InfoWatch Helps Prime Focus, a Global Visual Services Group, Protect Intellectual Property

Introduction

The challenge of intellectual property protection still remains not fully addressed, in the big part because of the ambiguity of the intellectual property definition. Intellectual property (IP) can be anything from a particular manufacturing process to plans for a product launch, a secret like a chemical formula, or a list of the countries in which your patents are registered.

Intellectual property is the greatest competitive advantage a company has toward sustainability and profitability and thus should be carefully protected against loss or disclosure. In every specific case only the company itself can define what comprises its intellectual property and should be secured.

Customer

Prime Focus is a global Visual Entertainment Services group that provides creative and technical services to the Film, Broadcast, Commercials, Gaming, Internet and Media industries. Visual Entertainment Services is a new definition for an industry where technology, visual delivery platforms and content are converging and evolving. Prime Focus lists BBC, Corner Stone Entertainment, the Brooklyn Brothers, Warner Bros. Streetlight Films and many other companies among its customers.

Challenges

For a media services company trust of customers and partners is crucial. Providing such a company with new movie or game ideas for production, the global international filming or gaming vendors want to be sure they stay confidential until official release date, because of the highest level of competitiveness in the entertainment market. Cases, when competitors learn about upcoming projects and come up with the ready product first, are not that rare in the visual entertainment market.

Prime Focus, as a globally-operating company, proving its customers end-to-end solutions from pre-production to final delivery, was keen on keeping intellectual property of its customers protected against malicious or accidental leakage and disclosure. The emphasis was made on safeguarding video (movies) and text files (scripts).

The requirements list included prevention of video and text files leaving corporate network and a unified archive for long-term storage of the information on activities with the data to enable retrospective analysis when needed.

Solution

Selecting the right solution, Prime Focus carefully studied all available alternatives to minimize the integration efforts and impact on existing IT infrastructure and ensure reliable intellectual property protection. The company was choosing from several vendors, including InfoWatch, a leading international company in data security technologies. InfoWatch offered Prime Focus its enterprise-grade internal data protection solution – InfoWatch Traffic Monitor Enterprise. The solution gives companies full control over their information flow and helps safeguarding intellectual property.

Date of implementation:
January 2011

InfoWatch Partner:

Feroz Shaikh
Vice President IT
Prime Focus:
"When choosing the right intellectual property protection solution we decided to implement InfoWatch Traffic Monitor, as it features complex information analysis, arbitrary data categorization and unified Forensic Storage."

InfoWatch Traffic Monitor Enterprise monitors and analyzes email, Web, secure Web and IM traffic and controls local activities with the data (copying and printing).

Several analysis technologies, such as in-house developed linguistic analysis, digital fingerprinting and templates analyzer, provide high intellectual property detection reliability. The analysis results trigger automatic decision on whether e-mailing or copying this specific information would be a security policy violation and on how it should be processed further, for example, sent or blocked. The decision is based on pre-defined security policies and rules that can be flexibly customized.

The intercepted and analyzed data is stored in a centralized archive – Forensic Storage for retrospective analysis and investigations.

InfoWatch not only offered a comprehensive reliable solution, but also was able to satisfy the specific Prime Focus demand for a 64bit OS support.

Results

InfoWatch cooperation with the media company started from a pilot project. InfoWatch regional partner Comguard (Spectrum Group) supported Prime Focus during the implementation. Thanks to their high-quality technical support skills and focus on customer satisfaction, the integration of a comprehensive enterprise-grade solution into the customer's IT infrastructure was carried out in a couple of days.

Satisfied with the pilot project results, the customer extended the cooperation with a commercial agreement, thus validating the assurance in the choice of solution provider.

Today InfoWatch Traffic Monitor Enterprise successfully safeguards Prime Focus' intellectual property and helps strengthening trustful relationships with customers and partners.

Customer Reference

Competition in visual entertainment market is really fierce today. Our customers share with us their future release plans and rely on our discretion in keeping them safe. To better serve the needs of our respected customers we decided to implement additional security measures – a special intellectual property protection solution. We enjoyed working with InfoWatch team on this project: they not only offered us a comprehensive solution to prevent sensitive information leakage, but together with Comguard provided high-quality integration and support services.

Feroz Shaikh
Vice President IT
Prime Focus

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.