

# McAfee Total Protection for Data Loss Prevention

**Protect data leaks. Stay ahead of threats. Manage with ease.**

As regulations and corporate standards place increasing demands on IT to ensure safe data handling, deploying necessary protective solutions can seem daunting. Some data loss prevention (DLP) products require substantial effort to deploy and typically have large ongoing consulting costs. These products leave it up to IT to know about all the data that needs to be protected. But it's impossible for IT to identify all of the sensitive data, interpret the regulations, and translate them into effective policies. When faced with this dilemma, many companies simply fall back to “good enough” solutions that don't provide basic protection and offer little insight into ongoing data-related risks. At McAfee, we have a better way. Built from the ground up, our DLP solution quickly and effectively protects your data wherever it may be. We make it easy to get the solution up and running by delivering it as simple components that can start analyzing your data in minutes, not months. Why waste precious time and money with frustrating solutions? There's an easier way to resolve your data protection issues—McAfee® Total Protection™ for Data Loss Prevention (McAfee Total Protection for DLP).

## **Build a Foundation for Complete Data Protection**

McAfee Total Protection for DLP safeguards intellectual property and ensures compliance by protecting sensitive data wherever it lives—on the network, in storage systems, or at the endpoint, while saving time and money with centralized deployment, management, and reporting. It tightly integrates with other solutions in our data protection portfolio, such as email security, web security, and encryption to provide the ultimate protection for data at rest, data in use, and data in motion.

## **Key Advantages**

### **Unified Data Loss Prevention**

- Fully deployable and manageable via McAfee® ePolicy Orchestrator® (McAfee ePO™) software, which enables sharing of common policies and provides incident and case management for network and endpoint DLP.
- Users are empowered with data protection manual classification. Real-time popups and a self-remediation tool help increase employee data protection awareness. McAfee Total Protection for DLP protects data wherever it resides—on premises, on endpoints, or in the cloud.

### When Data Is in the Wild, Speed Is Everything

You can't afford to wait months for your data protection solution to start to do its job. Every minute your data is unprotected is another minute that the reputation of your business and the safety of your customers' information is at risk. Some solutions require lengthy and complex deployments that demand highly specialized skills to build, tweak, and tune. Heavy deployment costs can double the acquisition price and prolong risk that can wreak untold damage. McAfee Total Protection for DLP breaks this impasse. The solution is up and running as quickly as you can plug it in. Within a week, the system gathers a wealth of information about your data use, allowing you to start building effective policies that immediately deliver value.

### How Can You Protect What You Don't Understand?

Most DLP solutions can't protect your data if you can't accurately describe what your data looks like and where it is. Do you know where your data is today? How long would it take you to learn about it?

Would you ever be able to keep up with the changes that happen minute to minute to the data inside your organization? The truth is, no IT department can take on this task single-handedly. McAfee Total Protection for DLP helps you easily understand the data that flows through your networks, giving you and your business stakeholders a real-world map of all your critical information assets, not just the ones you already know about. This provides you with the insight you need to build policies that protect your data today and into the future.

### McAfee Data Loss Prevention Solution Components Provide Everything You Need

#### McAfee DLP Discover helps you find your data on premises or in the cloud.

Understanding where sensitive data resides is the first step to securing it. McAfee DLP Discover simplifies the discovery with a simple three-step process—inventory, categorization, and remediation. Unlike other solutions that expect you to know exactly what content you want to protect and the locations where it's likely to be stored, McAfee DLP Discover does the heavy lifting by rapidly categorizing large amounts of unclassified data—so that only relevant files are being examined and remediated.

The three steps are:

- **Inventory**—Creates an inventory of assets across the organizations and performs analytics on the metadata only for speed.
- **Categorization**—Classifies content into buckets and performs analytics on the classified content.
- **Remediation**—Scans the classified data for policy violations, remediates, and registers information.

With the new data classification capabilities in McAfee DLP Discover, you now have a scalable and rapid way to classify your data, scan your data, and automate remediation tasks.

