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Technologies for Enabling Best in Class Performance in Preventing Data Loss

Aberdeen research shows that 77% of Best in Class companies take steps to identify and protect sensitive data. In the recent report on “Thwarting Data Loss”, end-user organizations identified several enabling technologies that helped them to achieve Best in Class status.

Enabling Technologies identified by the Best in Class

Loss of sensitive business data can be a nightmare for all companies. Aberdeen research shows that more than three-fourths of Best in Class companies take steps to identify and protect their sensitive data. In Aberdeen’s recent research report on *Thwarting Data Loss* (May 2007), survey respondents identified 33 vendors whose solutions have been deployed as part of their initiatives to prevent data loss.

Not surprisingly, vendors such as Microsoft, Symantec, McAfee, VeriSign, RSA (the Security Division of EMC), and Computer Associates were frequently mentioned in the survey data. However, several solution providers specifically focused on content security (Websense, PKWARE, PGP, and PC Guardian) were also strongly represented. Among this group of vendors, Websense users had particularly strong representation among the Best in Class performers.

Websense Users are Highly Correlated to Best in Class

Best in Class performance was defined by those companies that had a high percentage of sensitive data protected from insider and external threats, exhibited a decrease in the number of data breaches experienced from one year ago, and demonstrated an increase in the percentage of sensitive data protected from insider and external threats. The users of very large vendors (such as VeriSign and McAfee), as a result of their large installed base and broad product suites, tended to have heavy representation within the survey data and among the Best in Class organizations.

Websense users in our survey data showed high correlation with the Best in Class across a number of areas – including pressures, strategies, capabilities, enablers and performance – and in several instances outperformed them.

Figures 1 and 2 illustrate how Websense users compared to Best in Class companies both in the leading drivers to invest resources in data protection / information loss prevention, and in the leading strategies employed in response to those drivers.

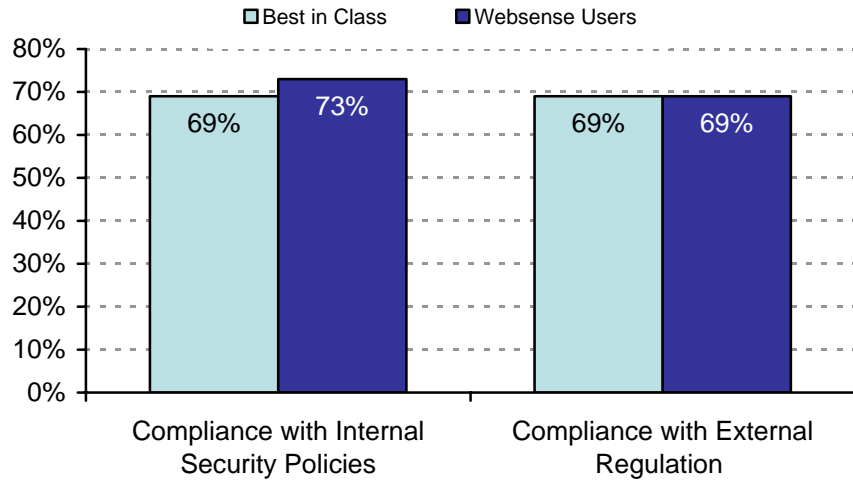
Fast Facts

- ✓ Best in Class companies are more than twice as likely to have reduced the number of data loss / data leak incidents over the past 12 months as compared to the Industry Average
- ✓ Best in Class companies are 10 times more likely to have reduced their total financial loss associated with data loss incidents over the last 12 months compared with Laggard companies

Fast Facts

- ✓ 40% of Websense users have protected >95% of sensitive data from outside attacks
- ✓ Websense customers estimate 17% less total financial loss associated with data loss / data leak incidents compared to Best in Class organizations
- ✓ 47% of Websense customers did not experience data loss with financial implications
- ✓ 67% of Websense users plan to increase spending on security solutions over the next 12 months

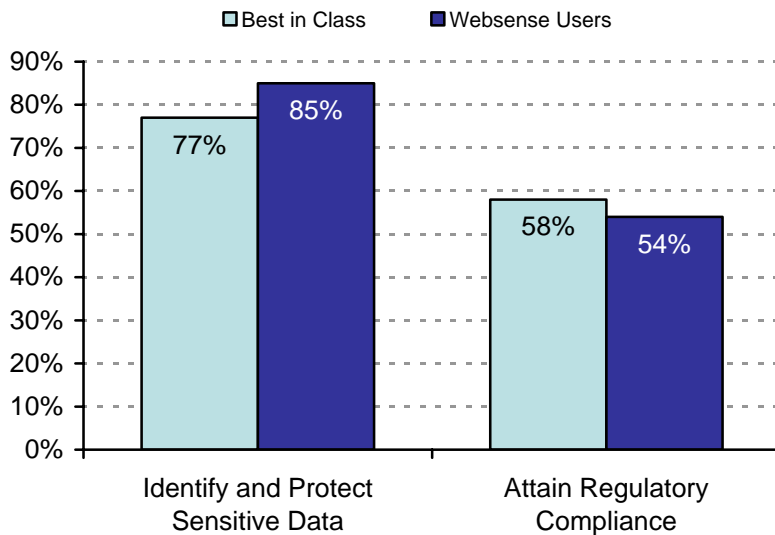
Figure 1: Leading Pressures Driving Investment of Resources on Data Protection / Information Loss Prevention



