

Securing the Mobile Enterprise

Simply Protect, Manage, and Go

Protecting corporate data on mobile end-user devices is a hot topic in IT security right now. While mobile devices keep on-the-go workers productive, there's a significant risk of data loss, theft, and unauthorized exposure when the data is not protected or the data security is not managed effectively to meet internal and external requirements. McAfee understands this and empowers IT to say "yes" to the mobile enterprise while ensuring secure and easy access to both corporate data and business applications on-the-go.

Today, more workers are mobile. In fact, IDC predicts that by the end of 2011, 75 percent of the U.S. workforce will be mobile and there will be one billion mobile workers worldwide. The reason for this trend is clear: businesses know that mobile access to email, calendar, business applications, databases, and documents make workers more productive, informed, and responsive by giving them the information they need when they need it right at their fingertips.

Yet, IT is facing a number of significant changes related to these mobile workers. The traditional definition of endpoints as desktops or laptops is quickly expanding to include a wide variety of highly mobile, multiplatform devices, such as USB storage drives, tablets, and smartphones. Some devices, like smartphones, may be employee owned and used for work and life outside of work. And, the amount of corporate data stored or accessible on these devices is dramatically increasing. Corporate data is the lifeblood of business, and IT's challenge is to keep that data on mobile devices protected in a simplified, provable way.

Due to their small form factor and portability, mobile devices with corporate data are easily lost or stolen. For example, according to the Ponemon Institute, in 2008, 12,000 laptops were lost in U.S. airports, with only 30 percent being recovered. Almost half of all business travelers surveyed admitted that their laptops were full of customer data and confidential business information. Multi-use, always-on smartphones share a similar fate. According to *The Register*, in November 2009, London residents leave an average of 10,000 mobile phones in the back of taxis every month.

Unfortunately, this sometimes results in a data breach. The Ponemon 2009 Annual Study, *Cost of a Data Breach*, found that 36 percent of all data breaches involved lost or stolen laptops or other mobile data-bearing devices. Data breaches can cost organizations loss of competitive advantage and intellectual property, negative financial impacts and penalties, and much more.

McAfee Mobile Data Protection

A data-centric security strategy is best practice in today's increasingly mobile and multiplatform computing environments. To enable organizations to securely provide mobile workers with access to corporate data, McAfee delivers a comprehensive range of integrated and centrally managed data protection solutions, extending from the enterprise's data center to desktops, laptops, USB devices, smartphones and tablets.

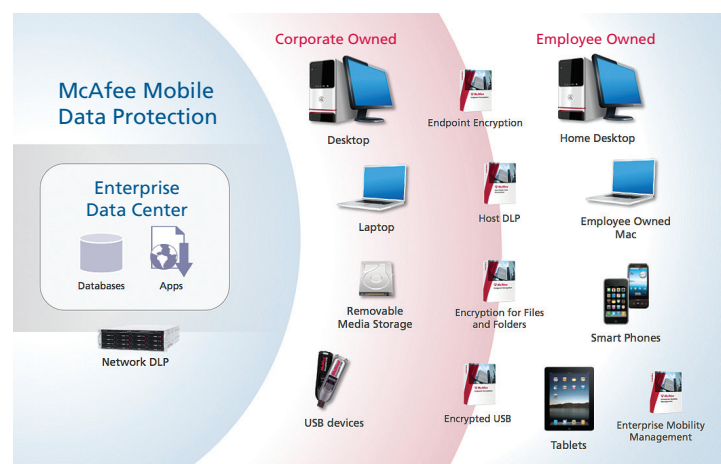


Figure 1. McAfee encryption, DLP and centralized management protects data throughout the enterprise.

Encryption is one of the best ways to protect mobile data. For example, in protecting HIPAA data, encryption is one of two technologies and methodologies the Secretary of Health and Human Services recommends to render personal health information unusable, unreadable, or indecipherable to unauthorized individuals. The other method is data destruction.¹ The Ponemon Institute also found that following a breach, encryption is the most popular technology for protecting confidential and sensitive data as part of an enterprise data protection strategy.

Securing the Endpoint

McAfee encryption solutions protect data on USB drives, smartphones, tablets, laptops, and desktops in any combination to fit mobile data protection needs today and as they evolve in the future.

