



ZENPRISE
Protecting Mobile Enterprises
Everywhere

Mobile Security and DLP

Liberate Your Users, Not Your Data

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Liz Knight, Senior Pre-sales engineer Benelux

November 29, 2011

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The Mobile Enterprise Landscape



Device Proliferation



2010

"Gotta Have It!"
Devices Eclipse PCs

How Do We Manage
All These Devices?

App Explosion



2011

"That's Cool!"
60 Apps Per iOS

How Do We Protect
Our Data & Network?

Mobility Power



2012

"Now That's Making
Business Productive"
Majority Have App Strategy

How Can We
Transform Our
Business?

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With Opportunity Comes Risk
A (Very) Short Story In Numbers...



59%

15%

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With Opportunity Comes Risk
A (Very) Short Story In Numbers...



3x

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With Opportunity Comes Risk
A (Very) Short Story In Numbers...



800,000



17%

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With Opportunity Comes Risk
A (Very) Short Story In Numbers...



58!


(260,000)

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With Opportunity Comes Risk
A (Very) Short Story In Numbers...



SIX BILLION DOLLARS

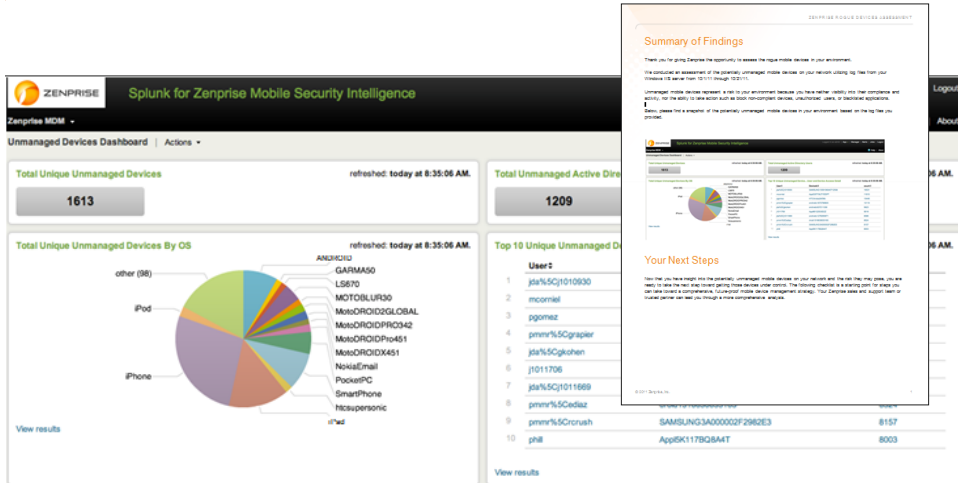
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This is Your Brain on Mobile Devices

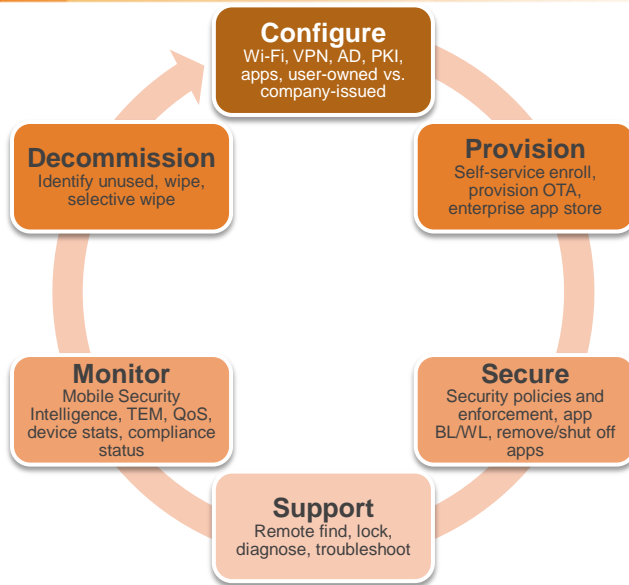


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Where Do You Start? Understand What You're Dealing With...



