Vendor Landscape: Data Loss Prevention

Plug the leak and protect your intellectual property with the right DLP solution.
Introduction

Data loss prevention (DLP) is still a key tool for data protection; however, expect increased integration.

This Research Is Designed For:

✓ Enterprises seeking to select a solution for DLP.
✓ Their DLP use case may include:
  • Enterprises that have identified the need for DLP.
  • Enterprises that are required to comply with regulatory compliance standards such as PCI-DSS, HIPAA, and GLBA.
  • Enterprises that have an interest in further securing sensitive data, such as trade secrets and personal information, entering and leaving their network and infrastructure.

This Research Will Help You:

✓ Understand what’s new in the DLP market.
✓ Evaluate DLP vendors and products for your enterprise needs.
✓ Determine which products are most appropriate for particular use cases and scenarios.
Executive Summary

Info-Tech evaluated ten competitors in the DLP market, including the following notable performers:

**Champions:**
- **Websense** – the only solution with all advanced features and an affordable price make Websense a DLP powerhouse.
- **Trend Micro** – the best value and flexible deployment options make Trend Micro an ideal solution for mid-sized enterprises.
- **McAfee** – featuring a highly integrated product backed by a vendor with strong support and viability in the market.
- **RSA** – a solution that features a strong focus on compliance that’s supported by a viable vendor is a great combination for users.

**Value Award:**
- **Trend Micro** – DLP can be an investment, but Trend Micro offers the best value for its breadth of features.

**Trend Setter Award:**
- **Websense** – its unique TRITON platform combining DLP and WCF under one console is an ideal set-up for mid-sized enterprises looking for an all-in-one solution.

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**Info-Tech Insight**

1. **Data is moving, make sure DLP can reach it:**
   Data is almost in constant motion with more mobile devices and remote employees. DLP solutions must be capable of protecting data on the move, whether it’s on removable media, a mobile device, or an offline laptop.

2. **DLP should be accessible:**
   DLP is an involved tool. Usability is important as enterprises don’t have the time or resources to decipher the administrator interface or how to set up policies.

3. **Don’t go it alone:**
   First-time DLP users will need support. When evaluating vendors, ensure there is the type of support you need – whether it’s someone who can come onsite, or is available over the phone 24/7.
Market Overview

How it got here

• Data loss prevention (DLP) entered the security scene in the mid-2000s as the next effective solution to enterprise security concerns. Originally, all of the DLP providers on the market were startups specializing in the area.

• Starting in 2007, large security vendors began rapidly acquiring DLP providers to the point that today, all of the big names have a DLP play, and very few independents remain.

• Like so many other security technologies, DLP has failed to deliver on the original hype; but it has proven to be a viable and worthwhile component of the enterprise security toolbox. However, price typically keeps it out of the small to mid-sized shops.

Where it’s going

• DLP is at a fork in the road with different vendors predicting one of two alternate futures: large footprint-dedicated DLP will continue as the dominant mode of deployment, or DLP will sink into core security tools, like UTM and anti-malware, becoming embedded in these other security tools.

• Either way, capability enhancements are necessary as enterprises continue to deal with growing computing delivery channels:

• The rise of both cloud and BYOD is making DLP more critical than ever before, since the mobile devices and the cloud servers are unowned and, to a degree, unmanaged. This means the restrictions that are in place about what data makes its way to these different environments are very important.

As the market evolves, capabilities that were once cutting edge become default, and new functionality becomes differentiating. Focus on cloud support, mobile functionality, and Web 2.0 integration, as these improve overall usability and increase the scope of protection against data loss.
DLP Vendor selection / knock-out criteria: market share, mind share, and platform coverage

- The DLP market shows little functional differentiation between products, and increasing integration of standalone DLP solutions into broader security platforms.
- For this Vendor Landscape, Info-Tech focused on those vendors that offer broad capabilities across multiple platforms and that have a strong market presence and/or reputational presence among small to mid-sized enterprises.

