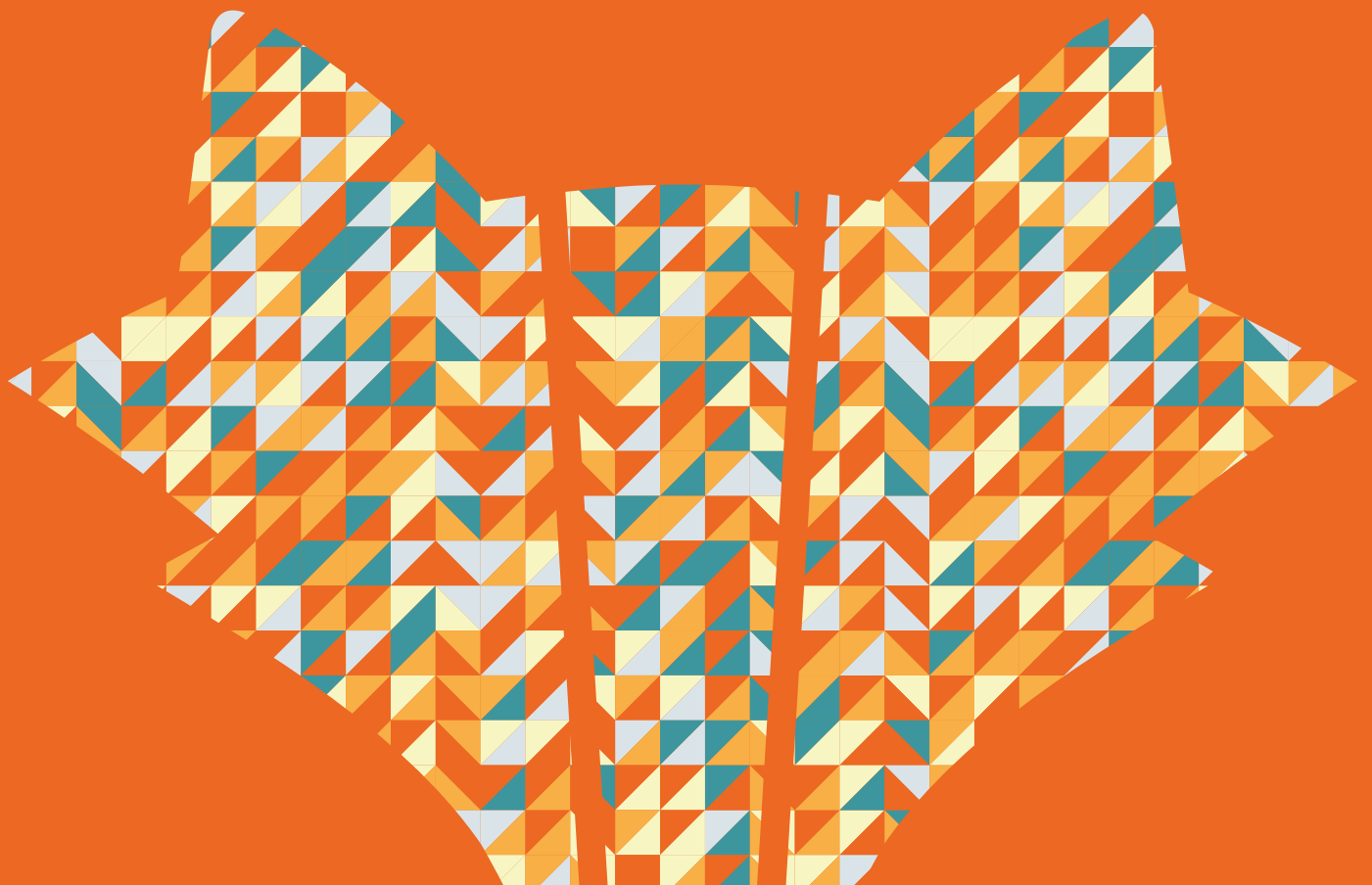


Whitepaper

ZoneFox Product Briefing



Product Briefing

ZoneFox is a software solution that helps our customers protect their business-critical assets; data and intellectual property (IP). ZoneFox has a proven track record of protecting reputation, sales revenue, and competitive advantage by providing next generation data monitoring and analytics.

