

The largest **Google** Apps customers in the world trust CloudLock to secure their data.

**EXTERNAL
THREATS**

COMPLIANCE

**INTERNAL
THREATS**



Content Aware Data Loss Prevention

- Inbound
- Outbound

- Regulatory
- Governance

- Malicious
- Inadvertent



Think Of The Cloud As a Bank...

UNDERSTANDING CLOUD SECURITY "THE BANKING ANALOGY"

CloudLock

THE CLOUD BANK

Think of the cloud as a bank... Thick walls, 24/7 security monitoring, state-of-the-art vault. The external security measures within cloud infrastructure provided by cloud providers such as Google, are top-notch. Google is an expert in housing data and boasts a pretty stellar track record: they have never lost any Google Apps data. Ever. Instead Google cites that "63% of data is lost due to user error".

BARBED WIRE

Security solutions that made sense with on-premise data are now virtually obsolete and irrelevant when applied to the cloud.

CLOUD PROVIDER



THE VAULT



THE WEAKEST LINK

Any bank can have state of the art security to lock down its valuables, but if a customer shares his credit card details, these security measures become irrelevant. In much the same way, infrastructure security alone in the cloud doesn't secure your data from being shared with anyone on the Internet. This is where CloudLock steps in. We understand the problem isn't the security infrastructure of the cloud but rather how users *share* data both internally and externally.

4000 0012 3456 7899
8000
EXPRESS BANK
CLOUD USER
VISA

THE USER



CloudLock, Inc.

- Launched in 2007
 - SaaS company
 - DLP solution
 - Enable secure collaboration in the cloud
- Customer Base:
 - **300+** Customers
 - **3000+** Domains
 - **~1M** users under license
- Background:
 - **EMC, Sun, NetApp, Interwise, AT&T, Mercury Interactive, HP, IDF**