### Included in this Vendor Landscape:

- **CA Technologies.** CA Technologies offers a comprehensive identity-focused security management portfolio.
- **Code Green Networks.** Code Green is privately held and one of the few dedicated solution providers in the space.
- **McAfee.** McAfee remains a leader in the security space, including DLP.
- **Palisade Systems.** Palisade is new to the DLP evaluation, and focused on mid-market enterprises.
- **RSA.** A long-term player in the security space with a strong DLP offering.
- **Symantec.** Symantec is a stable vendor across the security space with a broad portfolio.
- **Trend Micro.** A strong contender in the market, offering a modular DLP solution that attaches to other applications.
- **Trustwave.** Trustwave is a steady security player and a leader in managed services.
- **Verdasys.** Verdasys focuses on high-end enterprises with their solutions.
- **Websense.** Websense was the first publicly traded company to acquire a DLP vendor when they acquired PortAuthority.
DLP criteria & weighting factors

The Table Stakes

<table>
<thead>
<tr>
<th>Product Evaluation Criteria</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Features</td>
<td>30%</td>
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<tr>
<td>Usability</td>
<td>15%</td>
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<tr>
<td>Affordability</td>
<td>15%</td>
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<tr>
<td>Architecture</td>
<td>40%</td>
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</tbody>
</table>

- **Features**: The solution provides basic and advanced feature/functionality.
- **Usability**: The solution’s dashboard and reporting tools are intuitive and easy to use.
- **Affordability**: The three year TCO of the solution is economical.
- **Architecture**: The delivery method of the solution aligns with what is expected within the space.

Vendor Evaluation Criteria

<table>
<thead>
<tr>
<th>Vendor Evaluation Criteria</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Viability</td>
<td>50%</td>
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<tr>
<td>Strategy</td>
<td>50%</td>
</tr>
<tr>
<td>Reach</td>
<td>30%</td>
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<tr>
<td>Channel</td>
<td>20%</td>
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</tbody>
</table>

- **Viability**: Vendor is profitable, knowledgeable, and will be around for the long term.
- **Strategy**: Vendor is committed to the space and has a future product and portfolio roadmap.
- **Reach**: Vendor offers global coverage and is able to sell and provide post-sales support.
- **Channel**: Vendor channel strategy is appropriate and the channels themselves are strong.
The Info-Tech DLP Vendor Landscape

**The Zones of the Landscape**

**Champions** receive high scores for most evaluation criteria and offer excellent value. They have a strong market presence and are usually the trend setters for the industry.

**Market Pillars** are established players with very strong vendor credentials, but with more average product scores.

**Innovators** have demonstrated innovative product strengths that act as their competitive advantage in appealing to niche segments of the market.

**Emerging players** are newer vendors who are starting to gain a foothold in the marketplace. They balance product and vendor attributes, though score lower relative to market Champions.

For an explanation of how the Info-Tech Vendor Landscape is created, please see [Vendor Landscape Methodology: Information Presentation](#) in the Appendix.
Balance individual strengths to find the best fit for your enterprise

<table>
<thead>
<tr>
<th>Product</th>
<th>Overall</th>
<th>Features</th>
<th>Usability</th>
<th>Afford.</th>
<th>Arch.</th>
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<tbody>
<tr>
<td>CA Technologies</td>
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<td>Code Green</td>
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<td>Networks</td>
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<td>McAfee</td>
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<td>Palisade Systems</td>
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<td>Trend Micro</td>
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For an explanation of how the Info-Tech Harvey Balls are calculated, please see [Vendor Landscape Methodology: Information Presentation](#) in the Appendix.
The Info-Tech DLP Value Index

What is a Value Score?

The Value Score indexes each vendor’s product offering and business strength relative to their price point. It does not indicate vendor ranking.

Vendors that score high offer more bang-for-the-buck (e.g. features, usability, stability, etc.) than the average vendor, while the inverse is true for those that score lower.

Price-conscious enterprises may wish to give the Value Score more consideration than those who are more focused on specific vendor/product attributes.

On a relative basis, Trend Micro maintained the highest Info-Tech Value Score™ of the vendor group. Vendors were indexed against Trend Micro’s performance to provide a complete, relative view of their product offerings.

