



Getting Control of Email

*Gilbane Conference
Boston, MA*

November 30, 2005



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The Freedom of Security.™

The Need for Enterprise Rights Management

Disappearing Perimeter
of the Enterprise

Emerging
Information Control
Requirements

ERM

Persistent control
of access to
and usage of
electronic
information
regardless of
where it exists



Why Control Email?

- Email is the #1 method of business communication
- Regulations include email as a “record of business”
- Email is primary target for litigation

THE WALL STREET JOURNAL.

The New York Times
ON THE WEB



Sarbanes-Oxley
Public Company Accounting Reform and Investor Protection Act



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Compliance Affects All Industries

	Financial Services	Healthcare	Legal	Energy
	<ul style="list-style-type: none"> • Compliance Officer • Corp Counsel • Records Mgr 	<ul style="list-style-type: none"> • Compliance Officer • Corp Counsel • Records Mgr 	<ul style="list-style-type: none"> • Internal Audit • Records Mgr • Compliance Officer 	<ul style="list-style-type: none"> • Corp Counsel • Compliance Officer • Records Mgr
Industry-specific	<ul style="list-style-type: none"> • NASD 3010/3110/2711 • SEC 17-a4 • GLB 	<ul style="list-style-type: none"> • HIPAA 	<ul style="list-style-type: none"> • Sarbanes Oxley 	<ul style="list-style-type: none"> • FERC • Federal Power Act
Government Regulations	<ul style="list-style-type: none"> • Sarbanes Oxley • SB 1386 • PIPEDA (Canada) 	<ul style="list-style-type: none"> • Sarbanes Oxley • SB 1386 • PIPEDA (Canada) 	<ul style="list-style-type: none"> • Sarbanes Oxley • SB 1386 • PIPEDA (Canada) 	<ul style="list-style-type: none"> • Sarbanes Oxley • SB 1386 • PIPEDA (Canada)
Areas of Risk	<ul style="list-style-type: none"> • Imprisonment • Fines • Litigation • Public Distrust 	<ul style="list-style-type: none"> • Imprisonment • Fines • Litigation • Public Distrust 	<ul style="list-style-type: none"> • Imprisonment • Fines • Litigation • Public Distrust 	<ul style="list-style-type: none"> • Imprisonment • Fines • Litigation • Public Distrust
Areas of Concern	<ul style="list-style-type: none"> • Email/Doc Retention • IM Retention • Personal ID Info 	<ul style="list-style-type: none"> • e-PHI • Access Management • Email/Doc Retention • Personal ID Info 	<ul style="list-style-type: none"> • Records Management • Litigation Mgt. • Document Retention • Personal ID Info 	<ul style="list-style-type: none"> • Email/Doc Retention • IM Retention • Personal ID Info



Compliance Challenges in Financial Services

- Compliance
 - Banks must protect customer emails and ensure compliance with GLB Safeguards Rule (protection of personal information)
 - Investment firms must maintain ethical walls to comply with NASD 2711 & NYSE 472 (separation of research and investment banking)
 - Ensure that documents aren't read by inappropriate parties & create an audit trail to comply with SOX section 404
 - Intelligent archiving of email to comply with SEC 17a-4



Compliance Challenges in Healthcare

- HIPAA mandates that patient information be protected
 - Personal Health Information (PHI)
 - Medical diagnosis
 - Prescription Services
- Sarbanes-Oxley section 404
 - Ensure that documents are read and modified ONLY by the appropriate parties
 - Create an audit trail to demonstrate compliance
- Gramm-Leach-Bliley
 - Ensure protection of personally identifiable financial information

Usage Scenario: Corporate Governance

A leading financial services firm based in California with more than 150K employees.

Business and Technical challenges

- Secure executive communication regarding confidential merger & acquisition discussions (internally and with outside accounting/law firms)
- Comply with consumer financial information guidelines associated with Gramm-Leach-Bliley
- Protect information on Blackberry devices

Benefits of Liquid Machines

- Policies control the distribution of executive communications so all sensitive information is secure at all times.
- Emails containing personal customer information are automatically protected and cannot be forwarded.
- Sensitive financial information is protected and archived in compliance with Sarbanes-Oxley
- Expires emails at the end of retention guidelines



Usage Scenario: Information Retention

A hedge fund based in London with over \$10B assets under management.

Business and Technical challenges

- Archive information in accordance with SEC guidelines
- Expire information at the end of the retention period no matter where it “lives”
- Prevent departing employees from taking confidential information

Benefits of Liquid Machines

- Information in the archive can be decrypted for easier indexing
- Information is expired everywhere and permanently inaccessible when the retention period expires
- Information is controlled at all times and cannot be forwarded or opened by unauthorized people



Usage Scenario: Ethical Walls & IP Protection

A leading hedge fund based in New York City with over \$5B assets under management.

Business and Technical challenges

- Protect email communication between traders and fund managers.
- Ensure sensitive information does not fall into the wrong hands

Benefits of Liquid Machines

- Communication is secure. If it is intercepted maliciously or accidentally falls into the hands of anyone outside the firm, it cannot be decrypted.
- Intra-day strategies (especially shorts) remain secrets.



Success Considerations

- Understand the business requirements
- Secure executive sponsorship, political support and proper investment
- Take a compliance architecture approach
- Control across information lifecycle
- Automate the enforcement of policy
- Plan for business continuity
- More than technology - People and Process
- Involve users early and often

