

# McAfee Data Protection for the Biotech and Pharmaceutical Industry

Rapidly discover, classify, and protect intellectual property and regulated data



What if your competitor learns of your drug research or marketing plans? What if a nurse copies clinical trial data to a USB stick? McAfee® Data Loss Prevention (DLP) solutions include real-time capture, classification, and enforcement—for portable devices to your data center to help you minimize loss or theft of trade secrets and sensitive information. Choose flexible, optimized solutions from McAfee and get maximum protection for minimum effort and expense.

Both global pharmaceutical titans and boutique biotech teams turn to McAfee for protection of highly valued, highly regulated data. McAfee can help you efficiently secure your competitive advantage while you maintain regulatory compliance. Our pre-integrated solutions cut complexity and cost to guard your specialized data from the USB stick to the data center. McAfee helps you:

- Expose unknown and evolving risks, such as patient records on fileshares and portable storage, and direct appropriate remediation at the most pressing problems
- Track and encrypt data to comply with HIPAA, FDA, SOX, GLBA, and privacy laws that mandate protection of patient, employee, customer, and financial data
- Facilitate flexible business practices with physicians, clinics, and other third parties
- Reduce risk of data loss by automatically encrypting patient health information as it is copied to a USB or smartphone
- Investigate and resolve concerns about data breaches in minutes—not months
- Generate regulation-specific reports automatically to convince auditors of compliance

## Discover Your IP and Other Sensitive Data Anywhere It Resides—Automatically

First, we help you understand data use within your organization, so you can anticipate risk and respond to changing data environments. McAfee automated processes help you:

- *Understand your specialized, high-value data*—Clinical trial results, drug formulas, production processes, marketing plans, patient health information (PHI), and more
- *Look into the content to understand what matters*—What type it is, who owns it, how it's used, who uses it, and when it's used
- *Discover what data lives where*—On laptops, file shares, USB sticks, and email and database servers
- *Create an inventory of storage locations*—So you know where you need to add protection, educate users, or change processes

## Quantify Where Sensitive Data Is Flowing and How It Is Used

Unique McAfee Capture technology provides a rapidly searchable historical index of all data being used across your organization. This definitive source lets you get policies right the first time and protect the right data, regardless of data type, all without affecting business processes and users. With McAfee Capture you can:

- Learn how information is really used across your organization, without having to conduct interviews
- Build policies that protect data while letting legitimate business processes flow

### Key Challenges

- Intellectual property and regulated data come in specialized forms
- Mobile and portable devices (USB sticks, laptops, smartphones) increase the risk of casual data loss
- The process of taking therapies, medicines, and medical equipment from research through regulatory approval requires years of sharing sensitive data with physicians, clinics, regulators, and partners
- Drug trials gather large amounts of patient data that must be treated with great care to comply with HIPAA and regional privacy laws
- Global competition and operations require flexibility and increase the risk of inappropriate, unnoticed data access, download, and theft
- IT faces pressure to minimize operational costs of required data protection and audit support and integrate these operations with broader IT initiatives

*“The average biologic does not cover its costs until 17 years after it starts selling the product.”*

(Source: [http://www.bio.org/healthcare/followonbkg/golec\\_vernon\\_buckley.pdf](http://www.bio.org/healthcare/followonbkg/golec_vernon_buckley.pdf))

*“McAfee impressed us with its compelling POCs and integrated, interlocked products that covered the gamut of our security needs. And the linchpin: switching from our existing security tools to McAfee ePO let us reduce security administrators from 28 to two!”*

—CISO, Top Five Pharmaceutical Company

#### McAfee Advantages

##### McAfee Capture technology

Our DLP solution protects your data more completely and quickly than any other. It provides an easy way to analyze historical data usage across your organization, which enables you to discover unknown and anticipate future risks.

##### Consistent protection

Tightly integrated components let you set policy centrally and enforce it uniformly across all data loss threat vectors—on the network, in storage systems, or at the endpoint.

##### Modular and open

Start where your risks are and expand coverage as needed. McAfee Data Loss Prevention integrates with McAfee ePO software, encryption, and email and web gateways, as well as third-party SMTP-compliant MTAs, ICAP-compliant web gateways, and leading DRM solutions.

##### Getting started is easy

Rack pre-integrated, turnkey, gigabit appliances, choose from preconfigured policies, and start protecting your data today.

- Gain visibility as to what data is leaving your network, who is sending it, and if the intended recipients are allowed by business and regulatory policy
- Learn what data exists on endpoints, including laptops, portable storage, and mobile devices, and whether it is being handled according to policy

#### Protect the Data as Needed, While at Rest, in Motion, or in Use

McAfee data protections are pre-integrated and centrally managed to help you implement effective protection in days, not months, without trial and error or endless expense. We build data protection on top of the scalable client framework of McAfee ePolicy Orchestrator® (McAfee ePO™) software. This strategy helps you deploy data protection that coordinates with other IT security for the fastest rollout and the lowest operational cost.

- Leverage pre-built policies for confidential information emailed to competition, confidential information uploaded to restricted servers, drug code data, registered drug code documents, regulated data (PII, PHI, SOX, HIPAA), and more
- Delegate administration roles to let business users set policies to protect data of which IT may not be aware
- Adapt our IP-friendly engine to your data, using custom file signatures to help you track unique, proprietary file formats as well as diagrams and structured data throughout your network—then enforce policies based on your criteria
- Use digital rights management (DRM) integration to extend protection to third parties of all sizes
- Allow and centrally manage use of USB devices, selectively encrypting sensitive data stored on them
- Let users justify specific actions and receive permission for policy exceptions
- Encrypt confidential data according to policy when leaving the network or being saved to files, folders, or portable devices (including laptops and USB drives)
- Patrol end-user actions like print, fax, and copy/paste between applications

#### Enforce Control and Compliance While Enabling Business

Whether you want to discover data, monitor its use, or prevent breaches, McAfee helps you add the right amount of control everywhere, without driving up cost and complexity.

- Protect data from the database to the endpoint and beyond through the enforcement of rules like encryption and blocking
- Enforce data protection policies at web and email gateways to prevent leaks
- Use roles and network segments to accomplish data separation between internal organizations, like IT and clinical systems, or between development and production teams
- Patrol data leaving the host or the network to ensure your sensitive information isn't leaking out through Wi-Fi, mobile devices, or email
- Equip incident investigators to perform complete situational analysis in minutes, reviewing actual data usage, and search for any type of data without rescanning or reliance on predefined rules
- Enable open and confidential communication throughout your business and with physicians, regulators, and business partners across PCs and Macs

#### Get Started Today

Partner with the industry leader and ease the burden of data protection while controlling your most valuable and sensitive data assets. Consider a McAfee Data Risk Assessment at <http://mcaf.ee/48hdra>. Qualified applicants receive a custom C-level report and risk dashboard reflecting their organization's current data loss risk. Learn more at [www.mcafee.com](http://www.mcafee.com).