For an explanation of how price is determined, please see Vendor Landscape Methodology: Information Presentation in the Appendix. For an explanation of how the Info-Tech Value Index is calculated, please see Vendor Landscape Methodology: Information Presentation in the Appendix.
Table Stakes represent the minimum standard; without these, a product doesn’t even get reviewed

<table>
<thead>
<tr>
<th>Feature</th>
<th>What it is:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fingerprinting</td>
<td>The solution is capable of fingerprinting data for scanning.</td>
</tr>
<tr>
<td>Real-time Scanning</td>
<td>The solution scans content and context of files in real time, 24/7.</td>
</tr>
<tr>
<td>Real-time Employee Notifications</td>
<td>Employees are notified when an action violates security policy and are capable of remedying it in real time.</td>
</tr>
<tr>
<td>Multiple Enforcement Actions</td>
<td>The solution provides options, such as move, quarantine, and delete, for violations.</td>
</tr>
<tr>
<td>Email &amp; IM Support</td>
<td>The solution scans inbound and outbound messages for security violations.</td>
</tr>
<tr>
<td>Centralized Reporting Engine</td>
<td>The solution provides a central reporting engine for policy creation and management.</td>
</tr>
</tbody>
</table>

**What Does This Mean?**

The products assessed in this Vendor Landscape™ meet, at the very least, the requirements outlined as Table Stakes.

Many of the vendors go above and beyond the outlined Table Stakes, some even do so in multiple categories. This section aims to highlight the products’ capabilities in excess of the criteria listed here.

**Info-Tech Insight**

If Table Stakes are all you need from your DLP solution, the only true differentiator for the organization is price. Otherwise, dig deeper to find the best price to value for your needs.
Advanced Features are the capabilities that allow for granular market differentiation

**Scoring Methodology**

Info-Tech scored each vendor’s features offering as a summation of their individual scores across the listed advanced features. Vendors were given one point for each feature the product inherently provided. Some categories were scored on a more granular scale with vendors receiving half points.

**Advanced Features**

<table>
<thead>
<tr>
<th>Feature</th>
<th>What we looked for:</th>
</tr>
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<tbody>
<tr>
<td>Out-of-box Regulatory Policies</td>
<td>Support for major compliance regulations such as HIPAA and PCI-DSS.</td>
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<tr>
<td>Active Directory Integration</td>
<td>The ability to define and sort groups and users via Active Directory.</td>
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<tr>
<td>P2P and Web 2.0 Support</td>
<td>The ability to police blogs, wikis, and file sharing applications on corporate devices.</td>
</tr>
<tr>
<td>Mobile Device Support</td>
<td>The ability to monitor and block sensitive data flow to and from smartphones and tablets.</td>
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<tr>
<td>Removable Media Support</td>
<td>A method of policing data to and from removable media (USB, thumb drives, optical media, etc.).</td>
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<tr>
<td>Offline Protection</td>
<td>A method of policing endpoints when disconnected from the corporate network.</td>
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<tr>
<td>Web-Based Management</td>
<td>A web-accessible management console for policy creation and management.</td>
</tr>
<tr>
<td>Administrator Policing</td>
<td>The ability to police system administrators responsible for ensuring data integrity.</td>
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For an explanation of how Advanced Features are determined, please see [Vendor Landscape Methodology: Information Presentation](#) in the Appendix.
Each vendor offers a different feature set; concentrate on what your organization needs.

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Legend: 
- Feature fully present
- Feature partially present/pending
- Feature Absent

For an explanation of how Advanced Features are determined, please see Vendor Landscape Methodology: Information Presentation in the Appendix.
Trend Micro offers the best value and a wide breadth of features

**Champion**

- **Product:** Trend Micro Data Loss Prevention
- **Employees:** 4,942
- **Headquarters:** Tokyo, Japan
- **Website:** TrendMicro.com
- **Founded:** 1988
- **Presence:** TYO:4704
- **FY2010 Revenue:** $1.2B

3 year TCO for this solution falls into pricing tier 7, between $100,000 and $250,000

**Overview**

- A provider of both consumer and enterprise products, Trend Micro has grown from its initial product, PC-Cillin, to become a respected player in the security space.
- Entered the DLP market in 2007 with its acquisition of Provilla.