McAfee encryption solutions include:

- *McAfee® Endpoint Encryption for PCs*—Full-disk encryption for PCs and Windows Mobile smartphones
- *McAfee Endpoint Encryption for Files and Folders*—Automatically encrypts files and folders as they are shared or moved through an organization
- *McAfee Endpoint Encryption for Removable Media (extension to File/Folder)*—Protects information saved on removable devices and media that can connect to enterprise endpoints
- *McAfee Encrypted USB devices*—Guards data copied and transported on portable USB storage devices. Protection is extended with the inclusion of the McAfee anti-virus solution on some devices.
- *McAfee® Enterprise Mobility Management*—Ensures that the enterprise has the same control, visibility, and security of mobile devices as it does with laptops by using a centralized console that connects to existing management platforms. It also provides security and management support for Apple iPhone, Apple iPad, Apple iPod, Google Android, Microsoft Windows Mobile, Symbian, and webOS smartphones and mobile devices.

Additional layers of mobile data protection are also available including:

- *McAfee Device Control*—Monitors and restricts data copied to removable storage devices and media, ensuring that enterprises maintain control of critical assets
- *McAfee Host Data Loss Prevention*—Helps control how employees transfer data over the network, use it in applications, and copy it to removable storage devices

For convenience, the McAfee Total Protection™ for Data suite is available and includes McAfee Endpoint Encryption for PCs, McAfee Endpoint Encryption for Files and Folders (including McAfee Endpoint Encryption for Removable Media), and McAfee Host Data Loss Prevention (including McAfee Device Control).

Optimizing Security Management

Today, IT organizations are taking a strategic approach to mobile data protection by optimizing security management architectures and endpoint security solutions to improve protection, efficiencies, and cost effectiveness.

The McAfee® ePolicy Orchestrator® (McAfee ePO™) management platform is the foundation of the optimized security architecture for McAfee mobile data protection solutions. The McAfee ePO platform provides management simplicity and consistent, policy-based protections with centralized deployment, management, policy administration, password recovery, monitoring, reporting, auditing, and proof of protection. This centralized control and visibility enables fast response times and confidence in security and compliance posture.

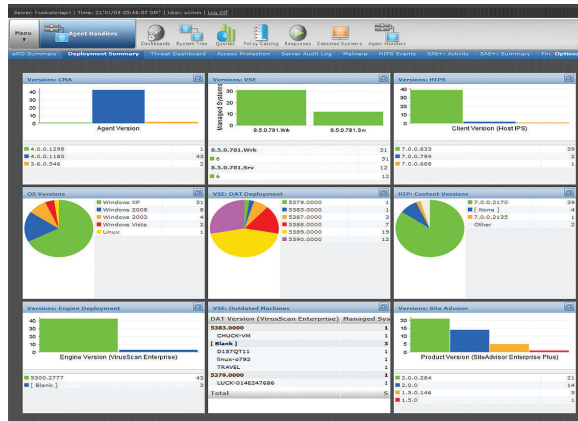


Figure 2. McAfee ePO software configurable dashboards enable users to monitor their security infrastructure at a glance.

And, McAfee ePO software is extensible. It's the first and only security management platform to centrally manage systems, networks, data, and compliance solutions across any size organization. McAfee ePO software helps more than 35,000 customers manage security on nearly 60 million nodes, reducing costs, improving protection, and increasing visibility into security and compliance postures. With its multitier architecture, powerful automated response system, and the ability to view and control enterprise-wide security through a single web-based interface, McAfee ePO is the most advanced security management platform available.



Perspectives

Leading analyst firm Gartner evaluated data protection solutions based on completeness of vision and ability to execute in their *Gartner Magic Quadrant for Mobile Data Protection 2010*.² McAfee is positioned in the leaders quadrant.



Figure 3. Gartner Magic Quadrant for Mobile Data Protection.

This Magic Quadrant graphic was published by Gartner, Inc. as part of a larger research note and should be evaluated in the context of the entire report. A copy of the complete report is available on McAfee.com at <http://resources.mcafee.com/content/NAMobileDataMQReport>.

In a 2010 survey, McAfee found that 51 percent of respondents use full-disk encryption on their laptops, but only 21 percent use encryption on USB devices. Their biggest concern was that data protection was too difficult to deploy or manage. With a comprehensive range of mobile data protection solutions plus a centralized management platform, McAfee makes powerful security easy to deploy and manage.

Trust McAfee for proven mobile data protection—anytime, anywhere, on virtually any device.

For more information, contact your McAfee sales or partner representative, or visit www.mcafee.com.

² Gartner, Inc. *Magic Quadrant for Mobile Data Protection*, John Girard, Eric Ouellet, September 7, 2010. The Magic Quadrant is copyrighted 2010 by Gartner, Inc. and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the "Leaders" quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.