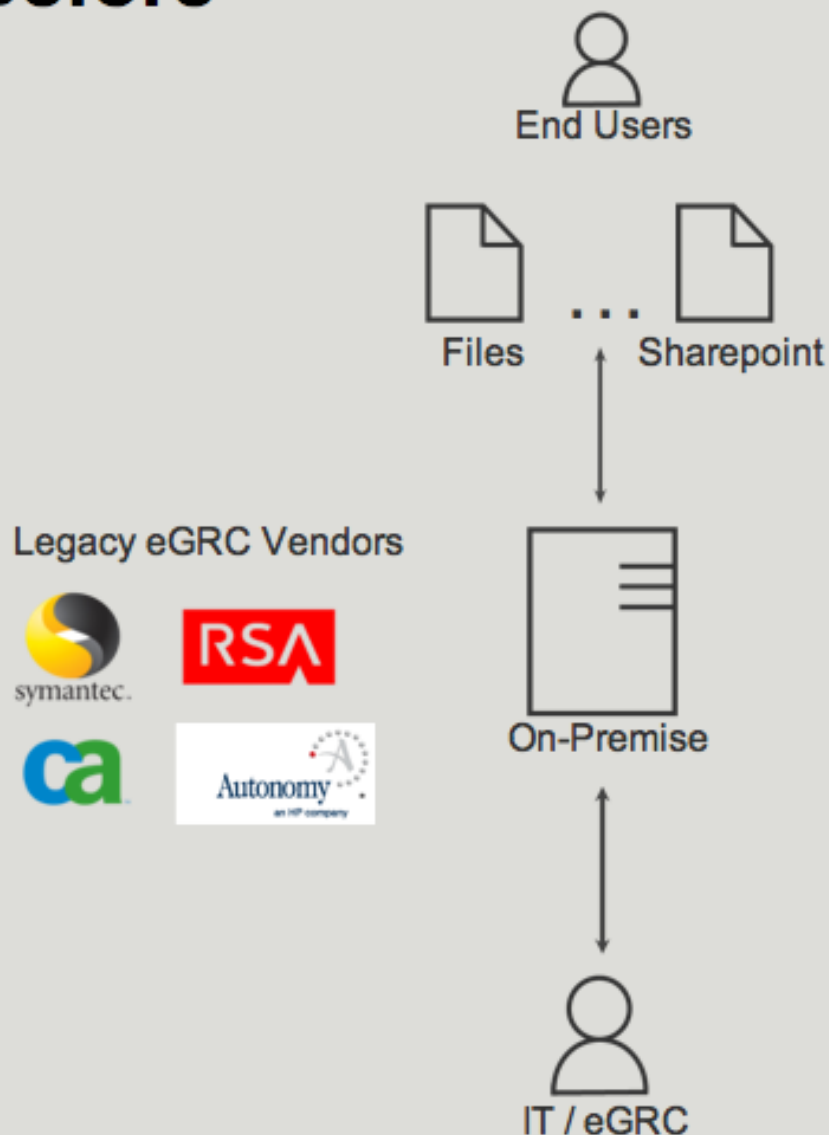


Users of CloudLock for IP Protection and Compliance

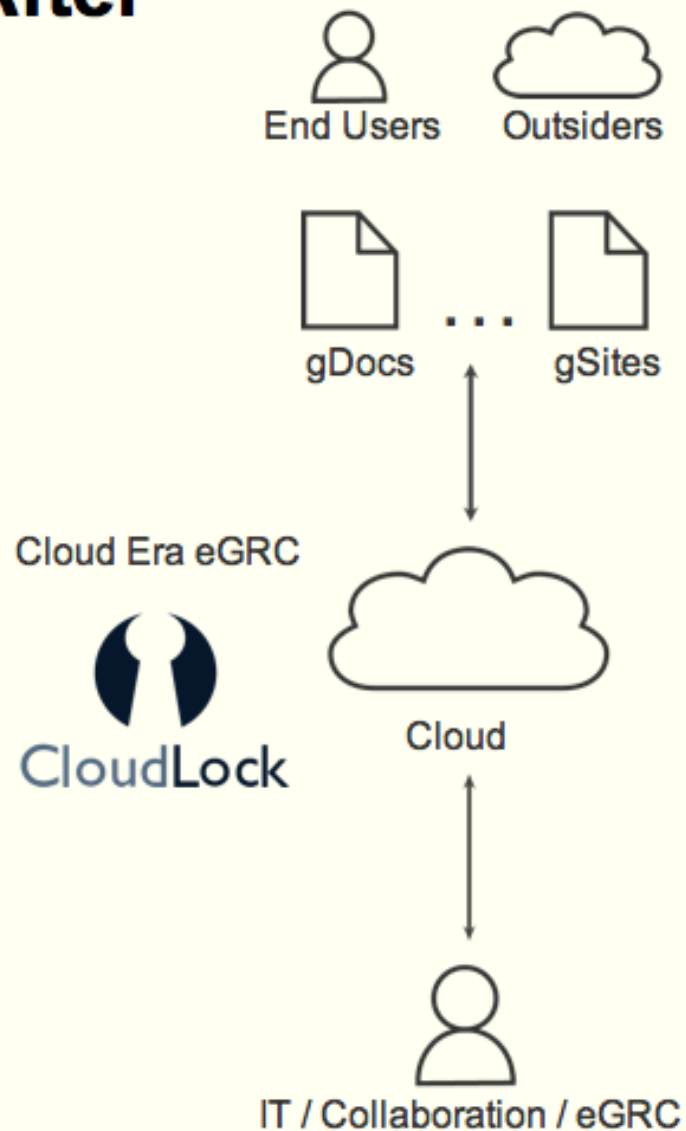
ENTERPRISE	      
MID-SIZE	       
SMALL	            

The need for DLP: Google Collaboration

Before



After



Case Study: Malicious Sharing





- Past: employees would save files to flash drives, send email attachments etc
 - Consequence: One time Data Leak
- Today: Share with a personal gmail account
 - Consequence: Open pipe for Data Leak

Sharing settings (32 items)

Links to share (1 link accessible)

https://docs.google.com/a/cloudlock.com/spreadsheet/ccc?key=0Aoev7GkwLU_EdEtH

Who has access

Visibility: varies	Change...
 Tsahy Shapsa (you) tsahy@cloudlock.com	Varies
 Elizabeth Eagleston Elizabeth@cloudlock.c...	Varies ▾ ×
 Ron Zalkind ron@cloudlock.com	Varies ▾ ×
 Nathan Burke nathan@cloudlock.com	Varies

Add people: [Choose from contacts](#)

"Shapsa Tsahy" <tsahy.shapsa@gmail.com>, [Can edit ▾](#)

☒ Notify people via email - [Discard message](#)

Dear me,
Just sharing a bunch of sensitive collections & docs so I can still maintain access to corporate files even when I'm gone from the environment. |

