



## InfoWatch leverages data and social media monitoring opportunities

Monitoring data leakages from enterprise networks and corporate reputation on social media are important benefits from this vendor's regional portfolio.

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### Key takeaways:

- In 2013, data control solutions like data leakage prevention, will be in demand along with digital rights management and mobile device management.
- The importance of corporate reputation for a company's success is being increasingly recognised and safeguarding this asset will create additional opportunities for channel partners.
- Best practice of developing reliable security at end points is to control, audit, secure and encrypt.

In 2013, data control solutions like data leakage prevention, will be in demand along with digital rights management and mobile device management. Protecting endpoints has been a never ending task for companies of any size and it will remain an opportunity for [InfoWatch](#) partners using [EgoSecure](#) endpoint. Moreover investments in infrastructure upgrade initiated in previous years will be completed in 2013. The importance of corporate reputation for a company's success is being increasingly recognised and safeguarding this asset will create additional opportunities for channel partners. The key skills required from InfoWatch certified partners are technical expertise of partner engineers. A value added model is required in any channel delivery of security products and services and this will help with solutions integration and servicing.

In the region, InfoWatch offers two product portfolios - data monitoring and security solutions and social media monitoring software. [InfoWatch Traffic Monitor Enterprise](#) is the leading product from the data monitoring portfolio. "The application is designed to



prevent leakage or unauthorised distribution of sensitive corporate data. It acts both as an endpoint sentry, enforcing policy at the client level, and as network gatekeeper – monitoring unstructured data traffic to ensure sensitive data is not leaked or exposed via email, webmail, social networking, instant messaging, or other online channels,” explains Alexander Zarovsky, Head of International Business Development, InfoWatch.

Along with enterprise data monitoring system InfoWatch offers EgoSecure, an endpoint security solution. The product reliably protects companies against liability risks, data and productivity losses, providing all-round protection against unauthorised release of information or the upload of malware such as viruses and Trojans. The CAFE management process principle developed for EgoSecure and listed below attempts to improve the reliability of endpoints.

**Control:** The solution defines which user is authorised to use which data paths. Only those employees who need sensitive data for their work have access to these data.

**Audit:** Logs provide evidence in case users violate laws and regulations to ensure that they handle data with care – an important requirement to ensure IT compliance.

**Filter:** This separates critical data types from uncritical data types and blocks data types that are not wanted within the company.

**Encrypt:** The C, A and F components ensure only authorised employees have access to data and applications which are relevant for their work. 100-percent all-round protection is provided by encrypting authorised data, since encryption also protects against intentional data theft or the negligent loss of data. The intelligent and central management ensures easy installation and administration of EgoSecure functionality and a high degree of usability.

Following the latest cloud trend, InfoWatch has added a cloud-based social media monitoring solution, [InfoWatch Kribrum](#) in its portfolio. The solution helps companies manage their reputation by improving customer experience and leveraging customer opinion expressed online. InfoWatch Kribrum delivers industry-specific extraction of relevant information using [industry-specific dictionaries](#), taxonomies, search queries, topics, product categories and monitoring pre-selected industry-focused web resources along with general media with an option to add any other websites upon request. Among the [key verticals](#) optimised for this solution are banking, telecommunications, airlines and government sector.

InfoWatch also has unique proprietary technology of data analysis, classification and categorisation. According to estimates unstructured data comprises up to 80% of all information in modern enterprise. In the vast majority, companies do not know what data they own, how it is used and stored. In this situation, it is difficult to monitor and secure



sensitive data without proper data analysis and classification. InfoWatch [data classification services](#) allow analyses of enterprise data in semiautomatic mode.

InfoWatch partnership programme includes on-site or remote training for engineers. The final stage of training is the InfoWatch certification programme when partners get certificates of InfoWatch authorised partner. InfoWatch certified partners can independently integrate and initially support InfoWatch solutions. The efficiency of InfoWatch certification program is close to 90% and 10% of potential partners need extra training.

[Source](#)