#### McAfee DLP Prevent enforces policies

McAfee DLP Prevent enforces policies for information leaving the network through email, webmail, instant messaging (IM), wikis, blogs, portals, and Web 2.0 technologies. Ensure the security of the information you know you must protect—Social Security numbers, credit card numbers, and financial data—and the information you want to protect, such as highly valuable intellectual property. McAfee DLP Prevent allows you to take a variety of remediation actions, including encrypting, redirecting, quarantining, and blocking—so you can ensure compliance with regulations governing the privacy of sensitive information and reduce the data risk to your business.

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## Solution Brief

McAfee DLP Prevent offers standards-based integration with network gateways:

- Enforces policies for information leaving the network through email, webmail, IM, wikis, blogs, portals, HTTP/HTTPS, and FTP transfers.
- Integration with email gateways is done via SMTP, while web traffic is inspected using the internet content adaptation protocol (ICAP).

### **McAfee DLP Monitor scans traffic in real time**

Integrated into the network, McAfee DLP Monitor performs real-time scanning and analysis of network traffic. Through detailed classification, indexing, and storage of all network traffic—not just information that violates its real-time policies—the McAfee DLP Monitor appliance allows you to quickly leverage historical information to understand what data is sensitive, how it is being used, who is using it, and where it is going. This gives you the ability to build effective and accurate policies the first time and allows you to anticipate how changes in your environment might impact the security of the sensitive data it contains. Additionally, you can perform rapid investigations based on the historical data to ensure that you leave no stone unturned:

- **Scan and analyze information in real time:** Integrated into the network using a switched port analyzer (SPAN) or tap port, the McAfee DLP Monitor appliance performs real-time scanning and analysis of network traffic at line speeds.
- **Discover unknown risks:** Through detailed classification, indexing, and storage of all network traffic, not just information that matches existing rules, the McAfee DLP Monitor appliance allows you to quickly build a deep understanding of where data is, how it is being used, who is using it, and where it is going, helping you anticipate new risks as the environment changes.

### **McAfee DLP Endpoint prevents data loss on PCs and Macs alike**

McAfee DLP Endpoint lets you instantly monitor and prevent confidential data loss at work, at home, in the cloud, and on the road. McAfee DLP Endpoint protects your organization from the risks of financial loss, brand damage, lost customers, competitive disadvantage, and regulatory noncompliance. With McAfee DLP Endpoint, you can quickly and easily monitor real-time events, apply centrally managed security policies to control how employees use and transfer sensitive data, and generate detailed forensics reports with minimal impact to your daily business activities. Prevent data loss and leakage when data is modified, copied, pasted, printed, or transmitted while enabling its flexible use.

Complete visibility is at your fingertips with these capabilities:

- Comprehensive incident reporting and monitoring gathers all needed data—such as sender, recipient, timestamp, and network evidence—for proper analysis, investigation and audit, remediation, and risk assessment.
- Crawling of sensitive data at rest on local hard drives with granular targeting by user and network group.
- Enhanced virtualized support allows for flexible per-user policies for better control of the data flowing to shared terminals.

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## Solution Brief

Comprehensive content management is also provided:

- Control and blockage of confidential data copied to USB devices, flash drives, Apple iPods, and other removable storage devices, including optical media and hard copy. The removable storage device definitions now can support Mac OS X-only, Microsoft Windows-only, or both.
- Integration of DLP and digital rights management (DRM) extends protection beyond your network.
- Manual classification empowers users to classify documents at the time of creation; alleviates administrative burden.

### **Summary: McAfee Offers Comprehensive, Ground-Breaking DLP**

When it comes to DLP, McAfee breaks new ground. Unlike most other vendors, McAfee offers an integrated and comprehensive DLP solution, featuring encryption, removable media and gateway protection, and centralized monitoring and reporting. Our approach is data-centric in that it delivers data security and actionable insight about data at rest, in motion, and in use across your entire organization. Non-invasive network technology discovers data wherever it resides and in multiple formats. The McAfee Total Protection for Data Loss Prevention solution drives down operating costs through its form factor and sophisticated, built-in data analytics tools that make it easier to identify potential problems and refine policies as needed so you can respond quickly to the changing data, policy, and regulations landscape.

### **Contact Us**

For more information about our data loss prevention solution, please visit [www.mcafee.com/dlp](http://www.mcafee.com/dlp), or call us at 888.847.8766.

