McAfee™
Together is power.

Momentive Implements Smarter Data Loss Prevention with TITUS and McAfee

Joint Partnership protects data for this Global Leader

Momentive

Customer Profile
Global leader in specialty chemicals and materials, with a broad range of advanced specialty products that help industrial and consumer companies support and improve everyday life

Industry
Chemicals and materials

IT Environment
Uses its technology portfolio to deliver tailored solutions to meet the diverse needs of customers around the world

For more than 75 years, Momentive has been a global leader in specialty chemicals and materials. The Integration between Titus and McAfee® Data Loss Prevention reduces their risk of data loss.

Intellectual Property Protection

Protection of information assets, specifically intellectual property, is a top priority for Momentive. Because the organization is a leader in the highly-competitive markets their products compete in, there is a critical need to protect sensitive corporate information from falling into the wrong hands.

There was a push from within the organization to increase overall information security practices. "We wanted do more when it came to information security," said Ken Grapes, Vice President Information Security with Momentive. "And the timing was right within the organization to undertake a worldwide initiative to enhance information security practices."

Momentive determined that they first needed to focus on securing information created by the Research and Development and Process Engineering Group, as that department creates and shares the majority of their intellectual property. They already had an information labelling policy in place which allowed data owners to identify information if they wanted to, but they required a consistent way for this information to be appropriately handled and protected based on the pre-defined labels.

Enhancing DLP with Classification

As a first step to enhancing their information security practices, Momentive turned to McAfee and their data loss prevention (DLP) solution. However, because of the nature of how they were tagging information, and because they wanted to be able to leverage DLP

policies based on classification levels, members of the information security department at Momentive determined along with McAfee that they needed to bring in a complimentary solution for classification that would automate the DLP policies. That solution was TITUS Classification for Microsoft Office—already proven to integrate seamlessly with both McAfee Endpoint and Network DLP.

TITUS Classification for Microsoft Office

TITUS Classification for Microsoft Office enables organizations to ensure consistent and proper handling of their Microsoft Office documents. TITUS Classification for Office prompts users to identify the sensitivity of every document at creation or when downloaded from a fileshare (ie. SharePoint), and warns users of specific policy violations. User classifications are stored with the Office document as persistent metadata, which can be used to increase the accuracy and effectiveness of McAfee DLP policies.

"Using TITUS Classification for Office along with McAfee DLP has given us a consistent visual approach to classification that is persistent. The metadata associated with the classifications travels with the document, ensuring that the information will be secure, no matter where it is within the organization."

—Ken Grapes, Momentive, Vice President Information Security

Challenge

- Protecting Intellectual Property
- Enhancing DLP with Classification

McAfee Solution

- McAfee® Data Loss Prevention

Results

- Reduction in organizations risk of data loss
- Consistent Visual Approach to Classification that is persistent.
- Titus and McAfee offer better DLP Solution

TITUS and McAfee—Better Together

McAfee DLP can effectively identify most structured data, such as PII or PCI data (ie. social security numbers and credit card numbers), as well as regular expressions and keywords. Some sensitive content, such as intellectual property, is much more difficult to identify as it may not contain known words, patterns or the end users' context. The integration between TITUS Classification for Office and McAfee DLP reduces an organization's risk of data loss by capturing the data owner's intrinsic knowledge about the context and sensitivity of their documents and making that explicit information available to both users (visual classification labels) and to the McAfee host and network-based DLP (corresponding metadata). Enabling data owners to identify information sensitivity ensures Momentive does not have to rely solely on automated content scanning logic to determine what is sensitive.

Data 'owners' within departments at Momentive classify information based on business guidelines. Momentive has policies in place for these classifications so, for example, any documents that are classified as most sensitive cannot be printed or sent via email. McAfee DLP can easily read the metadata associated with the TITUS classifications on documents, and ensure that if someone tries to inadvertently print or email a

sensitive document, they are stopped from doing so. A DLP message also pops up reminding the user that information with the highest classifications cannot be emailed, educating and reminding the user of the security policies inside the organization.

The visual labels associated with TITUS classifications, including headers, footers and watermarks, were also important to Momentive, as they give a visual indication to data 'handlers' as to how specific information should be handled—for example, whether or not it needs to be encrypted prior to sending by email.

About TITUS

TITUS solutions enable organizations to classify, protect and confidently share information, and meet regulatory compliance requirements by identifying and securing unstructured data. TITUS products enhance data loss prevention by involving end users in classifying and protecting sensitive information in emails, documents and other file types—on the desktop, on mobile devices, and in SharePoint. TITUS solutions are trusted by over 2 million users in 60 countries around the world. Our customers include Dell, Nokia, Dow Corning, Safran Morpho, United States Air Force, NATO, Pratt and Whitney, Canadian Department of National Defence, Australian Department of Defence, and the U.S. Department of Veterans Affairs.

> "The best feedback we received was when we were working with the pilot group. They had already been through the process of labelling information previously, and now we were showing them how to use the TITUS tool in the ribbon bar in Word, PowerPoint and Excel, and how it would integrate on the back-end with McAfee DLP. Their questions were all around the process—not about the tool. The tool—they got that right away. It was easy for them."
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> —Ken Grapes, Momentive, Vice President Information Security