Titus Encryption
powered by Virtru

SOLUTION BRIEF

While most organizations realize the need to protect their data, many current solutions simply are not effective, as they struggle to identify the valuable data that needs to be protected. Up until recently, most organizations have been employing a perimeter approach to data protection—using a firewall around the network to prevent breaches, with trusted resources on the inside. However, the day-to-day requirements of employees, from time consuming workflow bottlenecks associated with this approach to having to send data to trusted external users, make this approach ineffective. The shortcomings of perimeter-based data protection have made many organizations consider encryption to enhance their security ecosystem.

However, there are still multiple issues with many current encryption solutions:

End User Responsibility: When putting the full responsibility of data protection on the end user, many will overclassify their data through a "better safe than sorry" approach. This leads to a massive amount of encrypted data that isn't required, which can be both expensive and cause business disruptions.

Encryption Keys: Encryption keys are what unlock an organizations' encrypted data. Most current encryption solutions require organizations to hold their encryption keys in the solution provider's cloud, potentially creating a back door into that organization's data. For anyone in a regulated industry, this can be a deal breaker.

Usability & Adoption: Most encryption policies fail at the proof-of-concept stage due to poor usability which leads to adoption issues. These POCs often generate low return on investment without improving data protection.

External Recourse: Currently, if a user provides an external agent with the encryption key to a specific email, there is no recourse should the user decide this external agent should no longer have access to the protected data.

Closed ecosystems: Most current encryption solutions are too siloed to easily be integrated with an organization's current DLP, CASB, etc. This is a significant barrier to adoption for many organizations, as their whole security solution may need to be reworked.

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The Titus **Advantage**

Attribute-Based Control & Policy Engine. A policy that automatically encrypts emails of a certain classification creates a more efficient workflow, is easier to use and set up, and generates higher return on investment. It also offers better protection of data in motion.

Possession of Encryption Keys. Titus Encryption powered by Virtru allows organizations to decide where their encryption keys are held – making the overall solution more secure and configurable to an organization's specific needs.

Visibility of Data Access. Titus Encryption powered by Virtru gives administrators visibility into who is accessing data – inside and outside of the organization. This allows administrators to take action and immediately revoke access if required.

Rights Management. Titus Encryption powered by Virtru provides users and groups access under clearly defined conditions, driven by policy. This access can be modified or revoked at any time, ensuring the right information is only ever in the hands of the right people.

Open Ecosystem. Titus Encryption powered by Virtru is part of an open ecosystem and integrates seamlessly with DLPs, CASBs, etc. This allows organizations to augment their existing security toolbox, creating a more integrated, secure, and easy-to-use data protection solution.

Ease of Use. Titus can use Machine Learning to more accurately and efficiently identify data and enforce policy. Machine Learning can suggest the appropriate level of classification which educates the end-user and limits over-classification concerns, allowing for higher user adoption rates.

There are many ways to protect an organization's valuable data, but many solutions struggle to find the right balance between unrestricted ease-of-use for end users, and fully locked down data security. Despite spending an increasing number of dollars on data security solutions in recent years, businesses continue to see an increasing number of highly visible data breaches around the world.

Titus Encryption powered by Virtru bridges the gap between user experience and security, ensuring easy adoption and use of data protection programs while offering an increased return on investment.

About **Titus**

Titus is a leader in providing solutions that enable businesses to accelerate their adoption of data protection. Millions of users in over 120 countries trust Titus to keep their data compliant and secure, including some of the largest financial institutions and manufacturing companies in the world, government and military organizations across the G-7 and Australia, and Fortune 2000 companies. To learn more about how Titus can help with CUI and CNSI marking and metadata programs visit www.titus.com.

Protect your data.
Free your business.

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SB-Titus-encryption-powerd-by-Virtru-06/19-v1