**Strengths**

- The solution integrates with Active Directory directly out of the box, allowing organizations to port user groups and details from an existing Active Directory setup.
- Trend sells both a standalone and a modular DLP solution that can be integrated into other Trend products – an attractive option for mid-sized enterprises seeking consolidation in their tools.
- Trend offers the best value for its DLP solution making it attractive to mid-sized organizations.

**Challenges**

- Trend’s solution does not offer the ability to police administrators actions, a key feature in keeping all employees accountable.

Pricing provided by vendor
Trend Micro

Vendor Landscape

Product

Vendor

What we’re hearing

“Configuration was painless, performance was the best, it was the least obtrusive, and it enforced policies across the entire system. It was also the most consistent across operating systems and exfiltration methods.”

Benjamin Blakely, Mark Rabe and Justin Duffy. “Clear Choice Test: DLP.” NetworkWorld.com

“`The accuracy of its out of the box templates could use some extra polishing.”`

Randy George. “DLP Rolling Review: TrendMicro Leakproof.” InformationWeek.com

Value Index

100

1st out of 10

Features

Info-Tech Recommends:

Trend Micro gives enterprises a robust product at an affordable price. Mid-sized enterprises looking for a viable vendor and an equally strong DLP solution will find both in Trend Micro.
Websense’s DLP is feature-rich and highly integrated

**Champion**

- **Product:** TRITON
- **Employees:** 1,500
- **Headquarters:** San Diego, CA
- **Website:** Websense.com
- **Founded:** 1994
- **Presence:** NASDAQ: WBSN
- **FY2011 Revenue:** $364M

**Overview**

- Publicly traded since 2000, Websense provides a series of security products to the enterprise, including web filtering, content-control software, email security, and DLP wrapped into the TRITON platform.

**Strengths**

- The solution is highly robust, especially for organizations looking for international policy and multi-language support, and is easy to manage.
- The product’s highly integrated format makes it ideal for mid-sized enterprises looking for a consolidated solution.
- The organization maintains a truly global support network, capable of providing support in most major languages via a variety of channels and forums.

**Challenges**

- Though a strong player in the spaces within which it operates, Websense has fewer product lines than many of the bigger vendors in the security space. As markets continue to consolidate, this could lead to some uncertainty.

**Pricing**

- 3 year TCO for this solution falls into pricing tier 8, between $250,000 and $500,000
- Pricing provided by vendor

$1 $1M+
Info-Tech Recommends:

Enterprises looking for a strong feature set will find a great product in Websense. The DLP solution is also well-priced for the high quality of the product.

“Its (interface) is quick and easy to use.”

“There are holes in the platform if Microsoft network users are not authenticating.”

Ken Lauder, Manager, Tucker Rocky
McAfee continues to be a leader, but at a steep cost

<table>
<thead>
<tr>
<th>Champion</th>
<th>Overview</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product: McAfee DLP</td>
<td>• McAfee is a leading computer security player globally. It continues to grow its security footprint subsequent to its acquisition by Intel.</td>
</tr>
<tr>
<td>Employees: 7,000</td>
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<tr>
<td>Headquarters: Santa Clara, CA</td>
<td></td>
</tr>
<tr>
<td>Website: McAfee.com</td>
<td></td>
</tr>
<tr>
<td>Founded: 1987</td>
<td></td>
</tr>
<tr>
<td>Presence: Privately Held</td>
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</tbody>
</table>

3 year TCO for this solution falls into pricing tier 8, between $250,000 and $500,000

