Data Protection 2020
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David leads sales and business development strategy for the APAC region, driving revenue growth and development of the Titus partner ecosystem. His experience spans systems management, data analytics, identity management and data security in the financial, military and government sectors.

THE SECRET TO A TRIPLE WIN: GLOBAL PARTNERS

Because the intersection of business and technology has become so complex, no one in any sector can really succeed without strong partnerships these days. That is certainly true for the data security industry in general and for Titus in particular. Our global partnerships are a crucial component of our overall business strategy and enable us to better address our customers’ challenges. We simply could not do what we do without our global partners. Period.

In fact, our strong and vibrant partner community is really an extension of the Titus salesforce and has created the foundation for accelerated growth around the world. The global scale of our partnerships has given us a much wider reach than we could ever have accomplished on our own.

Part of the reason Titus and our partners have had so much success is that our leadership focuses on finding the right partners to help meet our strategic goals. We work to ensure that our business philosophy and objectives align with each of our partners’ before we actually agree to work together.

From there, we truly do work together. Only technology experts positioned on the ground in a particular region can have the pulse on data security trends and how customers in that area are responding. We also seek out partners who are constantly looking for ways to innovate the way we approach not only our technology development but also our business strategy to meet the ever-evolving needs of our customers. We welcome their input at every step.

The result is a triple win — for Titus, for our partners and for our mutual customers.

Letter from the Editor

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It is the long history of humankind (and animal kind, too) that those who learned to collaborate and improvise most effectively have prevailed.”

— Charles Darwin
TO BRING BEST-OF-BREED DATA CLASSIFICATION SOLUTIONS TO ENTERPRISE CUSTOMERS ACROSS THE GLOBE, TITUS RELIES ON PARTNERSHIPS WITH RECOGNIZED SECURITY TECHNOLOGY COMPANIES AS WELL AS SOLUTION PROVIDERS IN EVERY REGION.

Our solutions integrate seamlessly with those of our technology partners to inform policy and allow organizations to build a strong, flexible data security ecosystem. Integration with a wide range of security technologies means our customers have the freedom to choose the solutions that best meet their organizational needs, business goals and compliance requirements. Our technology partners include Blackberry, Box, DataGuise, Dropbox, Ionic, McAfee, Microsoft, Netskope, Palo Alto Networks, Symantec and others.

Our solution provider partners form the backbone of the Titus salesforce, extending our reach much wider than we could ever achieve on our own. These relationships go much deeper than sales, however. Our partners are experts in data security and categorization in their regions and can spot industry trends and shifts as they begin to emerge.

We couldn’t do it without our global partners
They hear directly from our mutual customers about the challenges they face and how their data security needs are changing over time. Many partners have helped us innovate our approach to delivering best-of-breed solutions to help organizations get a handle on exponential data growth and meet increasingly complex compliance requirements.

Our partnerships are mutually beneficial too. Our solutions have been endorsed by the military, government, aerospace and defense sectors, as well as commercial enterprise customers worldwide. Every organization is concerned about better understanding and protecting their critical information, especially in these times of increased cybercrime and data theft. Our solution provider partners have direct access to this huge pool of diverse customers, which further extends their ability to deepen their expertise in the field. By working with Titus, they become experts in the important foundational tools for data protection that will support the security strategy of their customers.

“What we do is protect data”

HANDD Business Solutions has been a key Titus partner in the United Kingdom for about seven years. As a leading independent cybersecurity and data security expert, HANDD specializes in secure managed file transfer (MFT) and data classification solutions. Beyond simply supplying software to customers, the company provides expertise in data protection as well as around-the-clock support for the solutions it provides.

In business for more than a dozen years, HANDD has always been a data-focused security company. “What we do is protect data,” says General Manager Chris Farrelly. “Many people globally have looked at the perimeter, but we’ve always focused on the data. Now the rest of the world is starting to do the same. The perimeter is not enough.”

This data-centric approach is what drew Titus and HANDD together. “Our partnership with Titus is built on the fact that Titus is best-of-breed,” Farrelly says. “The company is continuously evolving to meet the demands of the changing market.”
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Another longstanding Titus partner is Detech, a software distributor based in Istanbul. The company offers solutions for data classification and labeling, data loss prevention, secure data sharing, sensitive data discovery and more.

“Within the global information security ecosystem, Titus leads with people-oriented solutions that provide maximum value to our clients,” says Cem Uçtum, director of operations at Detech. “Not only do our clients have the ability to embrace secure information sharing to meet today’s business demands, but Titus enables them to maximize use of their existing security investments for greater ROI.”

“Titus believes in continual improvement”

For Detech, the Titus partnership began because of innovative products but also the company’s unique approach to software development. “After working with the innovative team at Titus, we soon learned that the company truly believes in continual improvement,” Uçtum says.

According to Farrelly, HANDD’s partnership with Titus enables the two organizations to educate one another as technologies and the market evolve. HANDD’s keen understanding of customer needs and evolving trends in the European region has helped Titus grow its customer base, and Titus has provided technical training and support to enable HANDD to offer more unified systems integration and robust customer support.

Uçtum agrees. He says Detech and Titus have maintained an open communication over their
decade-long relationship, which has benefitted both organizations. “Titus listens to our needs and our customers’ needs, and also observes how their products are performing in a range of environments. Because of this approach, Titus can continually address new security vulnerabilities as they emerge.”

**Understanding market trends**

One of the best aspects of having partners all over the globe is that they can help us understand the ever-evolving market alongside customer needs. Uçtum says that when Detech first began partnering with Titus, data classification was perceived at best as a nice-to-have and at worst as an unnecessary layer of technology that would disrupt user productivity.

“Today, data classification solutions are generally accepted as one of the most strategic security investments an organization can make,” Uçtum says. “Our job is not so much to convince our clients that they need a data classification solution, but to broaden their understanding of what data protection means. We help clients understand that data identification is a key first step and offer support as they build their initial data model.”

Farrelly noticed that many commercial customers had initially been wary of implementing a data identity solution like Titus because they already have this capability through Microsoft Azure Information Protection. This information was key in helping Titus better understand customer needs and develop a data identification product that could better address them.

Indeed, as privacy regulations have increased and data breaches have become more frequent, many HANDDD customers have started to realize that they do need a more robust solution to help employees better understand their sensitive data. HANDDD has now begun offering Titus Accelerator for Privacy to all of its customers to help them more readily identify personally identifiable information (PII) within unstructured data.

“One of the biggest concerns our customers raise is getting too many false positives on sensitive information when using other solutions to identify data,” Farrelly says. Titus’ deep experience with machine learning and context-setting makes Titus Accelerator for Privacy the perfect complement to these technologies.

“The key selling point of Titus solutions are that they really enhance the investments an organization has made in a broader security ecosystem,” Farrelly says.

It’s this ongoing mutual exchange with our partners that allows Titus to continue to meet customer needs and engage with the broader security ecosystem.
“EPMS compliance is critical, but today an equally serious concern is security. … Titus customers are now investing significantly more into a data-centric security strategy that enables them to better manage external and internal threats.”

— David Land,

Meet the Latest EPMS Requirements — and Boost Your Data Security Strategy

INTERNATIONAL CYBER SECURITY FORUM
Visit Titus at one of Europe’s leading events on cybersecurity security and digital trust. This event brings together risk management specialists, security experts, technology developers and others aiming to foster a holistic approach to cybersecurity.

WHAT’S NEXT
No one security solution can meet all of your data protection needs; it takes multiple technologies working together. Next month, we focus on the security ecosystem and explain Titus’ role as the central hub connecting all of your other security solutions.