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User Classification Reduces Data Loss

User-applied classification to enhance McAfee Data Loss Prevention

Boldon James Classifier and McAfee® Data Loss Prevention work together to reduce the risk of data loss by applying the insight of each knowledge worker to data loss prevention decisions. Classifier captures the user's knowledge of the business value of data in the form of visual and metadata markings applied to messages and documents. This user perspective can then be used to supplement automated content scanning to deliver more accurate data loss prevention (DLP) outcomes with fewer false positives, improved user acceptance, and greater risk reduction.

McAfee Compatible Solutions

- Boldon James Classifier 3.13 and McAfee Data Loss Prevention Endpoint 11.1 (using Classifier API)
- Boldon James Classifier 3.7.4 and McAfee Data Loss Prevention Endpoint 9.4 (includes McAfee DLP Discover)
- Boldon James Classifier 3.0 and McAfee Network Data Loss Prevention 9.0 (includes McAfee DLP Discover, McAfee DLP Prevent, and McAfee DLP Monitor)
- Boldon James Classifier 3.13 and McAfee® ePolicy Orchestrator® (McAfee ePO™) 5.1.1, 5.3, 5.9, and 5.10
- Boldon James Classifier 3.8 and DXL

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Identifying the True Value of Your Data

Organizations looking to deploy DLP solutions are commonly faced with the dilemma of how to maximize the value of automated content scanning while avoiding the negative impact of false-positive results. To avoid an adverse effect on business processes, DLP solutions can end up being detuned to the point where only simple, highly predictable checks can be performed (for example, checking for credit card numbers, employee numbers, material codes, and other data). As a result, the solution is left unable to identify the true business value of most information and to apply relevant controls. By engaging knowledge workers in the process of classifying the unstructured data that they routinely handle, it becomes possible to supply the DLP solution with predictable, meaningful metadata that greatly improves the reliability of DLP decision-making.

Empowering Users

Knowledge workers are the main source and handling point for unstructured data that flows through an organization. With a rising tide of data, it is critical for users to apply their knowledge and insight to this data if an organization is to correctly identify the business value of information. Organizations require a solution that engages users, enables them to consistently classify information, and fits seamlessly into their daily working routine. Boldon James Classifier plugs into your primary desktop applications, allowing your users to select the most appropriate classification label and provides them with guidance on labeling policy before automatically applying pre-defined visual and metadata labels to messages, files, and documents.

By leveraging the knowledge of those creating and sharing information, users become key contributors to a DLP solution, rather than being regarded as part of the problem. Most commonly, data leaks are caused by human error. Equipping users with suitable classification tools increases awareness of their data-handling responsibilities. This empowers users to take greater responsibility with regard to DLP measures, resulting in significant reductions in human error rates.

Enhancing Data Loss Prevention Through Metadata

McAfee Data Loss Prevention provides a comprehensive set of control points to monitor the distribution of information—at the desktop and within the network. However, unless the value of each item of information can be accurately determined, even the pervasive set of control points provided by a DLP solution will not prevent data leakage. Boldon James Classifier assists users in applying consistent classification labels to information in the form of metadata, supplying McAfee Data Loss Prevention with reliable insight into the value of data that complements the existing detection methods based on keywords and regular expressions.

With improved accuracy of DLP decision-making, the incidence of frustrating false positives and false negatives can be significantly reduced without compromising effectiveness.

Combining McAfee Data Loss Prevention and Boldon James Classifier

Boldon James Classifier engages users in the process of classification by seamlessly extending key productivity applications such as Microsoft Outlook and Microsoft Office, providing a range of interface choices by which users can select or confirm a business label. Feedback can be provided to users to assist them in making the correct label choice and ensure they comply with corporate guidelines or industry standards—before visual and metadata labels are applied to the message, document, or file.

With the business value captured in the Boldon James Classifier metadata, McAfee DLP Endpoint and McAfee Network DLP can then apply decisions in a consistent manner to control the distribution of that information or apply further security measures such as encryption. McAfee DLP Endpoint also uses the Classifier API to achieve the closest level of integration and ensure the reliable extraction of classification labels.

Capitalizing on a Common Security Infrastructure

Boldon James Classifier integrates into the McAfee ePO platform to provide for:

- Distribution of software components
- Status monitoring of Boldon James Classifier endpoints
- Audit collection
- Dashboard reporting on classification activity and policy compliance

In addition, Boldon James Classifier integrates into the Data Exchange Layer to provide adaptive protection solutions, such as McAfee Threat Intelligence Exchange, with real-time insight into classification activity and behaviors.