Then What? As A Baseline, Map Out Your Mobile Device Lifecycle



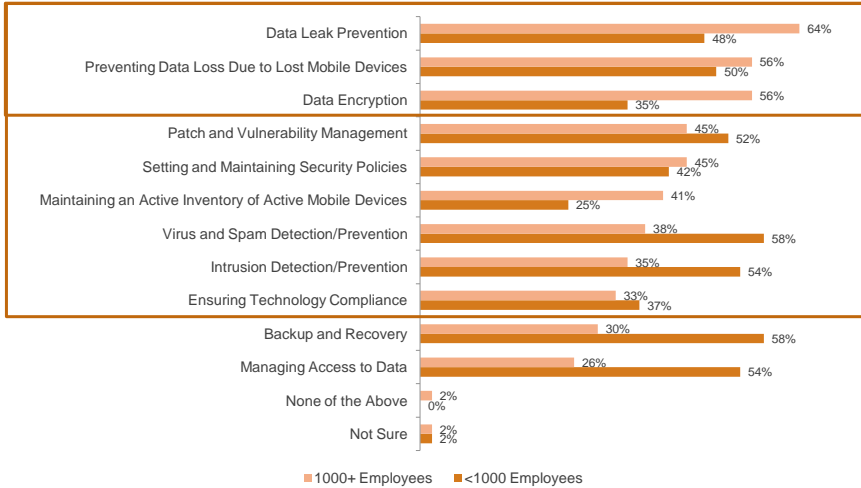
Use Cases

At A High Level, It's Security



Question

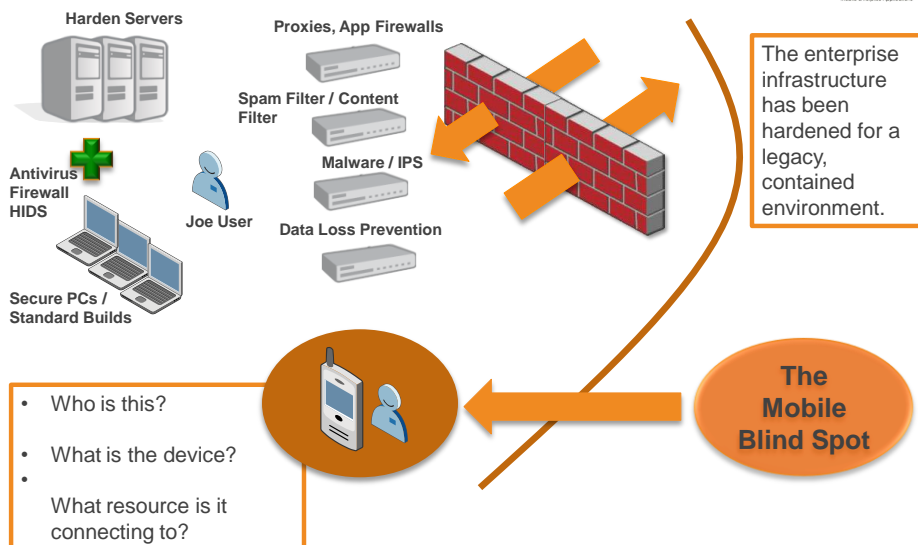
What are your organization's top challenges with regards to ensuring and maintaining the security of mobile technology?



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Use Cases

Mobile DLP is the Biggie



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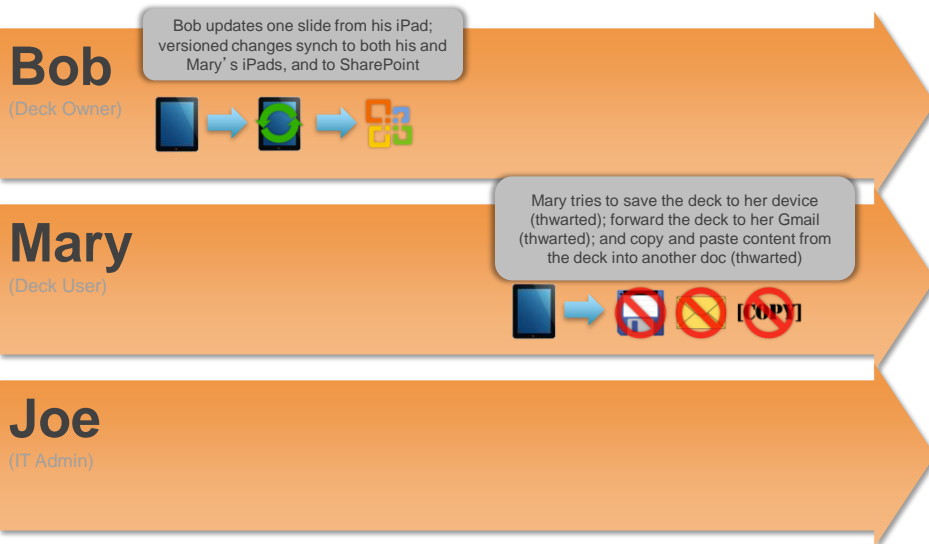
Key Requirements

