Introducing Forcepoint: enabling data to be used everywhere

Dave Barnett

EMEA director Edge solutions

Forcepoint

What outcomes are most important to our customers?

They don't want data to be a problem, they want it to be an asset

Data + digital transformation growth should not mean extra cost
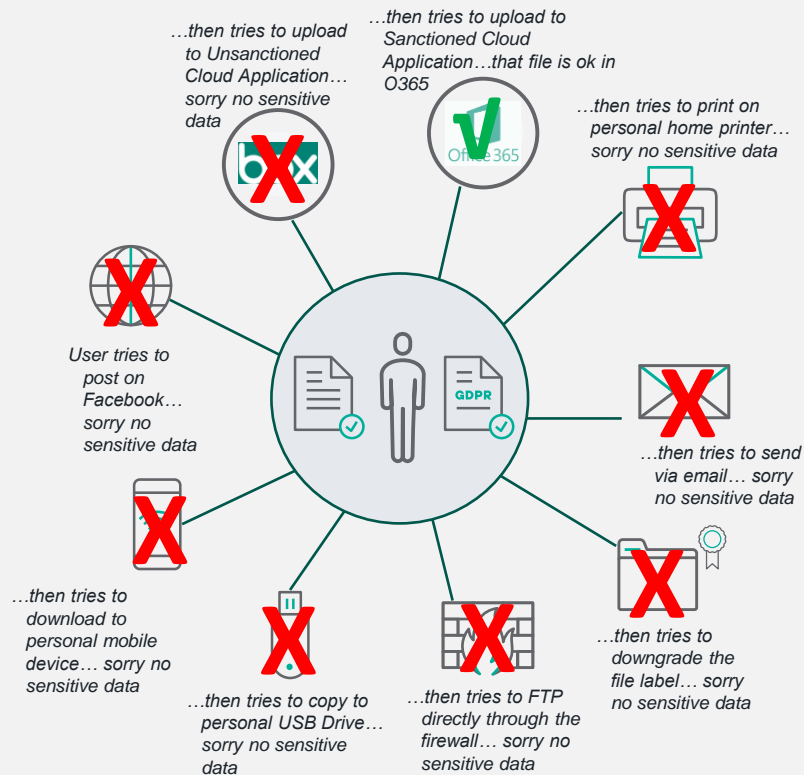
Things should get simpler rather than more complex

Work should be more of an activity than a ….. (cliché I know)

One Data Truth

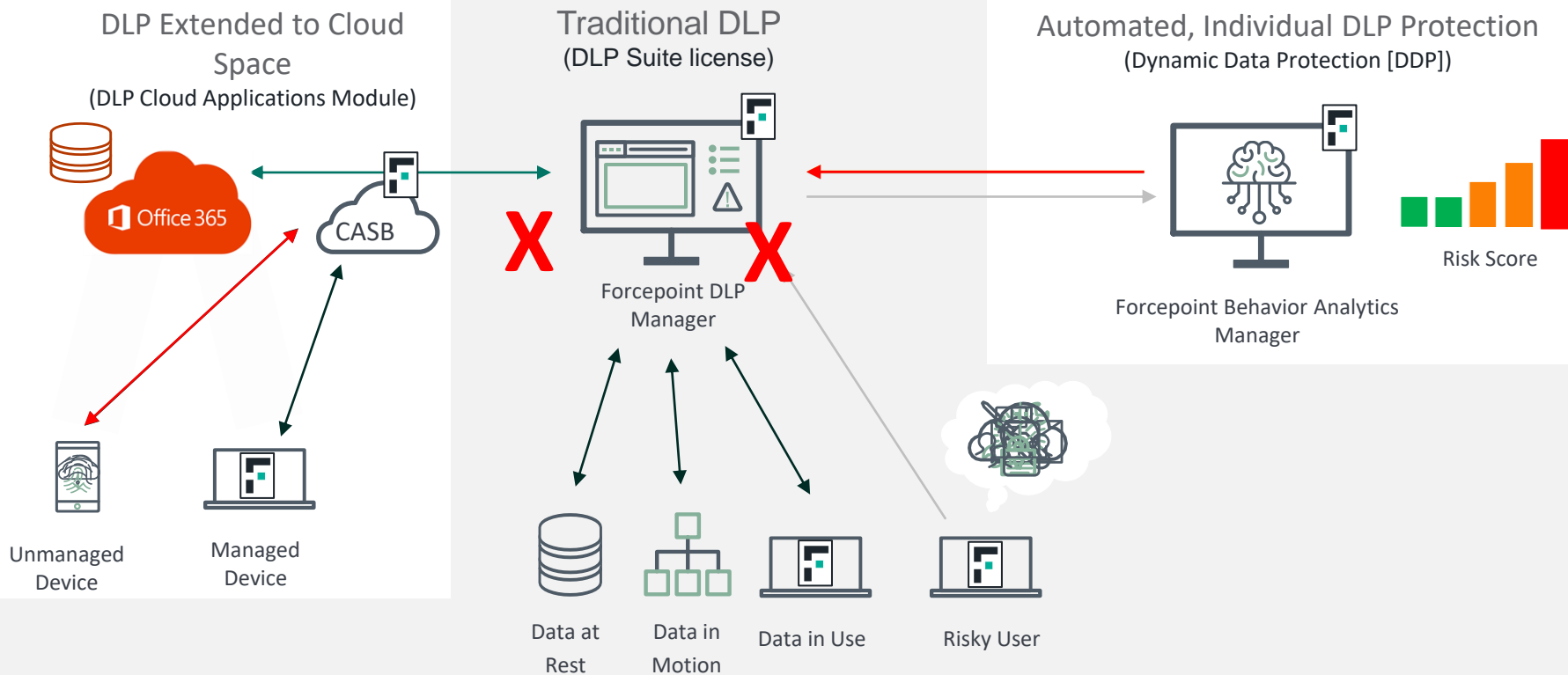**Human behaviors + Data sensitivity = better outcome**