About Boldon James Classifier

Boldon James Classifier products enable users to capture the value of the information they create and share, raising security awareness, providing handling guidance, and applying controls to ensure the safe exchange of information. Classifier products provide users with a convenient and effective way to apply relevant classifications as visual and metadata labels to messages, documents, and files according to policies you define and in a manner that maximizes user acceptance.
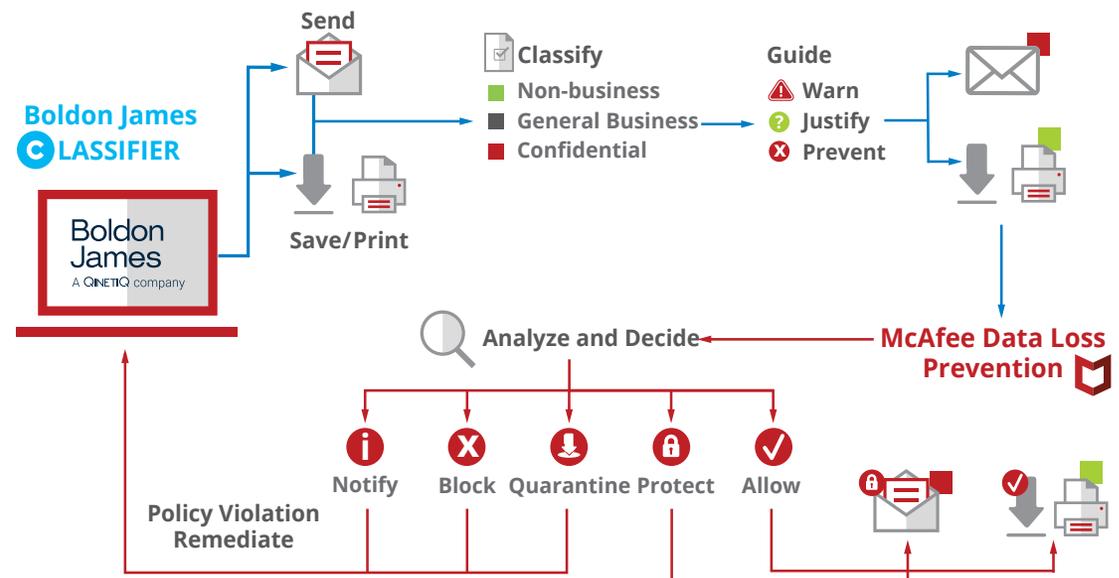

Figure 1. Boldon James Classifier and McAfee Data Loss Prevention working together.

The Boldon James Classifier product set provides classification tools for all your information assets, integrating within the key user productivity tools involved in their creation and management. Classifier products represent a new generation of classification solutions, designed from the outset to handle the lifecycle and evolution of your data classification policy and address the need for interoperability that is vital in today's collaborative landscape.

About McAfee Data Loss Prevention

McAfee Data Loss Prevention software delivers the highest levels of protection for sensitive data, while greatly reducing the cost and complexity of safeguarding business-critical information. McAfee data protection is delivered through the McAfee ePO platform, for streamlined deployment, management, updates, and reports.

McAfee DLP Endpoint is a content-based agent solution that inspects enterprise users' actions concerning sensitive content in their own work environment and their computers. McAfee DLP safeguards sensitive enterprise information by deploying policies consisting of definitions, classifications, rule sets, and endpoint client configurations. It then monitors the policies and blocks defined actions containing sensitive content, as required. Alternately, it can encrypt sensitive content before allowing the action to proceed. Finally, the McAfee DLP software creates reports for review and control of the process, and can store sensitive content as evidence.

McAfee DLP Discover provides a powerful, scalable solution to scan your network for confidential information. Hardened, purpose-built appliances can be deployed quickly and easily throughout the network and can support indexing for up to 80 TB of actual data. McAfee Network DLP Monitor analyzes all network communications and uncovers threats to your data. McAfee Network DLP Monitor captures all traffic leaving your network, indexes it for future investigations, and also evaluates it against real-time rules. McAfee Network DLP Prevent blocks or encrypts both inbound and outbound communications based on your policies.

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