- Let users get access to data
- Give the enterprise control
- Secure *sensitive* data
- Integrate with the enterprise
- Help me solve the “Dropbox issue”
- Let us claw back sensitive data

- ...and don't muck with the user experience

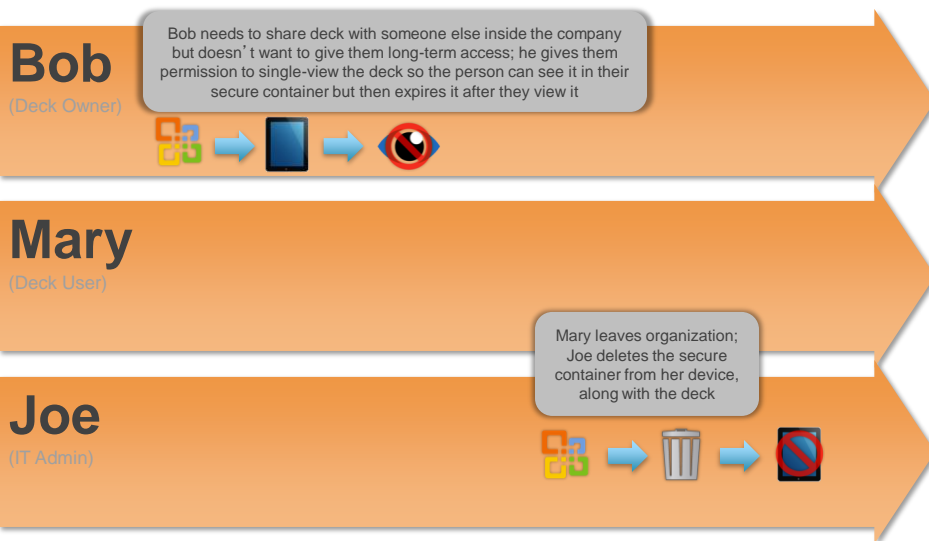


Mobile DLP Use Case Confidential M&A Deck



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Mobile DLP Use Case: Confidential M&A Deck



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DEMO

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Use Mobile Security Intelligence to Lay the Foundation for DLP



The screenshot shows the Splunk search interface. The search bar contains the query `confidential`. Below the search bar, it indicates "6 matching events". A timeline view shows a bar chart with two green bars representing events. The first bar is at 4:00 PM on Monday, July 18, 2011. The second bar is at 7:00 PM on the same day. Below the timeline, a list of 6 events is displayed, each with a timestamp, host, and source. The events are:

- 7/18/11 7:45:58.000 PM adatoo confidential dropbox blacklisted app 172.31.23.84 host=zdemo2 | source=zdemo2.zenprise.com:cs:Program Files (x86)\Zenprise\Files\confidential
- 7/18/11 7:43:06.000 PM smehta adatoo zdemo2.zenprise.com 172.31.0.195 confidential dropbox app 172.31.23.84 host=zdemo2 | source=zdemo2.zenprise.com:cs:Program Files (x86)\Zenprise\Files\confidential
- 7/18/11 4:55:07.000 PM smehta adatoo zdemo2.zenprise.com 172.31.0.195 confidential blacklisted app linkedin 12.183.92.180 host=zdemo2 | source=zdemo2.zenprise.com:cs:Program Files (x86)\Zenprise\Files\confidential
- 7/18/11 4:43:04.000 PM adatoo zdemo2.zenprise.com 172.31.0.195 confidential blacklisted app linkedin 12.183.92.180 host=zdemo2 | source=zdemo2.zenprise.com:cs:Program Files (x86)\Zenprise\Files\confidential
- 7/18/11 4:41:47.000 PM adatoo zdemo2.zenprise.com 172.31.0.195 confidential blacklisted app linkedin host=zdemo2 | source=zdemo2.zenprise.com:cs:Program Files (x86)\Zenprise\Files\confidential

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Another Route to Data: Applications



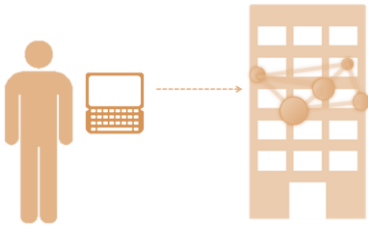
Avg. "best in class"
supports 3.3 devices