[Share & save](#) [Cancel](#) ☐ Send a copy to myself

Case Study: Inadvertent Sharing

- Email alert sent by CloudLock to Domain Administrator: Exposure

The screenshot shows an email client interface. The left sidebar contains a 'Mail' menu with options like 'Compose', 'Inbox (64)', 'Starred', and 'Important'. Below these are several email addresses listed. The main content area displays an email from 'gdocs@cloudlock.com' with the subject 'Scan completed for cloudlock.com with CloudLock for Google Apps'. The email body features the CloudLock logo and a message about exposure changes for the 'cloudlock.com' domain between 'Mar 5, 2012 11:25 AM' and 'Mar 7, 2012 9:33 PM'. The email is categorized into 'Public Exposures' and 'External Exposures'. The 'External Exposures' section is circled in black and lists several documents, including '201110821 Nuva CloudLock Reseller Agreement V10.pdf', 'Liz Eagleston offer letter - signed.pdf', 'Justin LeFebvre acceptance (s).pdf', 'Matt Atwater Offer letter (s).pdf', 'David Razzaboni offer letter (s).pdf', and 'Mike Preshman signed contract (s).pdf'. Each document entry includes a PDF icon, the document name, and the sender's email address.

Mail ▾

COMPOSE

Inbox (64)

Starred

Important

Gilles Meiers

Gresham Andrews

Hassan Karraby

Jaime Correa

Matthew Atwater

peter.herrmann

Ron Zalkind

Rosemary Arce

Stephen Fang

Tess Stern

Dan Lines

David Razzaboni

Jon Maynard

Ain't it Great!

Scan completed for cloudlock.com with CloudLock for Google Apps

gdocs@cloudlock.com

to me ▾

9:34 PM (18 hours ago)

CloudLock

This alert notification contains new exposure changes detected for the [cloudlock.com](#) domain between:
Mar 5, 2012 11:25 AM - Mar 7, 2012 9:33 PM

Public Exposures

- New (0)
- Removed (0)
- Existing (37)