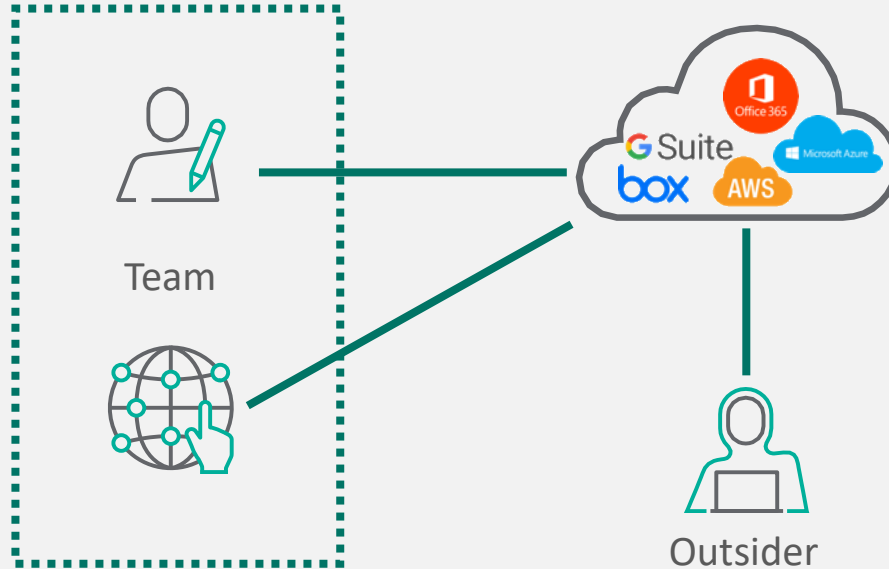# Let's look at how a user might behave in a risk manner..

...then tries to upload to Unsanctioned Cloud Application... sorry no sensitive data

...then tries to upload to Sanctioned Cloud Application...that file is ok in O365

...then tries to print on personal home printer... sorry no sensitive data

User tries to post on Facebook... sorry no sensitive data

...then tries to send via email... sorry no sensitive data

...then tries to download to personal mobile device... sorry no sensitive data

...then tries to copy to personal USB Drive... sorry no sensitive data

...then tries to FTP directly through the firewall... sorry no sensitive data

...then tries to downgrade the file label... sorry no sensitive data

What is **Data Security Everywhere**?

One Data control point TRUTH based on data and behaviour across your ecosystem

Choose what works for you (with no hidden costs)

DLP Extended to Cloud Space
(DLP Cloud Applications Module)

Office 365

CASB

Unmanaged Device

Managed Device

Traditional DLP
(DLP Suite license)

Forcepoint DLP Manager

Data at Rest

Data in Motion

Data in Use

Risky User

Automated, Individual DLP Protection
(Dynamic Data Protection [DDP])

Forcepoint Behavior Analytics Manager

Risk Score

Use case 1 – Users need to use data in multi clouds

Team

Outsider

Collaborate via cloud apps

Policy to exclude external users

Geo-location anomaly

Data classification driven control

We can allow you to collaborate safely within cloud applications

Customer example
Major utility company in the UK

Use case 2– Users want to use their personal devices

FORWARD PROXY

HQ

G Suite
Office 365
Microsoft Azure
box
AWS

REVERSE PROXY + SSO

Personal Devices
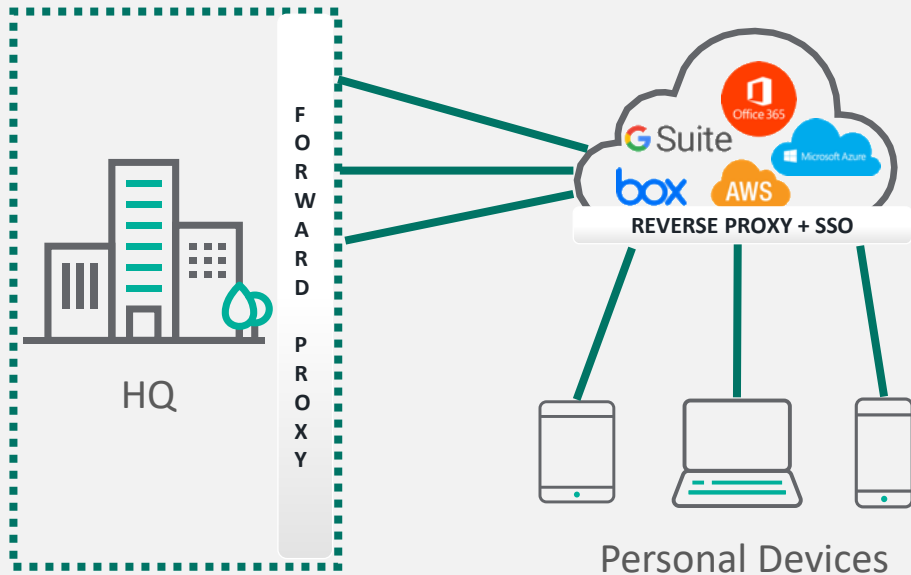
Enable BYOD Access

Access apps anywhere

Only allow non sensitive data to be accessed

Seamless SSO integration

We can help you to allow BYOD device use

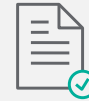# Customer example
Audit and accountancy company in the UK