Average 60
apps/device



VPN is all-or-nothing



WSJ study of 101 apps:

- 56 transmitted ID
- 47 location
- 5 personal info



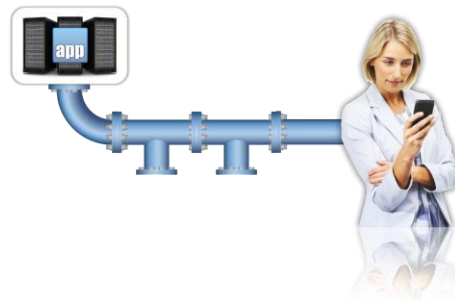
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Mobile Application Security Requirements



Key Requirements

- Grant app access one by one (no VPN free-for-all)
- Secure critical apps end-to-end
- Protect my network from bad apps
- Ensure and audit my transactions
- Ensure app performance and QoS



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| | | Device Ownership | Employee | Employer |
|---------------|----------------|------------------|----------|----------|
| Employer Type | Government | | | |
| | Private sector | | | |

give notice • explicit employee agreement • tread carefully

Key Steps To Securing Mobile Devices and Data

- **Discover rogue or unmanaged devices**
- **Set “table stakes” device lifecycle requirements**
- **Articulate your strategy (BYOD and beyond)**
 - Supported devices, user classes, scalability, and availability requirements
 - Mobilized apps (general, LOB, custom)
 - Cost savings initiatives (TEM, support costs)
- **Review your corporate and regulatory policies**
 - Compare to laptops and desktops
 - Think through non-technical policies (e.g., broker on a trading floor)
- **Identify which data you want to protect**
 - And how users access it today
- **Set a user policy and communicate it**
 - And gain explicit agreement
- **Monitor**
 - And integrate with enterprise monitoring solutions such as SIEM

Go From This...



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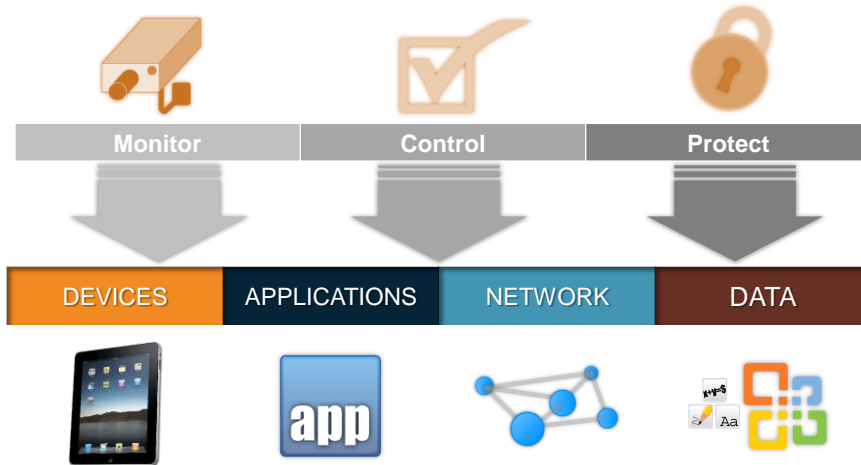
To This



Ahhhh!

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Zenprise Mobile Security Framework



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Zenprise How we Enable Enterprise Mobility



| DEVICES | APPLICATIONS | NETWORK | DATA |
|---|--|--|--|
| <ul style="list-style-type: none"> • Manage Lifecycle • Configure and Secure • Integrate with Enterprise | <ul style="list-style-type: none"> • Manage and Control Apps • Grant Secure Access • Ensure Performance • Audit and Comply • Protect Against Bad Apps | <ul style="list-style-type: none"> • Protect Data over Insecure Networks • Protect Corporate Network from Threats • Provide Mobile Security Intelligence • Integrate with SIEM | <ul style="list-style-type: none"> • Protect Sensitive Data • Synchronize Documents • Integrate with Enterprise Software and Repositories • Wipe Sensitive Data When User Leaves |

← Data Protection / Dynamic Defense / Compliance →

**Easy Integration with Existing Infrastructure
(VPN, Collaboration Tools...)**

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Your Enterprise Mobility...

- Manage and Secure Devices, Apps, Networks, and Data
- Partner with a Scalable and Proven Leader
- Start Your Mobility Business Transformation ... Today

Authorized Partner :





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