Source: Aberdeen Group, June 2007

Compared to the Best in Class, Websense users are motivated slightly more (73% vs. 69%) by compliance with **internal security policies**. Compliance with **external regulations** is comparable between Websense users and Best in Class organizations as a driver of investment.

Figure 2: Leading Strategies Adopted for Data Protection / Information Loss Prevention



Source: Aberdeen Group, June 2007

With respect to the leading strategies adopted for data protection / information loss prevention, Websense users are slightly more likely (85% vs. 77%) to adopt **identify and protect sensitive data**, and slightly less likely (54% vs. 58%) to adopt the strategy of **attaining regulatory compliance** compared to the Best in Class.

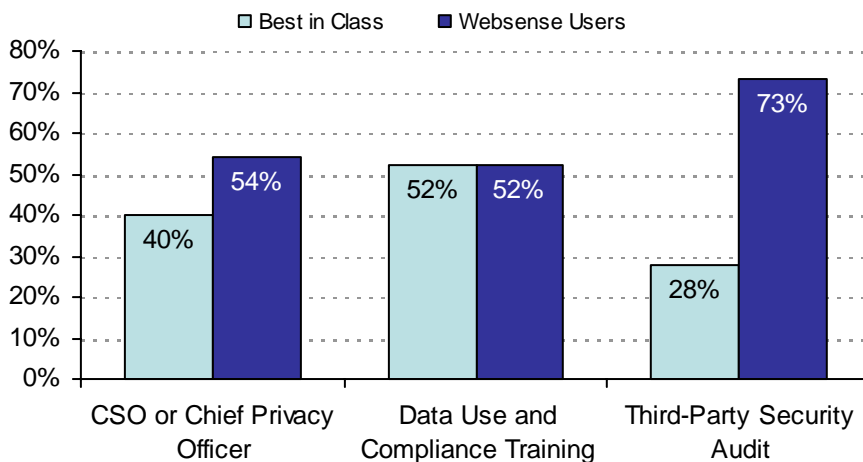
In general, compliance is a dominant driver, with internal policies having a slightly higher impact for Websense users than external regulations.

Highlighting Key Differences

Both Websense users and Best in Class companies have successfully developed key capabilities and implemented technology enablers to improve their performance in protecting against data loss. But what, if any, are the key differences?

Figure 3 highlights the level of sophistication that Websense users exhibit in preventing data loss. In addition to mirroring Best in Class performance on providing **training on compliance and data use**, Websense users are 1.4X as likely (54% vs. 40%) as Best in Class organizations to have a **Chief Security Officer or Chief Privacy Officer**. In addition, Websense users are 2.6X as likely (73% vs. 28%) as the Best in Class to conduct **third-party security audits**.

Figure 3: Capabilities Developed to Help Improve Performance in Data Protection / Information Loss Prevention

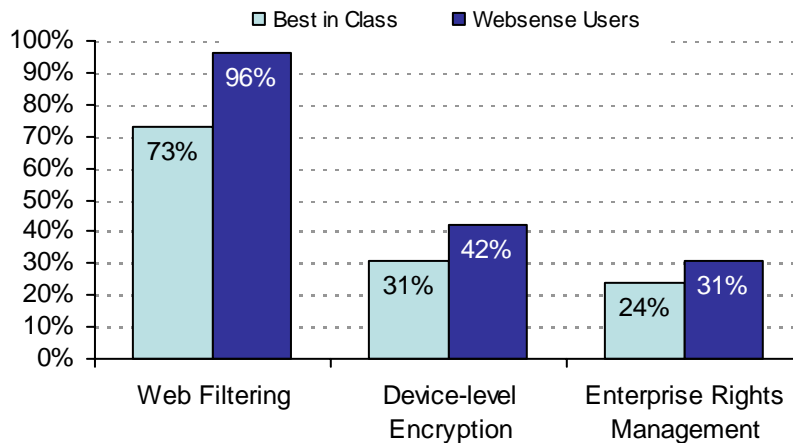


Source: Aberdeen Group, June 2007

Figure 4 illustrates that nearly all (96%) of Websense users have deployed Web Filtering (hardly surprising given the leading market position of the Websense Enterprise web filtering solution) versus 73% of the Best in Class. With respect to other enabling technologies, Websense users are 1.4X as likely (42% vs. 31%) as Best in Class organizations to use **device-level encryption** and 1.3X as likely (31% vs. 24%) to use **enterprise rights**

management. Here again, survey results show the high degree to which Websense users are committed to preventing loss of data.