Use case 3 – Clouds are becoming under attack
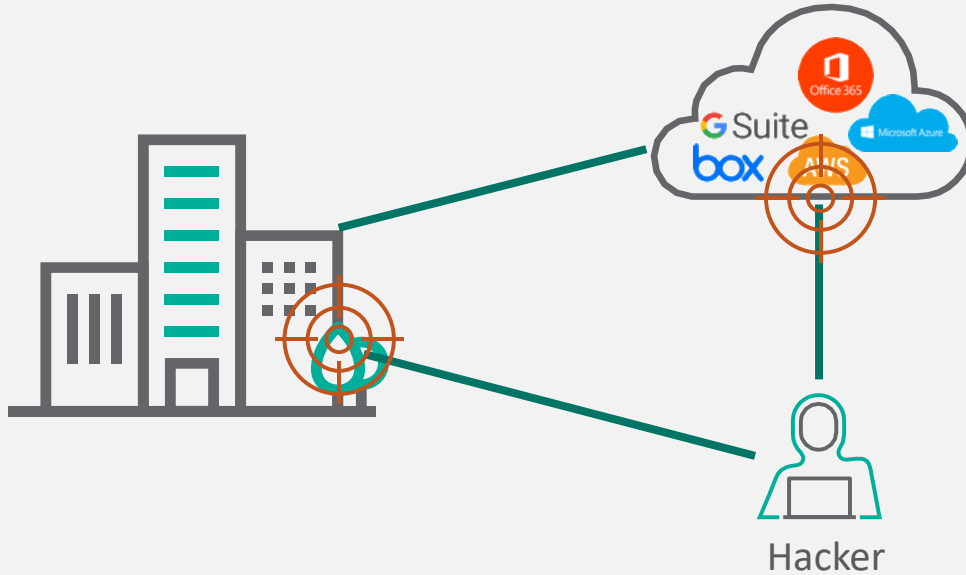
Protect against attack

Access policy Enforcement

Step-up authentication based on data sensitivity

Block unauthorized access

Hacker

We can tell you exactly what data is under attack in real time

Customer example Media company in EMEA

Use case 4 – users want to use their own choice of cloud

salesforce
slack
workday
Office 365
box
Google Apps
we transfer
amazon web services

27 0
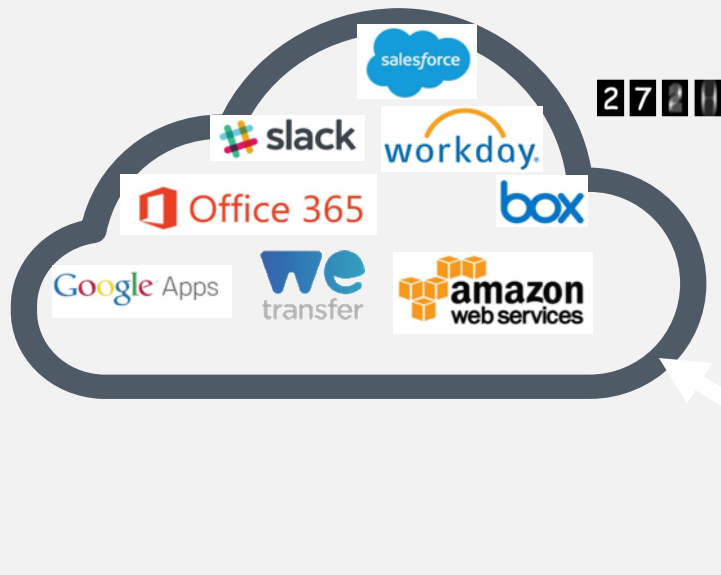
Visibility + data control of Shadow IT

Visibility into what users are doing in any cloud app

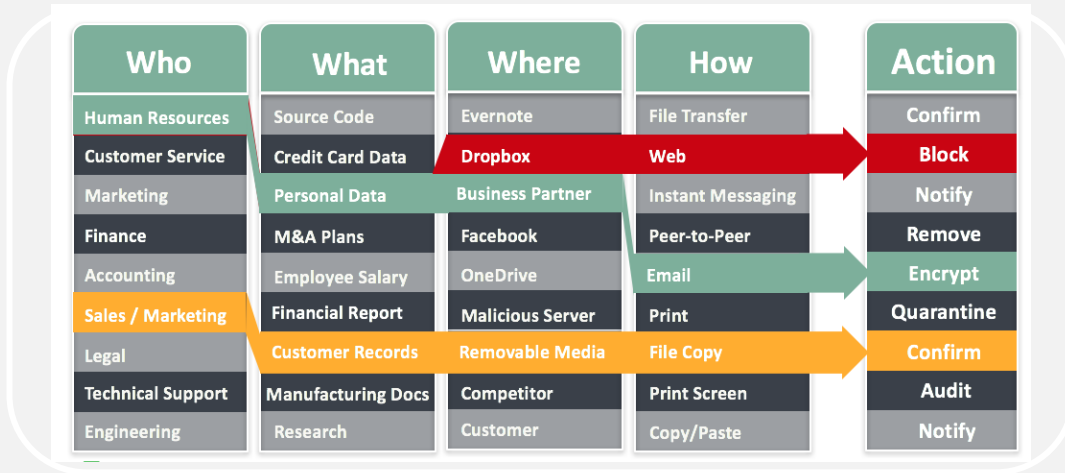Realtime visibility into what data is flowing into any cloud app

We can help you say YES to any cloud application

Customer example Oil and Gas company in the UK

Forcepoint DLP Ruleset Methodology

Map and Manage Personal Data Flows

Who	What	Where	How	Action
Human Resources	Source Code	Evernote	File Transfer	Confirm
Customer Service	Credit Card Data	Dropbox	Web	Block
Marketing	Personal Data	Business Partner	Instant Messaging	Notify
Finance	M&A Plans	Facebook	Peer-to-Peer	Remove
Accounting	Employee Salary	OneDrive	Email	Encrypt
Sales / Marketing	Financial Report	Malicious Server	Print	Quarantine
Legal	Customer Records	Removable Media	File Copy	Confirm
Technical Support	Manufacturing Docs	Competitor	Print Screen	Audit
Engineering	Research	Customer	Copy/Paste	Notify

The Forcepoint DLP ruleset methodology makes DLP easier to configure.

