health, Manufacturing, Media, Utilities, Public sector, Retail, Telecommunications, and Transportation.

Atos is focused on business technology that powers progress and helps organizations to create their firm of the future. The Group is the Worldwide Information Technology Partner for the Olympic & Paralympic Games and is listed on the Euronext Paris market. Atos operates under the brands Atos, Atos Consulting, Atos Worldgrid, Bull, Canopy, Unify and Worldline.

Find out more about us  
[atos.net](http://atos.net)  
[ascent.atos.net](http://ascent.atos.net)

Let's start a discussion together



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## About Digital Guardian

Digital Guardian is a next generation data protection platform, designed with one purpose... to protect your data.

Already used by the Who's Who of global organizations, Digital Guardian is designed to protect 60 million terabytes of sensitive data every day! This is achieved by over 2.5 million Digital Guardian agents across 54 countries. It has the industry's broadest coverage, including Windows, OS X and Linux endpoints and comes with automatic data classification.

We are proud that Digital Guardian has been the clear choice for the world's most data-rich companies. Having been recognised as a leader in the Gartner Magic Quadrant for Data Loss Prevention, it's the clear choice for you.

Find out more about us :  
[digitalguardian.com](http://digitalguardian.com)