Figure 4: Enabling Technologies Used in Support of Strategies for Data Protection / Information Loss Prevention

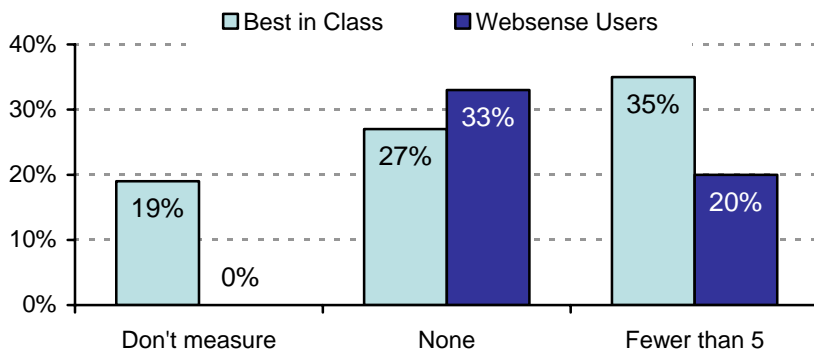


Source: Aberdeen Group, June 2007

Comparing Results

Deployment of enabling security technologies is important only to the extent that it has a positive effect on performance. In information loss prevention, this means reducing the number of data loss incidents and minimizing the financial impact of these incidents. Websense users also compare favorably to the Best in Class in these metrics.

Figure 5: Number of Data Loss / Data Leak Incidents in the Last 12 Months



Source: Aberdeen Group, June 2007

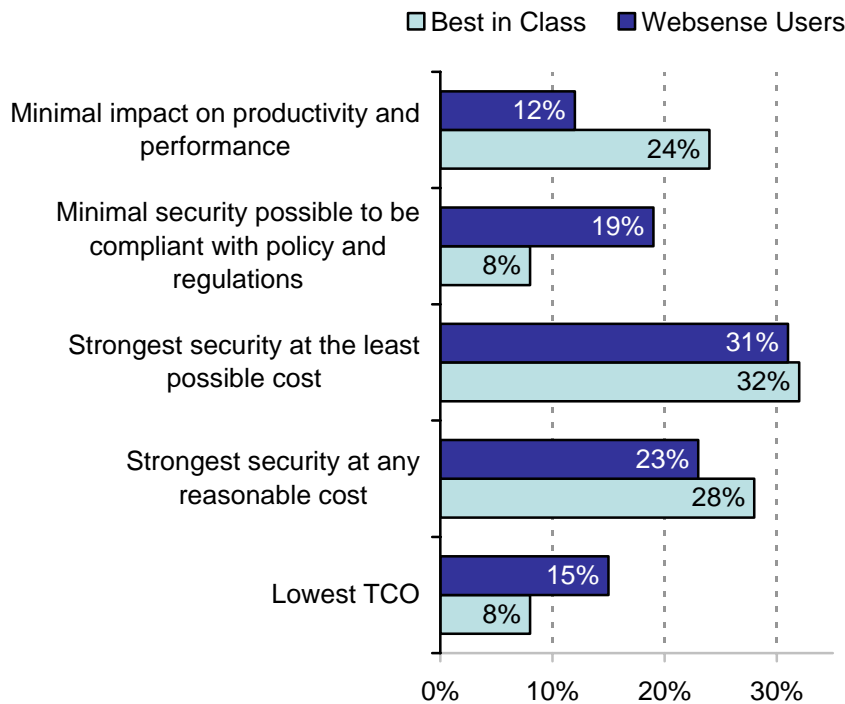
As shown in Figure 5, 0% of Websense users indicated that they do not measure data loss / data leak incidents, compared to 19% of the Best in

Class. This underscores again the commitment that Websense users have to information loss prevention. One third of Websense users had **no data loss / data leak incidents** in the last 12 months, compared to 27% of Best in Class. Overall, the research showed that Websense customers estimated **17% less total financial loss** associated with data loss / data leak incidents compared to Best in Class organizations.

Different Buying Perspectives

Traditionally, all security solutions strike a balance between strength of security, total cost, and level of convenience. Websense users and Best in Class companies varied in their approach to buying security solutions, as shown in Figure 6.

Figure 6: Buying Perspectives – Approach to Buying Security Solutions



Source: Aberdeen Group, June 2007

Websense users are comparable to Best in Class in their preference for the **“strongest security”**, although Websense users responded proportionally higher for **“at the least possible cost”** versus **“at any reasonable cost”**. In addition, Websense users are 2X as likely as Best in Class to look for **“lowest TCO”**, which suggests that both low cost and high security are desired.

