CXOtoday.com
IT Perspective for Decision Makers

Businesses Must Gear Up For Data Leak Prevention

By Sohini Bagchi July 23, 2014

The case of Edward Snowden and the National Security Agency (NSA) leak had ushered in new era of the insider threat and also served as a wake-up call for organizations, across industries and geographies to tighten their Information security measures. While there is no silver bullet to combat threats such as data leaks, malware and hacks, it has become essential for enterprises to ensure that end users do not send sensitive or critical information outside of the corporate network. And this is where Data loss prevention (DLP), often called Data leak prevention solutions can play a big role. In an exclusive interaction with CXOtoday, **Vadim Kuznetsov, International Sales Director, InfoWatch** speaks about the importance of DLP practices in an evolving threat landscape and the company's recent and upcoming DLP initiatives for the India market.

How has the threat landscape evolved over the years? Which industries are more prone to data leakage?

Since the beginning of computer era the threats consistently evolved from naive mass malware which was easy to detect to highly sophisticated, targeted malware, multistep data leaks, and other types of advanced threats. Modern threats are able to paralyze company operation and cause significant financial and reputational damage. The companies with most valuable information are most at risk. First of all they are companies which have big volumes of personal data (mobile operators, big online retailers, authorities working with citizens, etc.) Then there are companies which possess different trade secrets (manufacturing, oil and gas, etc.) Banks, big insurance companies, governmental structures also operate highly sensitive data. We can add to the list any other company which considers its information valuable.

Compared to other security threats how threatening is data leakage for organizations?

Data leaks cause much more crucial damage to companies than viruses and hacker attacks.Simply because antivirus market exists for already 30+ years, and in that period of time antivirus vendors learned to combat most types of malware. As for data leaks the DLP market is comparatively young and there are only few truly effective solutions able to stand against malicious insiders (company employees taking confidential information outside the corporate perimeter).

What are the innovations introduced by InfoWatch in its DLP solution?

For over 8 years of DLP market existence (in 2005 IDC first introduced the term and named it a separate segment of information security market) DLP solutions made a long way from a technology of content filtration to a complex solution including broad set of data analysis technologies, data categorization and consulting. Most of our competitors still sell DLP as a software ("install and forget" principle) and say DLP is a technology solution but sure enough it is not. DLP is a process and the first essential stage is understanding what information is confidential in the company and thus must be controlled and protected. If we don't know what we are looking for we simply can't find it. That is why InfoWatch offers not a DLP software as is but first of all a service of information analysis and categorization, which we call Pre-DLP. And only after that – protection from leakages and other internal security threats.

In India, where technology products from US-based companies hold precedence over that from other geographies, how does InfoWatch plan to convince the Indian CIO to adopt its products?

InfoWatch brings to the Indian market its unique technologies and philosophy offering DLP as a service + software, not just a software and thus providing truly effective tool which are really few in the world to prevent corporate data leaks. Besides we provide the Indian market with a very strong technical support as Russian technical staff is one of the most advanced in the world along with Indian system administrators and developers. We can add to the list friendly relations between Russia and India to count on up and coming prospects for InfoWatch in the Indian market.

Which industry segments does InfoWatch plan to target in India?

As India is the country where many sectors in the economy are now in active transition from paperwork to digital documents workflow – potential for internal information security is very notable. Especially we should note BFSI segment, where all public banks are obliged to implement in 2014-2015 Core Banking systems, which obviously raise quite a bit a demand for full-fledged internal information security solution to protect information assets. Thus for BFSI we see very high time for DLP projects in this FY 2014 as well as in 2015.

Source