The **Who | What | Where | How | Action** scheme allows for human conversation/asks to be translated into I.T Technical instruction.

Forcepoint

Simple and easy to use converged enforcement

With the DLP plus Cloud Apps, customers implement multiple action plans that provide the ability to protect data in motion, data in use and data at rest, even when the data gets stored in SaaS applications. DDP adds automatic controls across any DLP licensed products.
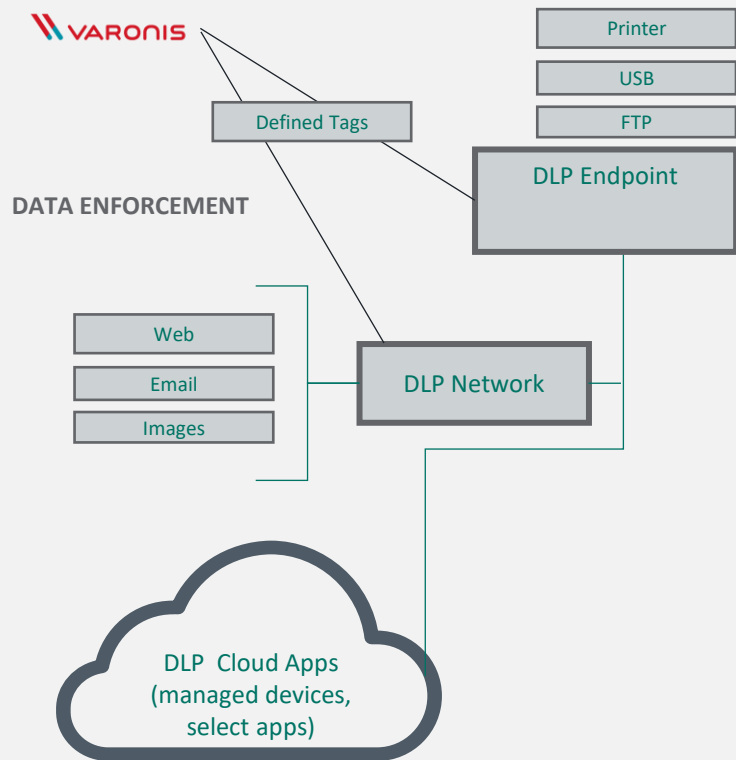
97% *Surveyed customers report that the ability to set policies just once utilizing Forcepoint DLP's single console control is valuable.*
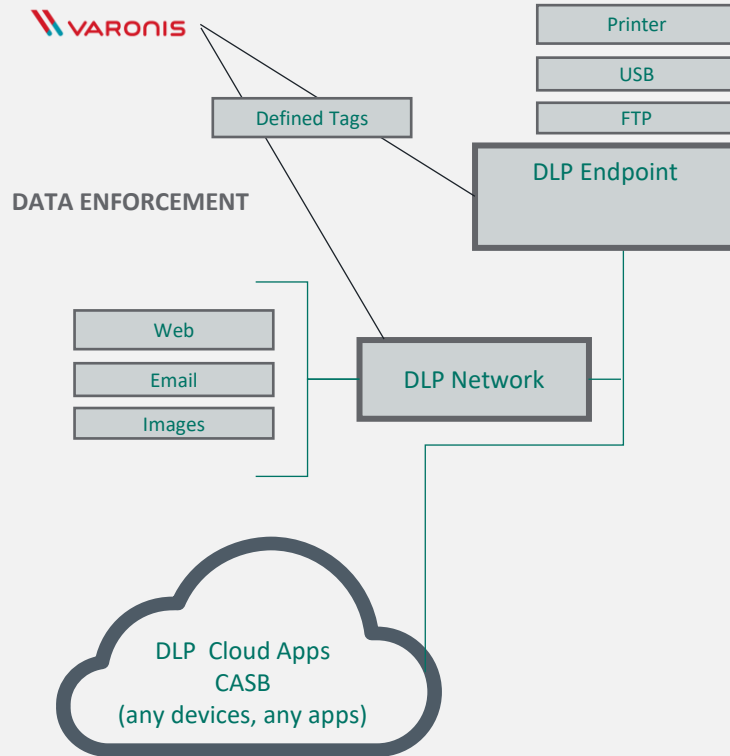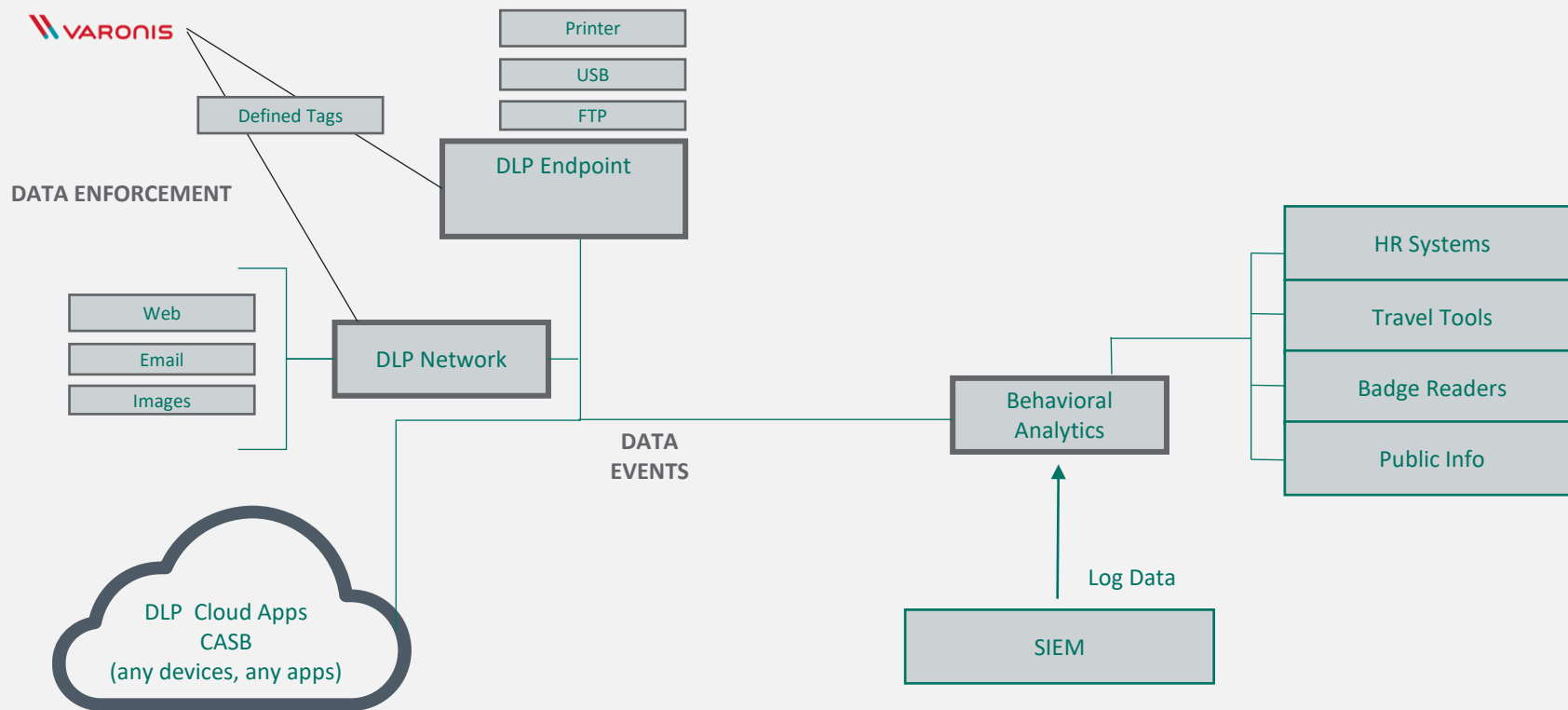
Forcepoint data protection – logical architecture
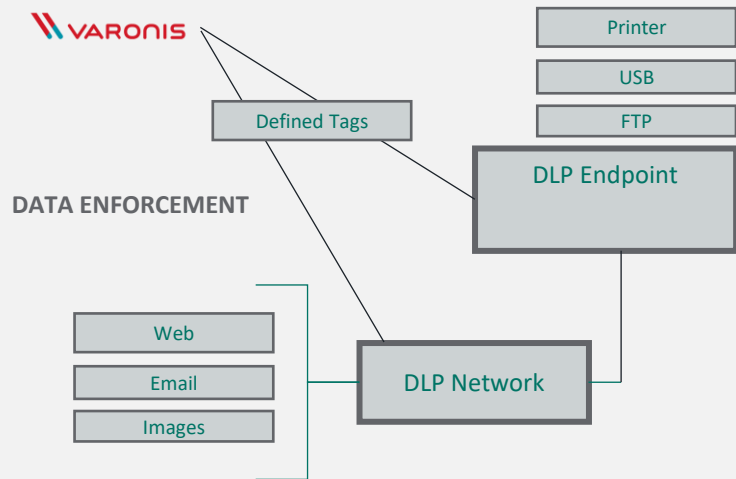
VARONIS

