

# Symantec MessageLabs Policy Based Encryption.cloud

## Analyst View

“This service gives businesses the ability to take responsibility for the security of all personal and sensitive data that they transmit in emails. At the same time, it enhances the confidence of message recipients, be they individuals or organizations because their data is protected without having to invest in, or understand, high-quality security technology.”

Judge Louise Bennett  
Chair of the British Computer Society Security Forum

Winner: ‘Information Security & Data Management’ category  
BCS IT Industry Awards 2008

## The Symantec.cloud Difference

- Granular scanning of email content and attachments to identify sensitive content.
- Automatic encryption of sensitive data using the custom policies you create with Symantec.cloud proven Content Control engine.
- Comprehensive security and protection for your encrypted email.
- Quick and simple to set up, fully hosted, easy-to-use service. No need for in-house software or appliances.
- Multiple language support for secure global communications.
- 24/7 support from Symantec.cloud experts.

## Could An Email Containing Sensitive Data Put Your Business At Risk?

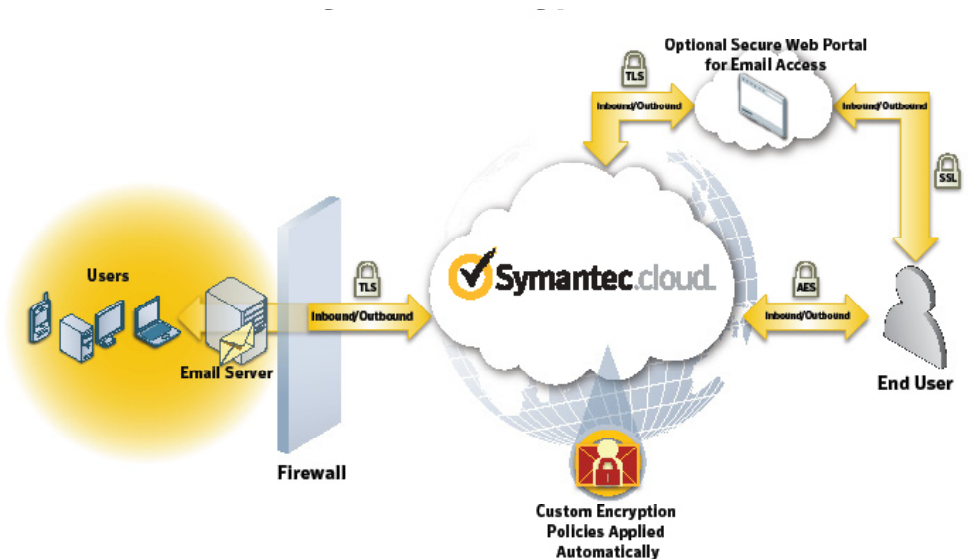
Around the globe, email is a widely accepted method for sharing information with partners and customers. However, a single email containing sensitive or confidential business information could put your entire organization at risk. Failure to protect this information can be costly: investigating a breach, settling legal issues, and paying fines from industry regulators can seriously harm your company.

Symantec MessageLabs Policy Based Encryption.cloud is a cloud-based service that helps you to automatically safeguard the security and privacy of sensitive data you exchange with customers and business partners via email. The service lets you create and enforce flexible rules in accordance with your policies. By choosing a cloud encryption solution, you can start protecting your sensitive information in days – not months – and off-load the cumbersome task of managing digital certificates and encryption keys.

Policy Based Encryption.cloud assists you in:

- Implementing regulatory compliance measures more effectively by enforcing encryption automatically based on customizable policy rules.
- Strengthening relationships with key business partners by providing secure, immediate delivery of confidential data.
- Managing costs by eliminating manual work-arounds for sending secure data, deploying rapidly, and reducing remediation expenses.
- Protecting against email viruses by adding the scanning capabilities of Email Security.cloud services.

## Policy Based Encryption - The Symantec.cloud Way



### Keeping Your Sensitive Data Secure

- The Symantec.cloud solution allows you to send and receive secure, encrypted email.
- Outbound email travels between your email server and our infrastructure via a TLS (Transport Layer Security) encrypted tunnel.
- When used in conjunction with our email security services, you benefit from an added layer of security when your company's email security and protection policies are applied to the encrypted email.
- Each message has a unique AES encryption key to provide a higher level of security.
- Symantec.cloud secure portal allows external users to compose and reply to secure messages.

### The Symantec.cloud Experience

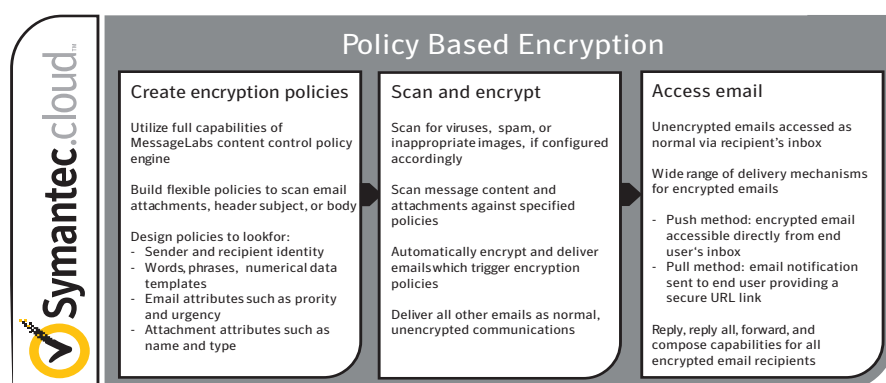
- Email senders: the service is easy to use, individual senders do not need to decide what is and isn't sensitive data; no extra steps are needed to encrypt messages.
- Email recipients: retrieval of encrypted messages is fast and easy, while encrypted replies provide two-way email security.
- Service administrators: simple set-up, configuration and report generation minimizes the burden on administrators and the end-user training needed.

### Next Steps

Contact a product specialist:  
US: 866 460 0000  
info@messagelabs.com

When setting up the service you have maximum flexibility in determining how encrypted messages are handled by the recipient. You can select to have outbound messages delivered straight to their inbox, or send them a notification with a link so they can retrieve the encrypted message from a secure web portal. Alternatively, you can leave it entirely up to the recipient who can handle the encrypted messages in whichever way suits them best.

The service is completely cloud-based and does not require installation of appliances or software by senders or recipients – regardless of whether organizations or individuals exchanging emails with your business are Symantec.cloud clients or have their own encryption capabilities.



Features	Benefits
Automatic encryption of sensitive emails	Applies your company's encryption policies automatically and securely; facilitates your regulatory compliance measures
Wide range of email delivery mechanisms	Provides easy access to encrypted emails
Secure reply and compose capabilities	Allows secure, two-way emailing for all recipients
Read receipts automatically forwarded to email senders	Provides confidence that messages are successfully "picked up" by recipient
Compatibility with various platforms, including BlackBerry and Windows Mobile	Secure messages can be read regardless of what technology is being used by the recipient; And, there is no need for the recipients to have encryption capabilities.
Completely cloud-based, including management of digital certificates and encryption keys	Reduces IT management and costs with no need for software, appliances or upgrades
Quick and simple to set up, configure, and use	TLS-enabled companies can get up and started within days; Minimizes burden on administrators and users.