At the same time, Best in Class companies are 2X as likely as Websense users to emphasize convenience (i.e., “minimal impact on productivity and

performance”) in their buying approach. Additional survey data reveals that 36% of Websense users indicated that implementing data protection / information loss prevention has led to a decrease in end-user productivity, compared to 32% of Best in Class (while 41% indicate no change, comparable to Best in Class). In the tradeoff between security, cost and convenience, Websense users have placed their primary emphasis on the first two.

Case in Point

A leading multi-national provider of eye care tools and technologies needed to protect confidential information spanning over one million patients and physicians, a network of over 1,500 independent optometrists, and more than 70 relationships with managed care plans covering 100 million people.

The issue of data leaks first surfaced when a senior executive inadvertently transmitted confidential information to an unintended recipient, simply by mistyping an address in an email. Early on, the company recognized that the problem of information leaks wasn’t just an IT problem, it was a business problem. After deployment of the Websense Content Protection Suite, email containing confidential information was automatically encrypted, and the end-user notified of the company’s security policy for future communications. “We knew we had to find a way to secure our business communications without disrupting our revenue,” said the director of technology services. “It didn’t take long before the number of encrypted communications decreased significantly, as users became more and more aware of our security policies and began to ask themselves, do I really need to send this?”

Solution Landscape

Solutions for data protection / information loss prevention come from a range of providers. Table 2 provides a partial list of vendors represented in the survey data.

Table 2: Solution Landscape (illustrative)

Company	Industry Focus	Example Customers
8e6 Technologies www.8e6.com	Education, Healthcare, Government	Department of the Interior, St. Jude’s Hospital
Aladdin www.aladdin.com	Manufacturing, Wholesale/Retail	Pizza Hut, Philips, Fiat, Bosch
Credant www.credant.com	Insurance, Healthcare, Education	CUNA Mutual Group, Integris Healthcare, Stephen Wise Temple

Entrust www.entrust.com	Healthcare, Financial, Aerospace, Government	Blue Cross Blue Shield of Michigan, California Highway Patrol, Chase Manhattan Bank, Credit Suisse, FBI, ING Bank, State of Florida, Novartis, U.S. Patent and Trademark Office, Verizon
GTB Technologies www.gttb.com	Finance, insurance, Healthcare, High Technology, Education	Distributes primarily through distributors and OEMs
Liquid Machines www.liquidmachines.com	Financial Services, Manufacturing, Chemicals and Energy, Life Sciences, Legal,	Distributes through alliances, integrators and resellers
Mobile Armor www.mobilearmor.com	Technology, Healthcare, Financial, Government	Department of Defense, distributes through partners and alliances
McAfee www.mcafee.com	Home and Home Office, Small and Medium Enterprise, Large Enterprise, Government	Distributes to Large Enterprise and Government customers primarily through resellers and distributors. Consumer Solutions sold through on-line, retail stores and OEMs.
PC Guardian www.pcguardian.com	Aerospace and Defense, Finance, Insurance, Chemicals, Government, Education	Distributes through B2B solution providers, Resellers and distributors
PGP www.pgp.com	Aerospace, Automotive, Financial Services, Defense, Healthcare	eLan, Sony, Bae Systems, Harvard Pilgrim Healthcare
PKWARE www.pkware.com	Services, Banking, Retail, Healthcare, Government, Manufacturing	Fidelity National Information Services, Aurora Health Care, ATPCO, Sierra Pacific Industries
RSA, the Security Division of EMC www.rsa.com	Automotive, Consumer/Retail, e-Commerce, Energy, Financial Services, Government, Healthcare, Manufacturing, Legal, Real Estate, Technology, Transportation	Deployed in more than 90 percent of the Fortune 500
Reconnex www.reconnex.net	Pharmaceutical, Financial Services, HealthCare, Education	Sirva, Maimonedes, Norcal Waste Systems
SafeBoot www.safeboot.com	Technology, Financial Services, Government, Retail	AIG, GE, HP, Hitachi, Cap Gemini, Vodaphone
Tablus www.tablus.com	Technology, Financial Services, Retail	Microsoft, Barclays, Digital Insight, Starwood, Dominos
Websense www.websense.com	Healthcare, Financial, Banking, Insurance, Government, Legal, Education, Technology, Retail, Services, Manufacturing	Northrop Grumman, Comcast, Exxon Mobile, and Merrill Lynch, Sallie Mae, Viacom, US Department of Defense

Source: Aberdeen Group, 2007

For more information on this or other research topics, please visit www.aberdeen.com or contact David Boynton (+1-617-854-5241 or David.Boynton@aberdeen.com).

Related Research

[Thwarting Data Loss](#); May 2007

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