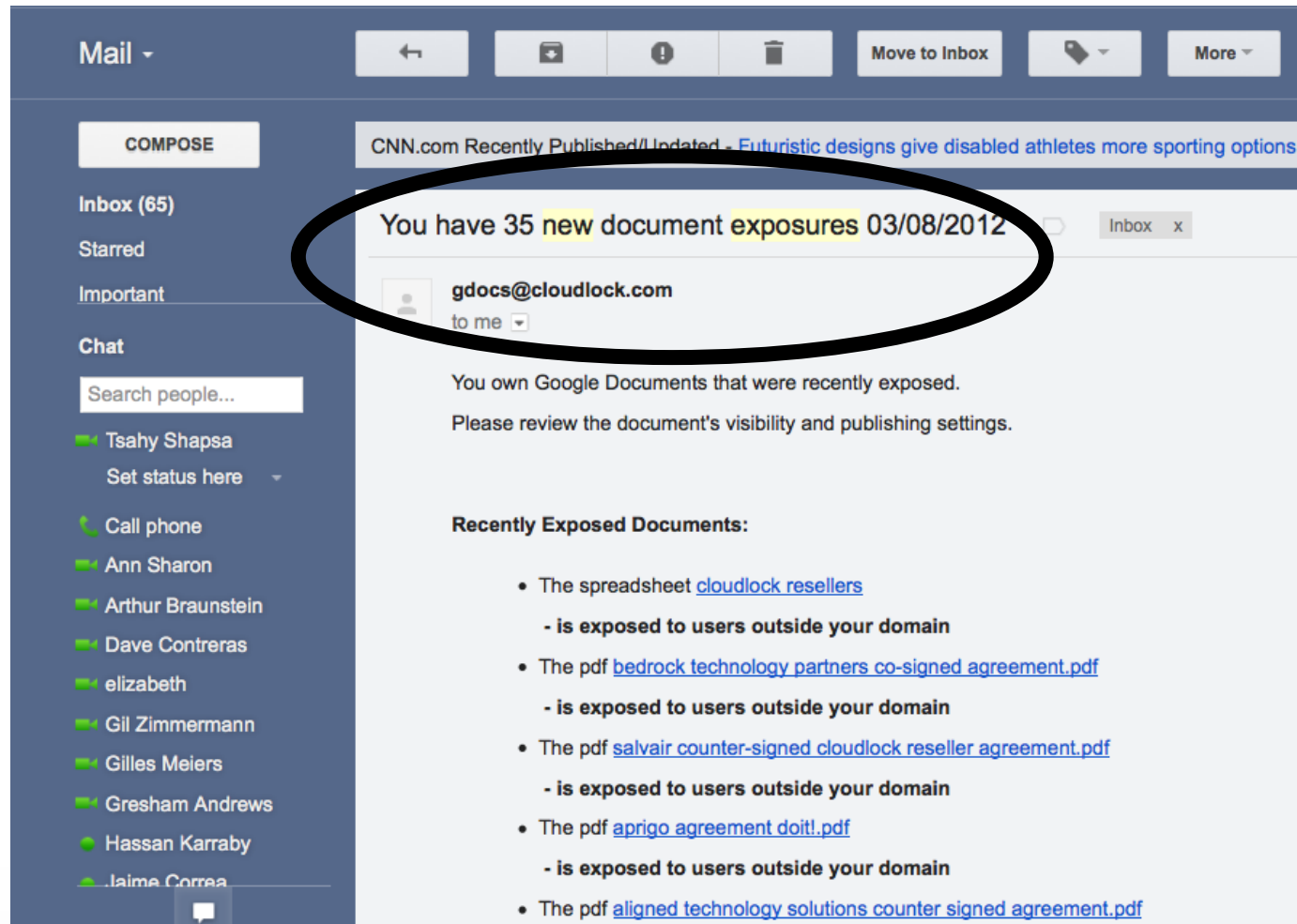
External Exposures

- New (106)

- 201110821 Nuva CloudLock Reseller Agreement V10.pdf tsahy@cloudlock.com
- Liz Eagleston offer letter - signed.pdf office@cloudlock.com
- Justin LeFebvre acceptance (s).pdf office@cloudlock.com
- Matt Atwater Offer letter (s).pdf office@cloudlock.com
- David Razzaboni offer letter (s).pdf office@cloudlock.com
- Mike Preshman signed contract (s).pdf office@cloudlock.com

Case Study: Inadvertent Sharing contd.

Data Owner Receives Email Alert: Exposure



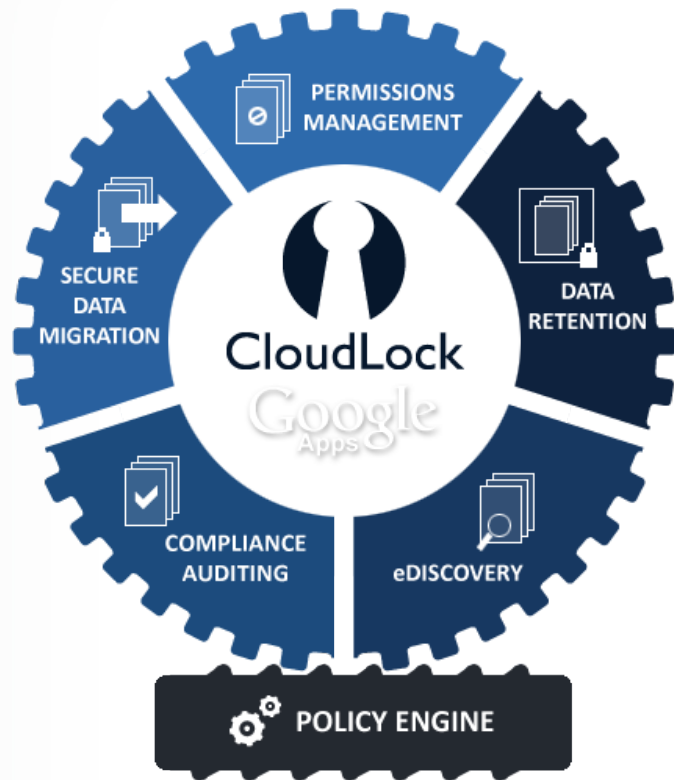
Enforcing Acceptable Use Policy

Policy Name	Policy Type	Details
Partner Project	Trusted Zone	Only Eng@CloudLock can collaborate with Eng@Google
Marketing Collateral DMZ	Public Sharing	Only Mktg@CloudLock is allowed to share files & sites with the 'public'
Sales Collateral	External Sharing	Only Sales@CloudLock is allowed to share with explicit external users
HR - Benefits	'Everyone' sharing	Only HR@CloudLock is allowed to share with 'Everyone' in the domain
James litigation monitoring	User / OU monitoring	James@CloudLock is allowed to share with 'whitelisted' external domains & internal OUs
Europe collaboration with US operations	Collaboration Analytics	Report on how two internal divisions are collaborating

Key Questions to Answer

- What data is stored in our Cloud File Server?
- Who has access to what? What is accessible to whom?
- Who is sharing with the public internet?
- Who is sharing outside the domain? Or across domains?
- How do we respond to litigation or discovery requests?
- How do we audit changes to permissions? And super admins?
- How do we alert on policy violations?
- How do we enforce our data sharing policy?
- **How do we minimize rogue collaboration?**

Focus On Data Security



COMPLIANCE & AUDIT

GOVERNANCE &
eDISCOVERY

DATA ACCESS &
INVENTORY

} eGRC

IT PLATFORM PROVIDER

INFRASTRUCTURE
SECURITY



IT AND
ADMIN

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CLOUD DATA SECURITY