

# THE ESSENTIAL GUIDE TO PROTECTING ESSENTIAL INFORMATION

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## GREAT REWARDS, GREAT RISK: THE REALITY OF DOING BUSINESS IN THE WEB 2.0 WORLD.

Nine-to-five is clearly a thing of the past; business happens around-the-clock, anytime and anywhere opportunity avails itself.

To compete, business needs not only constant Internet connectivity but also the assurance that their essential information—the lifeblood of any business—remains protected across any communication channel.

Employees are expected to use the Internet to gather and exchange information whenever and wherever needed. The challenge is to empower employees to harness the enormous power of the Internet without compromising security controls, violating acceptable use policies, or jeopardizing sensitive data.

This puts a tremendous burden on IT organizations. They must find solutions that minimize data leaks and prevent access to inappropriate or malicious content, but does not compromise the collaboration, openness, and connectivity that the Internet allows.

This requires understanding the business well enough to map policies around data, users, and communication to easily and transparently support, protect, and enhance productivity.

That is the fundamental challenge: how can organizations remain safe and productive while using the Internet to its full potential?

## WHY CURRENT SECURITY TOOLS ARE NOT THE SOLUTION.

Traditional security products like antivirus, firewalls, and even intrusion defense systems cannot address this need. Typically, these solutions are designed to block based on a binary decision of good or bad and cannot manage based on content or context.

However, this approach is inadequate in the Web 2.0 world because content and risk are as dynamic and individual as each organization's line of business, business process, and the users that work for that business.

Even the most sophisticated traditional security suites cannot manage communication and the exchange of data in context of these dynamic and organization-specific environments.



## THE TOP FIVE THREATS YOU'RE UP AGAINST.

IDC reports that inadvertent data loss has moved to the top of the list of threats to enterprise network security with malicious code, spam, data stolen by employees or business partners, and hackers rounding out the list.

Today's threats have two things in common: they target a company's sensitive data, and they use the Internet as an attack vector.

Cross-channel threats convergence—using a combination of email, the Internet, and applications—and the real-time experience of the Web, have made accurate, timely detection and response to threats impossible for limited point solutions.

## HOW TO GET ESSENTIAL INFORMATION PROTECTION.

Websense Essential Information Protection provides integrated threat defense and powerful policy-based control over your organization's sensitive data by managing the "who, what, how, and where" of your essential information.

## THE SOLUTION LIES IN KNOWING WHO, WHAT, HOW, AND WHERE.

To remain productive, competitive, and safe in the Web 2.0 world, organizations must understand and control:

- **WHO** has access to information assets and the Internet;
- **WHAT** information is essential;
- **HOW** information can be exchanged; and
- **WHERE** users and data are allowed to go safely.

Common point solutions may manage two of these—the "what" and "where"—but only Websense understands and manages all four.

Only Websense integrates Web security, messaging security, and data security to protect essential information and productivity and enable success in the Web 2.0 world. Websense solutions work together to provide complete visibility and control over:

- **WHO** is authorized to access Web sites, information, or applications;
- **WHAT** information is sensitive and must be protected;
- **HOW** information can be exchanged; and
- **WHERE** information can be sent.

With Websense, employees stay productive on any network, anytime and anywhere to help your business realize the full potential of connectivity, while minimizing the risks of data leaks due to human error and malicious attacks.



## WEBSense THREATSEEKER™ NETWORK

The Websense ThreatSeeker Network is the technology foundation for Websense Web, messaging, and data security solutions. It provides the intelligence that underlies Essential Information Protection by delivering real-time reputation analysis, expanded behavioral analysis, and actual data identification. This gives Websense customers the most up-to-date protection from unwanted content and malicious threats.

**The Websense ThreatSeeker Network uses more than 50 million real-time data collecting systems to analyze one billion pieces of content daily:**

- Leverages a broad and patented array of data identifiers and content classifiers including binary analysis, heuristics, image analysis, lexical analysis, statistical analysis, reputation, natural language processing, and data fingerprinting
- Analyzes more than 100 million Web sites daily
- Assigns reputation to more than 2 million domains, networks, IP addresses, and hosts every hour
- Scans nearly 10 million emails for unwanted content and malicious code every hour
- Captures more than 10 million unsolicited spam, phishing, or exploit campaigns every day

## WEBSense WEB SECURITY

Websense Web Security helps manage Web use to protect employee productivity and block Web-based threats.

- Reduces unproductive Web use and mitigates legal risk
- Blocks Web-based threats at the source before they have a chance to strike
- Manages the risks of dynamic Web 2.0 applications

Websense Web Security solutions include:

**Websense Express™:** Easy-to-manage, highly effective Web filtering for businesses up to 500 users.

**Websense Enterprise®:** The industry's most widely used Web filtering solution with unrivaled accuracy, flexibility, and enterprise scalability.

**Websense Web Security Suite™:** Complete Web filtering, Web reputation, and proactive protection from known and emerging threats.

**Websense Hosted Web Security:** Web security hosted at the Internet level—nothing deployed on-premise.

## WEBSense MESSAGING SECURITY

Websense Messaging Security blocks exposure to spam, viruses, and outbound data leaks to help organizations enforce corporate governance policies and preserve valuable IT resources.

- Controls spam and email viruses
- Achieves zero-hour protection from new outbreaks
- Offers a choice of hosted deployment, on-premise software, or a hybrid solution

Websense Messaging Security solutions include:

**Websense Email Security:** Comprehensive software-based messaging security to manage inbound and outbound email threats.

**Websense Hosted Email Security:** Messaging security hosted at the Internet level with nothing deployed on-premise.

## WEBSense DATA SECURITY

Websense Data Security discovers essential information throughout the enterprise network, monitors usage of this information, and protects against the inappropriate use of this information.

- Prevents the leak of essential information
- Identifies sensitive data stored throughout the enterprise at rest, in motion, and in use
- Helps protect intellectual property and regulated data while enabling safer information exchange, compliance, and better business processes

Websense Data Security solutions include:

**Websense Data Discover:** Identify data at rest and at risk on the network and on individual endpoints.

**Websense Data Monitor:** Identify data in motion across all business channels with destination context.

**Websense Data Protect:** Prevent data from internal and external loss.

**Websense Data Security Suite:** Comprehensive coverage for data at rest, in motion, and in use that improves business processes and manages risk and compliance.

## WHY WEBSense: THE ESSENTIAL INFORMATION

No one knows the Web like Websense. Our deep understanding of the Web and how people use it sets us apart among security solution providers. This makes us uniquely qualified to offer Essential Information Protection as the global leader in integrated Web, messaging and data security.

Websense, Inc.  
San Diego, CA USA  
tel 800 723 1166  
tel 858 320 8000  
[www.websense.com](http://www.websense.com)

Australia  
[websense.com.au](http://websense.com.au)  
Brazil  
[portugues.websense.com](http://portugues.websense.com)

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[websense.com.es](http://websense.com.es)

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Hong Kong  
[websense.cn](http://websense.cn)

India  
[websense.com](http://websense.com)

Ireland  
[websense.ie](http://websense.ie)

Websense UK Ltd.  
Chertsey, Surrey UK  
tel +44 (0) 1932 796300  
fax +44 (0) 1932 796601  
[www.websense.co.uk](http://www.websense.co.uk)

Italy  
[websense.it](http://websense.it)

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