Cyber/information security is (or should be) a board-level strategic risk management priority because data breaches have Board-level business implications:

- Financial loss;
- Reputational damage (corporate and personal);
- Loss of market share/value;
- Damage limitation/remediation costs
- Loss of advantage to competitors.

As an organisation, you know that there are certain things that you need to allow or stop your users from doing in order to limit exposure to these risks. For example, Alice in Engineering probably shouldn't be accessing Bob's documents in the HR department, and vice versa. Or, giving someone from outside your organisation the ability to access your business secrets.

The computers and systems in your organisation will probably have these intentions, or policies, programmed into them to achieve the desired outcomes. However, as an organisation, you don't know whether these policies are actually working as they should because you don't have an insight into the day-to-day activities on your systems. This problem introduces a large blind spot in your organisation's ability to measure risk.

Some products try to solve this problem by requiring you as an organisation to list every important piece of data and policy in order to start recording and understanding what's going on. This takes a lot of time and effort, and while you're implementing it, you're not protected. When they do start working they won't provide you with all the insights you need as they will only report on the things you know about already. What's even worse is that you may not even have a policy or know you need a policy in the first place, making these products useless.

ZoneFox is different because it protects you straight away. ZoneFox can be set up quickly and easily on all of your computers without any prior-knowledge of your policies. It can be installed rapidly, meaning that you start recording all activity immediately. If you have policies you need to be alerted to when they are breached, you can program them into a central location. If you get the policy wrong, or if you would like to improve it, you can do so quickly, all without loss of any record of activities.

In addition, ZoneFox takes a far more effective approach than traditional systems because it does not try to prevent people from doing their daily jobs; we have found that where a system tries to bluntly and broadly block users and actions, people see it as preventing them from doing their job which leads to frustration, ultimately leading to employees finding a way around the system or requesting that the system is turned off. Where someone has found a way around such a blocker, the organisation is rarely aware of that fact and, importantly, whether data loss is occurring. Instead, we focus on ensuring that existing controls are audited, and recording all user activities to give full visibility within the organisation.

If ZoneFox finds that a policy has been breached you will be alerted in real-time, which means you can take the appropriate actions by investigating in real time, and see a timeline of any other user activity that may be related to it through an easy-to-use browser-based UI.

Along with real-time alerts, ZoneFox will give you insights into your user's actual behaviour that will allow you to improve existing policies, or implement new ones as required.

Benefits

Protect yourself immediately

Instant insights with rapid deployment model

Reduce the cost of breach investigations

Full offline forensic evidence

Address board level concerns

Simplified, easy to understand, reporting to convey risk

Control Uncertainty?

Assurance that your existing security works

Protect Business

Stop business critical data from leaking to competitors; AND/OR; from regulatory fines or penalties

Enable Business

Assure your clients of your security capabilities

About ZoneFox

ZoneFox is a highly innovative Endpoint Monitoring & Threat Detection solution that helps our customers protect their business-critical assets: data and intellectual property (IP) from malicious and accidental insider threats. ZoneFox has a proven track record of protecting reputation, sales revenue, and competitive advantage by providing next generation data monitoring, security analytics and endpoint security.

Through its continuous monitoring capability, ZoneFox provides a unique perspective on user activity tracking. Our lightweight software agent, resident on each machine under surveillance, monitors user behaviour as a series of fine-grained events in real-time. This provides timely threat detection of data breaches, informing and facilitating a relevant response and enabling:

- Policy compliance monitoring
- Monitoring the effectiveness of security controls
- Protective monitoring of user risk
- Data and IP Protection