Defined Tags

DATA ENFORCEMENT

Printer

USB

FTP

DLP Endpoint

Web

Email

Images

DLP Network

Forcepoint data protection – logical architecture

VARONIS

Printer

USB

FTP

Defined Tags

DLP Endpoint

DATA ENFORCEMENT

Web

Email

Images

DLP Network

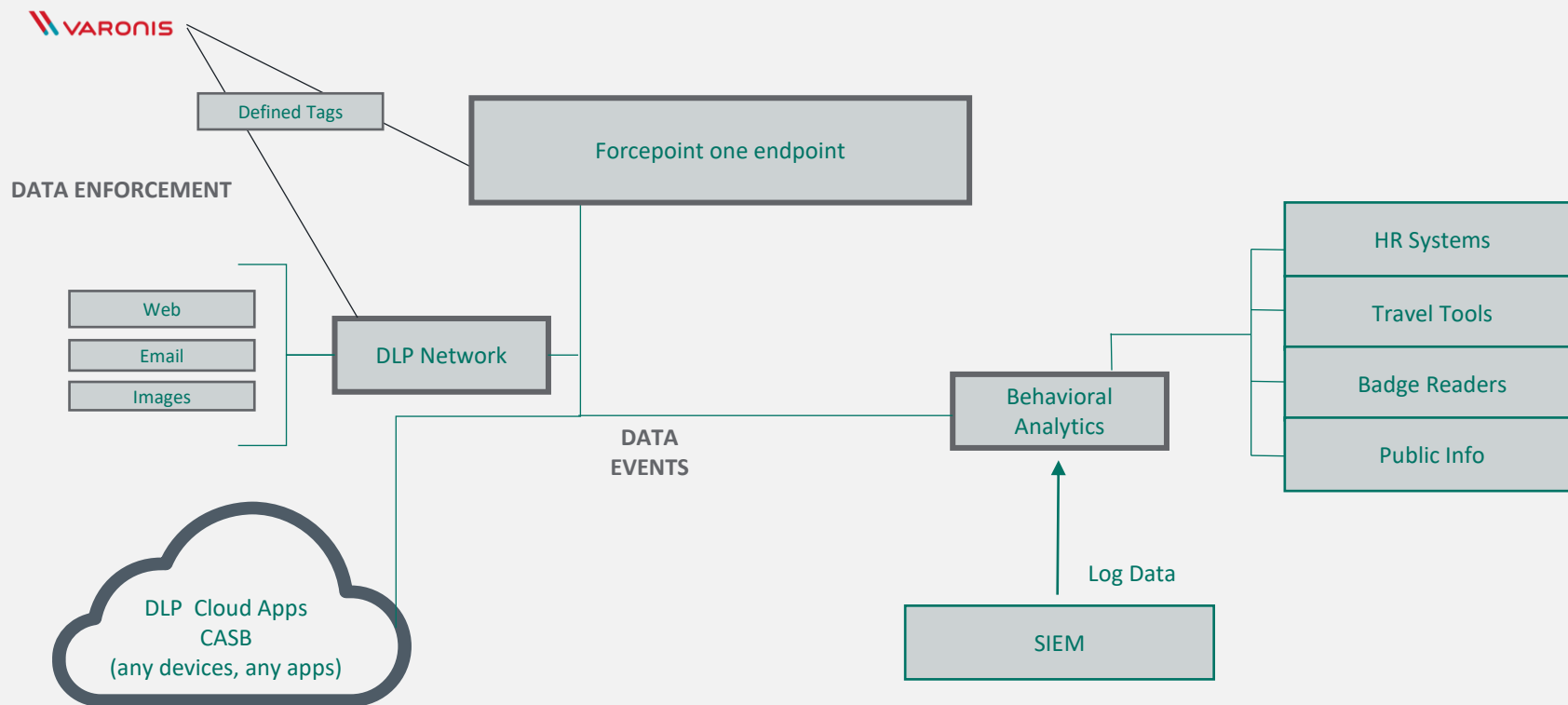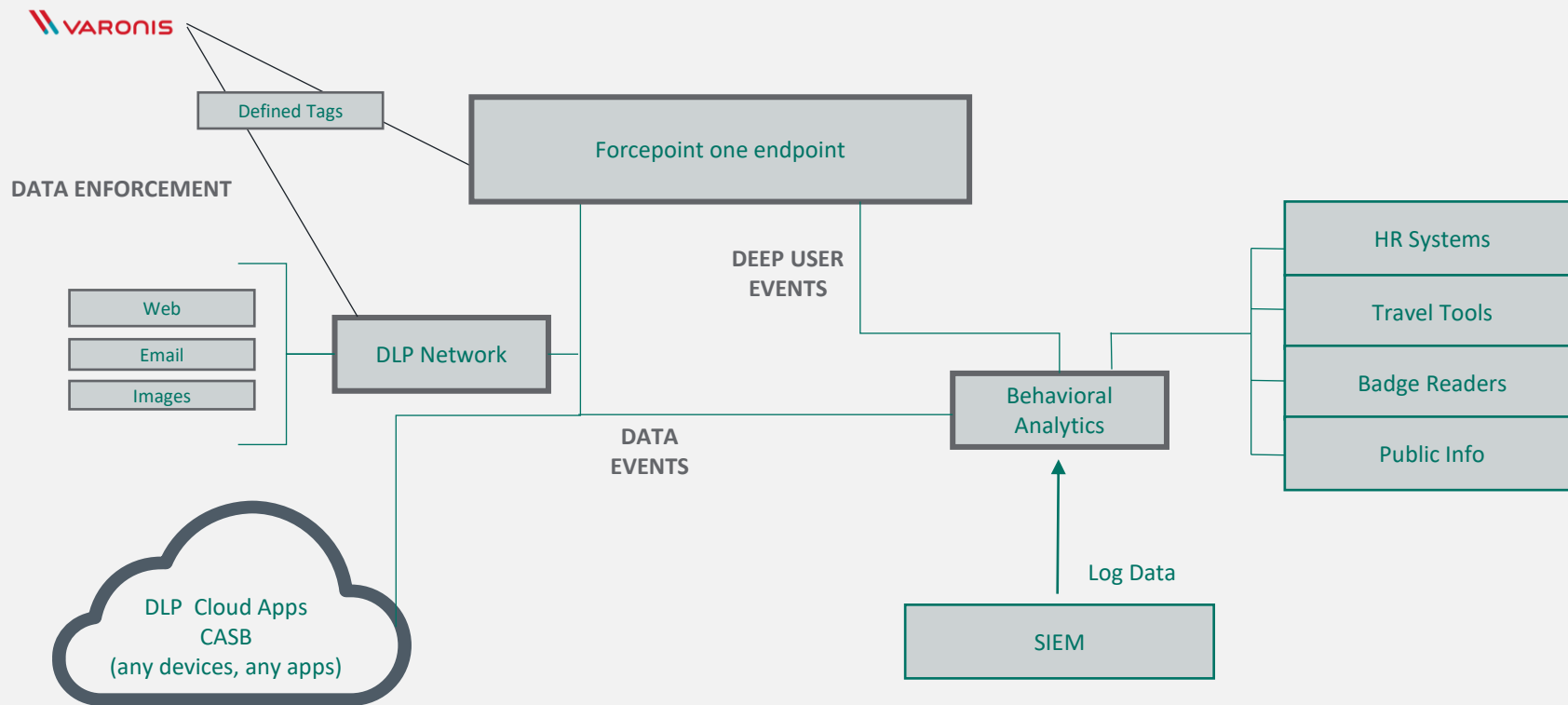DLP Cloud Apps
(managed devices,
select apps)

