MORDAC, THE PREVENTER OF INFORMATION SERVICES.

SECURITY IS MORE IMPORTANT THAN USABILITY.

IN A PERFECT WORLD, NO ONE WOULD BE ABLE TO USE ANYTHING.

To complete the log-in procedure, stare directly at the sun.
Closing the Threat Gap

A 21st Century approach to minimizing risk!
RSA Conference 2015 Keynote
Amit Yoran, President RSA

“Security has failed”

“Your security infrastructure is built for a world that no longer exists”

“Most organizations still cling to perimeter based solutions”

“Taller walls and deeper moats won’t work any longer.”

“You’re fighting a 21st century battle with 20th century weapons”
Data Security Drivers

External Threats
Sharp rise in external attacks
From non-traditional source
- Cyber attack
- Organized crime
- Corporate espionage
- Government-sponsored attacks

Internal Threats
Ongoing risk of careless and Malicious insider behavior
- Administrative mistakes
- Careless inside behavior
- Internal breaches
- Mix of private / corporate data

Compliance
Growing need to address a
Steadily increasing number of mandates
- National regulations
- Industry standards
- Local mandates
83% of CISOs say that the challenge posed by external threats has increased in the last three years.

**Near Daily Leaks Of Sensitive Data**
- 40% increase in reported data breaches and incidents.

**Relentless Use Of Multiple Methods**
- 800,000,000 + records were leaked, while the future shows no sign of change.

**“Insane” Amounts of Records Breached**
- 42% of CISOs claim the risk from external threats increased dramatically from prior years.

Size of circle estimates relative impact of incident in terms of cost to business.
IT Security was simple
Then things got complicated
Brave (terrifying) New World
What are the hackers after?

Disrupt or Destroy

Steal your Data

Your Data is under Attack!

Fasoo Data Security,
Last Resort against Insider Threats & APTs
The paths to your “crown jewels”
The Gaps In Current Technologies

Total Threats

| Threats Addressed | Threat Gap |

[Image of a diagram showing a spectrum of threats, with green indicating addressed threats and red indicating gaps]
The Gaps in Current Technologies

- Firewalls
- Virus Protection
- VPN
- End Point Encryption
- DLP

YOUR DATA
The Result of Technology Gaps!

US Government Hacked Losing 4 Million Records
NY Times – June 5, 2015

Anthem loses millions of customer records in devastating cyberattack
NY Times – February 5, 2015

Partners HealthCare notifies 3,300 patients of email data breach
ABC News – April 30, 2015

Sony Executive Salaries Leaked in Devastating Hack
Time – December 2, 2014

Morgan Stanley staffer stole information on 350,000 of the bank’s wealthiest clients
End-point Encryption

- Protects access to the device if lost or stolen
- Sharing confidential files
- Saving confidential files to cloud shares
- E-mailing confidential files to unauthorized people
- Password sharing!

YOUR DATA!

Passwords: IAMCARELESS
Data Loss Prevention

- Protects data-in-motion and at-rest
- Files outside your company
- Files legitimately shared with 3rd parties
- Image files attached to emails
- No limit on use when accessed
Secure File Sync and Share

• Security for data-in-motion and at-rest

• No security for file in use
• Full access to any file once shared
• Copy, screen capture or save to another file format
• Difficult to protect Engineering Drawings in native format
Enterprise Content Management

- Protects data-at-rest
- Can’t protect the file after checked out
- Authorized user can do anything while file is open
Database / Structured Data

• Protects data-at-rest and in-use

• Limited protection for localized data
• Copy, capture and print data saved as Excel, Word, PDF
• Authorized person can copy data from encrypted reports
• Authorized user can do anything while file is open
A Strategy to Protect Your Data!

Fasoo Enterprise DRM

- File Encryption
- Permission Control
- Audit Trail
Financial Statement

Income Statement
Years ended December 31, 2014, 2013 and 2012

(in USD)

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
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# Financial Statement

## Income Statement

Years ended December 31, 2014, 2013, and 2012

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Context Aware Protection detected sensitive information...

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Financial Statement 2015

ACME CORPORATION

Financial Statement

Income Statement
Years ended December 31, 2014, 2013 and 2012

(in USD)

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ACME CORPORATION

Financial Statement

Income Statement

Years ended December 31, 2014, 2013 and 2012

(in USD)

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ACME CORPORATION

Financial Statement

Income Statement
Years ended December 31, 2014, 2013 and 2012

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Cost of sales 14,161,851 10,000
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Selling and administrative expenses 14,565,639
Operating income 6,254,207
Non-operating income 133,888
ACME CORPORATION

Financial Statement

Income Statement

Years ended December 31, 2011, 2012, and 2013

(in USD):

Sales
Cost of sales
Gross income
Selling and administrative expenses
Operating income
Non-operating income
ACME CORPORATION

*Financial Statement*

*Income Statement*

Years ended December 31, 2014, 2013 and 2012

(in USD):

Sales

Cost of sales

Gross income

Selling and administrative expenses

Operating income

Non-operating income
ACME CORPORATION

Financial Statement

Income Statement
Years ended December 31, 2014, 2013 and 2012

(in USD)

Sales
48,732
Cost of sales
14,312
Gross income
34,420
Selling and administrative expenses
8,850
Operating income
25,570
Selling and administrative expenses

Operating income
### Financial Statement

#### Income Statement

Years ended December 31, 2014, 2013 and 2012

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<td>Inter Communication</td>
<td>Mike Thompson</td>
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### Financial Statement

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Years ended December 31, 2014, 2013 and 2012

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<td>103,789</td>
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Classify, Prioritize and Protect

Optimum Protection of Confidential Files

- Intellectual Property
- Executive Compensation
- Board of Director files
- Customer List & Financial Data

- Policy Manuals
- Inter Office Correspondence
- Pre-release public files

- General Correspondence
- Personal documents
- Public documents

- Automatic policy & encryption on creation!
  HIGHEST LEVEL OF PROTECTION

- Employee discretionary policy & encryption
  Provisionary licenses
  MEDIUM LEVEL OF PROTECTION

- No Policy or encryption
Insecure

Username
admin

Password
P@ssword1

Next Generation Authentication

• Convenient
• Easy
• Secure
Remove the big risk factors

Don’t rely on people to follow procedures!

✓ Most will but many will not!
✓ People will always take the path of convenience vs. security.
✓ Continuously educate your staff on how to manage confidential data!
✓ Monitor activity especially with highly credentialed users of classified data.
Update your strategy to meet today’s threats!

✓ Build your IT security from the ground up!

✓ Don’t implement technology for compliance reasons and neglect to consider the gaps

✓ Discover, classify and protect your highest valued assets

✓ Chief Data Officer?
About Fasoo

- Incorporated in June 2000; public and profitable (IPO in 2013)
- 290 employees
- Primary focus is unstructured Data-Centric security solutions and services
- Largest developer staff dedicated to unstructured data security
- Deployed to over 1,200 major organizations
- Protecting data for over than 2.5 million users globally
  - Largest customer - 170,000 internal users in 32 major affiliates
  - 10 global customers with over 100,000 users
Wrap-up and Discussion