



## InfoWatch Supports Leading Russian and CIS Mobile Operators in Their Data Protection and Compliance Efforts

### Introduction

Because of their business specifics telecom operators collect and process a huge amount of personal data – customer names, addresses, IDs, account numbers, complaints, etc. This information is used to better understand customers' needs, work out new attractive service offers, shared with 3<sup>rd</sup> parties such as outsourced call-centers making a study on customer satisfaction on carrier's request or promoting carrier's new initiative.

Local and international regulators pay great attention to the issue of protection of customer data collected by telecom operators. Almost every country has now a specific legislation that governs personal data processing, for example Federal Data Protection Act in Germany, Data Privacy Directive and Privacy and Electronic Communication Regulation in the European Union, Data Privacy Act in the UK, Federal Law on Personal Data in Russia, etc.

The amount of accumulated information and regulators' requirements put carriers under a high pressure and force them to thoroughly address the issue of data protection: people are generally very sensitive in regard their personal information. Even a single customer data leak can result in corrupted reputation, serious customer churn, financial underperformance and regulatory fines.

### Customers

2 leading Russia&CIS mobile carriers with approximately 115 million subscribers.

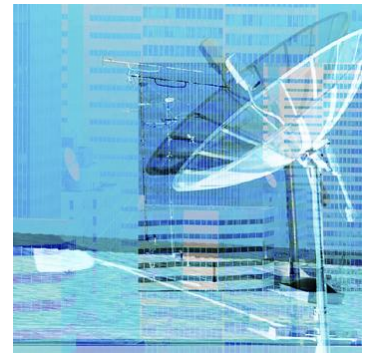
Both carriers have a diversified service portfolio for end-users and business customers, ranging from basic local and international mobile calls to differentiated value-added services like WiFi and 3G connectivity.

The carriers are members of respected Russian and international telecommunication industry associations.

### Challenges

To protect their sensitive data, comply with personal data protection legislation and multiple internal and external information security regulations, the carriers needed a solution that would give them full control over their information flow and provide insight into where and how the information is transmitted and who uses it.

The carriers had a range of requirements to the desired solution: scalability for easy deployment across their regionally distributed facilities, reliability to guarantee protection of confidential data combined with uninterrupted business-processes, enhanced performance to handle a huge amount of data, long-term data storage and information access logging features for further investigation.



### InfoWatch in Brief

- Established in 2003
- The only European vendor of data leakage prevention solutions
- 140+ successful projects

### Selected Customers:

- 2 of 3 top Russian mobile carriers
- 3 of 5 largest Russian banks
- 4 Russian federal ministries
- 5 of 7 top Russian oil companies



## Solution

Both carriers addressed InfoWatch for its enterprise-grade internal data protection solution – InfoWatch Traffic Monitor Enterprise. The solution provides enterprises full control over corporate information flow, helps achieving better operational efficiency and ensuring compliance with multiple local and international data privacy and protection regulations.

InfoWatch Traffic Monitor Enterprise intercepts email, Web, secure Web, IM, network printing traffic and makes shadow copies of data, copied to portable devices, removable media or sent to local printers.

The intercepted data is first analyzed according to formal attributes, such as sender/recipient, send date and time, etc. Then the contents of the data are extracted and analyzed using several content analysis technologies, such as digital fingerprints, templates analyzer and linguistic analysis. The combined application of several content analysis technologies ensures more precise and accurate confidential data identification.

After analysis the solution automatically meets the decision how the intercepted data should be processed further – sent or blocked. The decision is met according to pre-defined security policies and rules that can be flexibly customized.

In case of a security policy violation the security officer is alarmed. InfoWatch Traffic Monitor Enterprise provides the security officer comprehensive information on the intercepted data, without direct access to it to honor the personal correspondence privacy. The security officer can confirm or change the system decision.

The intercepted data is stored in a centralized archive – Forensic Storage – for an unlimited storage time. InfoWatch Traffic Monitor Enterprise allows tracing all employees' operations with the data and features users' current activity monitoring and retrospective analysis.

## Results

InfoWatch cooperation with the carriers started from a pilot project that was later extended to serve the needs of their multiple regional branch offices throughout Russia and CIS. Thus the carriers validated their assurance in the choice of internal data security solutions provider.

To speed up the implementation InfoWatch supplied the product with a set of preinstalled data processing rules (the content filtering database, text objects templates and the rules for automatic decision making), especially customized for telecommunications market.

InfoWatch Traffic Monitor Enterprise was successfully integrated into carriers' IT infrastructure and is now used to provide reliable protection of network security perimeter. The solution helps carriers protect their and their customers' data and comply with the requirements of the Russian Federal Law "On Personal Data" and several other standards and regulations.

## InfoWatch Products:

### InfoWatch Traffic Monitor Enterprise

is a comprehensive packaged software solution that gives enterprises full control over their information flow, helps minimize financial and other risks, associated with data loss and ensure legal compliance in the data protection field.

### InfoWatch Traffic Monitor Standard

is a complex internal data security software solution, especially optimized to suit the needs of small and medium-sized businesses. The solution boosts rich functionality, easy deployment and maintenance and ideal for SMB price/quality ratio.