Forcepoint data protection – logical architecture

Forcepoint data protection – logical architecture

Forcepoint data protection – logical architecture

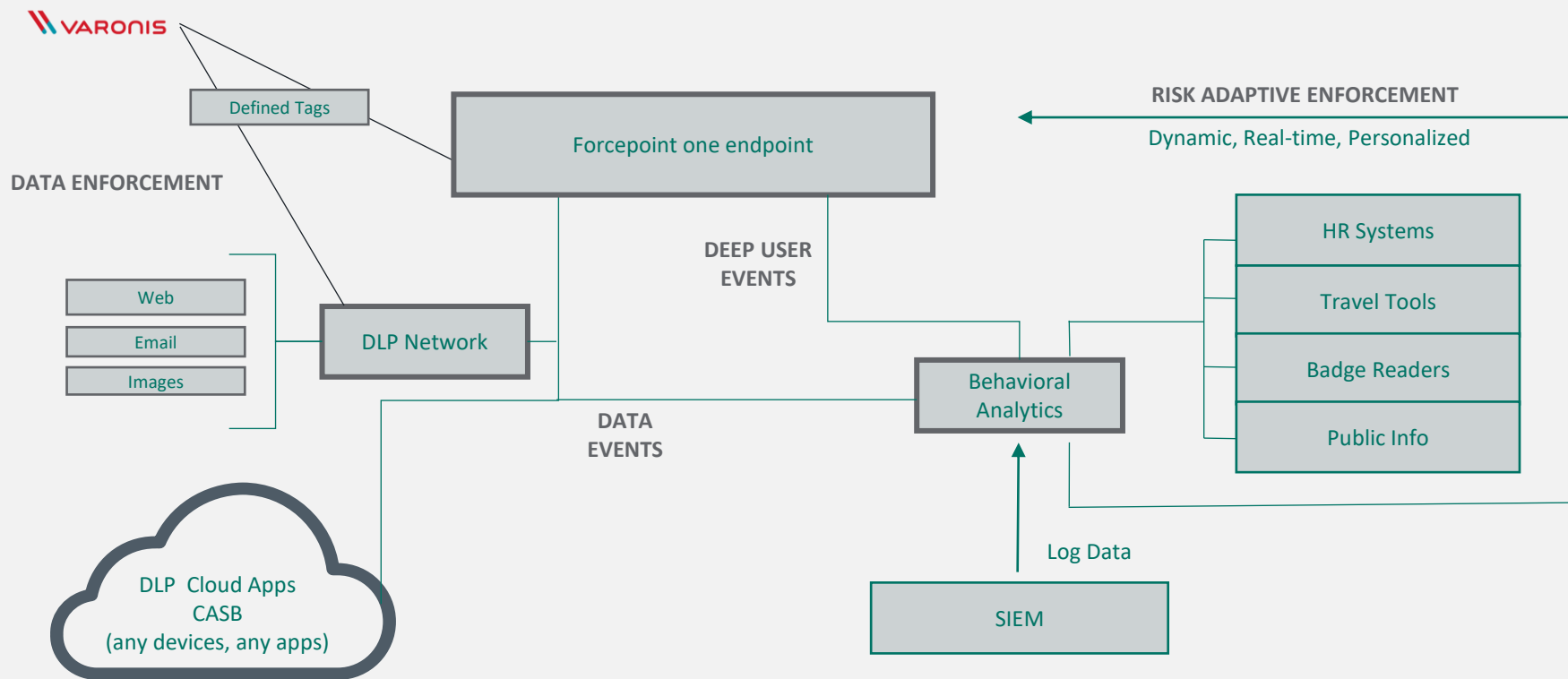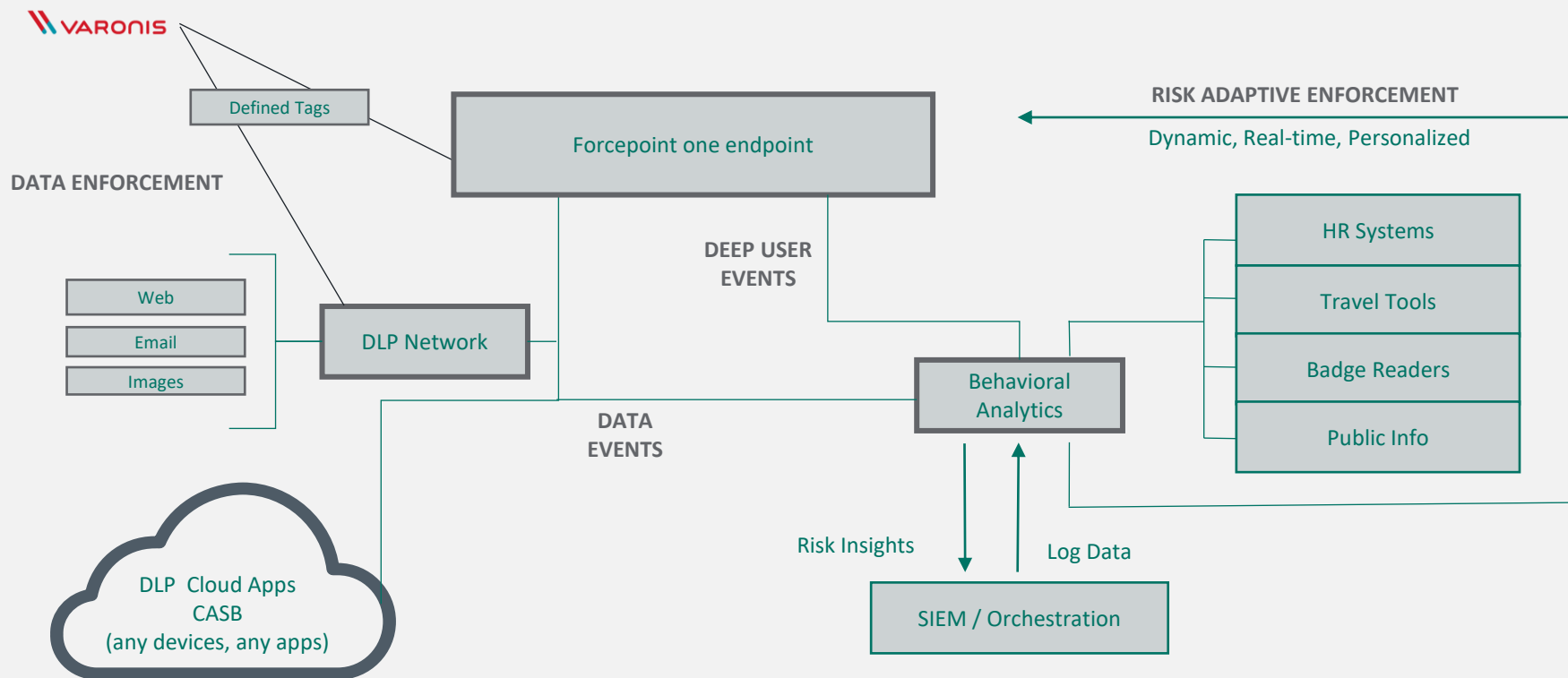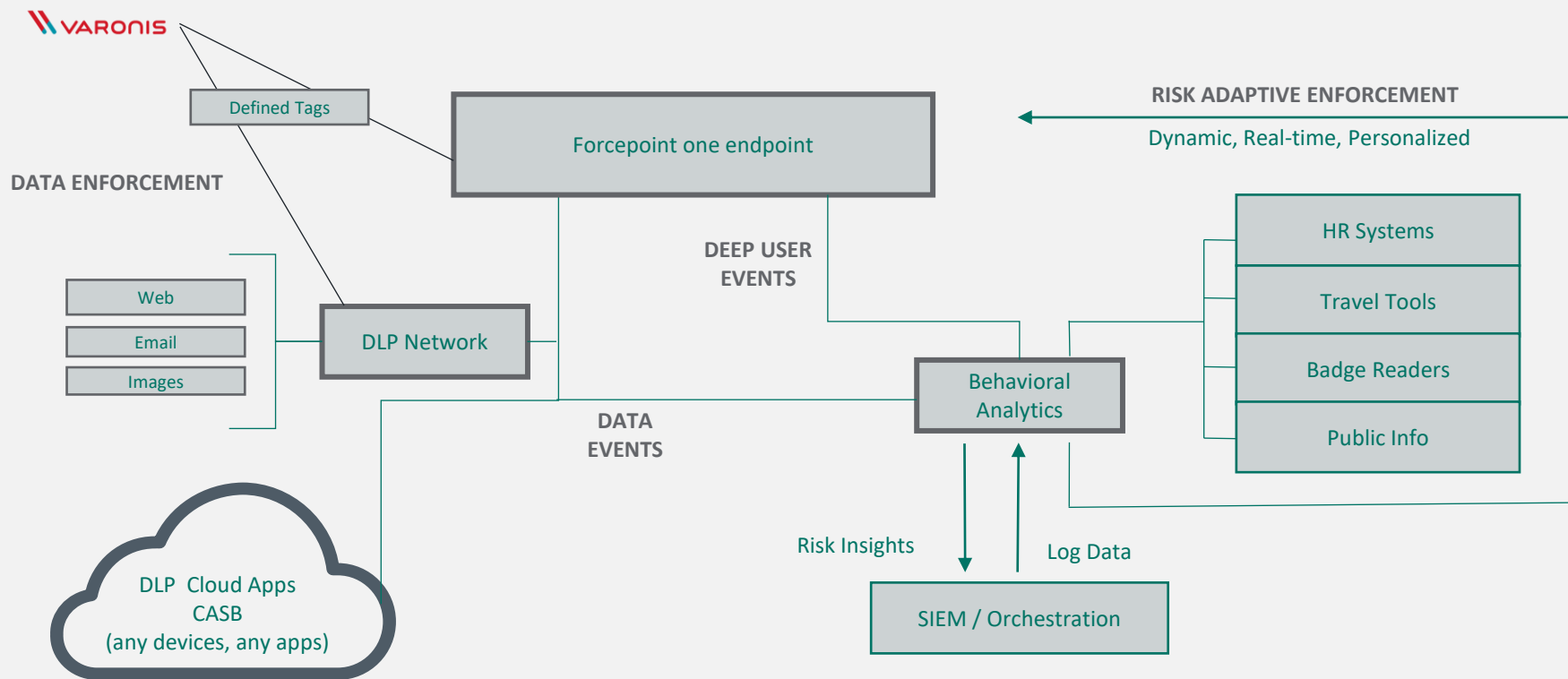# Forcepoint data protection – logical architecture

Forcepoint data protection – logical architecture

Forcepoint data protection – logical architecture

Forcepoint data protection – logical architecture

VARONIS

Defined Tags

Forcepoint one endpoint

RISK ADAPTIVE ENFORCEMENT

Dynamic, Real-time, Personalized

DATA ENFORCEMENT

Web

Email

Images

DLP Network

DEEP USER EVENTS

HR Systems

Travel Tools

Badge Readers

Public Info

Behavioral Analytics

DATA EVENTS

DLP Cloud Apps CASB
(any devices, any apps)

Risk Insights

Log Data

SIEM / Orchestration

david.barnett@forcepoint.com

Forcepoint