



84.51° PARTNERS WITH INFOLOCK TO IMPROVE ENDPOINT SECURITY

SNAPSHOT

COMPANY SERVICE

Business Analytics & Personalized Customer Communications

NUMBER OF USERS / EMPLOYEES

1,500 – 2,000

CHALLENGES

Secure endpoints against data loss and eliminate DLP-related performance issues

PRODUCT IMPLEMENTED

Symantec DLP Endpoint Prevent

ABOUT 84.51°

Headquartered in Cincinnati, Ohio, 84.51°'s proprietary data analytics tools and technology help the company provide businesses with personalized marketing strategies and communications. With offices in Chicago, New York, and Portland, 84.51° delivers its products and services to over 1,250 consumer packaged good companies across the US. Consequently, 84.51° understands data's power – and the value of having a data loss prevention (DLP) solution to protect it.

THE CHALLENGE

At 84.51° data flows through thousands of devices, so loss prevention is critical. Unfortunately, instead of reducing challenges, 84.51°'s original endpoint security "solution" actually increased them. Compatibility issues spiked device CPUs and caused system crashes, while near-constant automatic updates required repeated IT intervention, consuming time meant for other internal projects. Further, the original "solution" did not effectively support 84.51°'s Mac devices or prevent its contractors from copying data to USB drives, resulting in coverage gaps. For Chris Miller, 84.51°'s Lead Security Analyst, this required locating and implementing another solution as soon as possible, while concurrently running other projects. Chris contacted Symantec for assistance and found its Endpoint Prevent offering provided the protection and cross-platform support he needed. When he asked about implementation services, Symantec referred Chris to three providers. After some deliberation, he chose InfoLock. "InfoLock had former Symantec resources working for them," Chris explained, "and that level of expertise was one of the main reasons for our decision."

THE APPROACH

Infolock’s professional services division collaborated with Chris to implement this new solution and educate him on its use. “We use professional services for a lot of products at 84.51°,” Chris said, “because you always want to follow best practices.” Infolock’s team members draw upon years of experience, configuring and implementing solutions in complex environments. Their engineers provided value to 84.51° immediately.

DO IT YOURSELF (DIY) vs. INFOLOCK PROFESSIONAL SERVICES

DIY	INFOLOCK
Reliance on existing in-house resources	Team of experts available
Existing resources lack deep experience with security solutions in scope	Individuals with years of experience in configuring and implementing security solutions
Delayed implementation when unknown issues occur	Ability to identify and resolve issues faster than with DIY methods
Provide and pay for ongoing solution training for in-house resources	Ongoing training of SMEs included in pricing model

THE DEPLOYMENT

Before beginning deployment, Infolock collected information about the 84.51° technical environment – a key step for any successful implementation. 84.51° then granted Infolock remote access to install and configure the necessary DLP software and the Endpoint Prevent detection server. In preparation, Infolock created an installation package to distribute the agent that would enforce the future data detection policies at 84.51°. “84.51°’s endpoint issues were likely related to the agent and its update process,” said Jake Pfander, Infolock Senior Security Engineer. DLP solutions use an agent that is installed on user devices to enforce data protection policies, but without proper support or configuration, it can cause undesirable effects.

POLICY MIGRATION

Policy migration is an optional process when transitioning between DLP solutions. This involves recreating policies within the new system to leverage any new functionality, while keeping or enhancing the original protection and configuration, where possible. With Infolock providing subject matter expertise (SME) support, Chris began the migration. Chris’ experience allowed him to quickly grasp, utilize, and explore Endpoint Prevent’s functionality. Infolock also walked Chris through potential applications of Exact Data and Indexed Document Matching (EDM and IDM) policies to secure 84.51°’s structured and unstructured data, respectively. These rules not only improve data security, but can help organizations maintain compliance with data protection regulations like GDPR.

OUTCOME

This implementation and SME support approach fulfilled three goals:

- Provide Chris, as 84.51°'s DLP expert, with hands-on experience in the new solution.
- Eliminate trial and error policy creation.
- Minimize the time required to create and refine new DLP policies.

Even during testing, the benefits were noticeable. From a technical perspective, 84.51°'s compatibility-related issues ceased, while operationally, Chris has new resources to support 84.51°'s security initiatives. "This solution gives much more information than I was used to," Chris said, "and it's more sensitive than what we were using."

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LOOKING FORWARD

While early results are promising, a company-wide deployment is still some time away as the test phase at 84.51° continues. Meanwhile, 84.51° now counts Infolock within its stable of professional services vendors. "Infolock was knowledgeable, responsive, and delivered excellent service," Chris concluded.

About Infolock

Founded in 2005, Infolock is the go-to data risk management advisory, consulting, and managed services firm for security conscious organizations. With a programmatic approach, Infolock expertly manages the complex data risks of its clients, enabling organizations to achieve their strategic business objectives. Named among the "Fastest Growing Companies" on Inc. Magazine's "Inc. 5000" list, Infolock developed DataRAMP™, a data risk management framework which empowers organizations to understand and manage data risk in the same manner as other organizational risks, such as financial, competitive, and regulatory risk. Headquartered in Arlington, VA, Infolock serves customers in the financial services, healthcare, government, educational and other highly-regulated industries around the world.



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