<table>
<thead>
<tr>
<th>Strengths</th>
</tr>
</thead>
<tbody>
<tr>
<td>• One of the few solutions on the market that integrates with Active Directory, meaning organizations running it can hit the ground running with current user groups and profiles.</td>
</tr>
<tr>
<td>• Fast deployment and smooth configuration with Capture technology that establishes rules quickly and Data Classification that prioritizes discovery tasks based on relevance.</td>
</tr>
<tr>
<td>• Like the rest of McAfee’s portfolio, its DLP solution integrates into ePO, creating a seamless, centrally-managed security platform.</td>
</tr>
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<table>
<thead>
<tr>
<th>Challenges</th>
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<tbody>
<tr>
<td>• McAfee has a high price point for their DLP solution, which may put it out of consideration by mid-sized enterprises that place significance on affordability and can get a similar product for a better price.</td>
</tr>
</tbody>
</table>
McAfee

Vendor Landscape

Product

Vendor

What we’re hearing

“The DLP is not just a gateway, however... Agents on user computers prevent unauthorized copying and printing through peripherals, including those messy USB drives. In addition, DLP can tag data based on application, content, or location. We found that it was, essentially, impossible to fool DLP once we had proper rules in place.”

“The system can, as with most McAfee products, be a bit pricey.”

Peter Stephenson. “McAfee Data Loss Prevention Appliance.” SCMagazine.com

Value Index

15
7th out of 10

Features


Info-Tech Recommends:

A leader in the security space, McAfee is no different with DLP. Its solution is pricey, but enterprises looking for the combination of top product and top vendor may want to make the investment.
RSA has a strong product to offer, but at a high cost

**Champion**

<table>
<thead>
<tr>
<th><strong>Product:</strong></th>
<th>RSA DLP</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Employees:</strong></td>
<td>53,500 (EMC)</td>
</tr>
<tr>
<td><strong>Headquarters:</strong></td>
<td>Bedford, MA</td>
</tr>
<tr>
<td><strong>Website:</strong></td>
<td>EMC.com/RSA</td>
</tr>
<tr>
<td><strong>Founded:</strong></td>
<td>1982</td>
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<tr>
<td><strong>Presence:</strong></td>
<td>NYSE:EMC</td>
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<tr>
<td><strong>FY2011 Revenue:</strong></td>
<td>$20B</td>
</tr>
</tbody>
</table>

3 year TCO for this solution falls into pricing tier 8, between $250,000 and $500,000

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**Overview**

- The security division of EMC, RSA is seen as an extremely robust and long-term player in the security space.
- Entered the DLP market through its Tablus acquisition in 2007.

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**Strengths**

- RSA’s Knowledge Engineering Team develops DLP policies keyed to compliance regulations, resulting in the broadest base of such included policies in the market.
- RSA’s DLP solution includes agentless mobile device support to protect sensitive data flow on a wide range of mobile platforms from smartphones to virtual desktops, iPhones to Droids.

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**Challenges**

- RSA has the most expensive solution. This will make them less accessible to mid-sized organizations that will be able to find the same product at a more competitive price.

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Pricing provided by vendor
Enterprises that already make use of RSA tools would benefit from its comprehensive DLP solution, if they can also afford it. RSA’s product is one of the more expensive solutions of those evaluated.

(They’re) helpful, they seem to be willing to do the long-road haul. Not the quick sale. A lot of different ways of helping you, team of people and they all have a different skill set, I really like that about them.”

“They’re still consolidating some different product lines to get full DLP, integration with Cisco/Ironport we’re waiting for to come to fruition – a GRC product line that will absorb DLP. I’m always waiting with bated breath to see how integration goes.”

Information Systems Program Manager, Healthcare

<table>
<thead>
<tr>
<th>Features</th>
<th>Value Index</th>
<th>8th out of 10</th>
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<tbody>
<tr>
<td>Out-of-Box Policies</td>
<td>8</td>
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<td>AD Integration</td>
<td>8</td>
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<td>P2P &amp; Web 2.0 Support</td>
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<td>Mobile Device Support</td>
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<td>Offline Protection</td>
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<td>Web-Based Mgmt</td>
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<td>Admin. Policing</td>
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</table>

Info-Tech Recommends:
Symantec has vendor viability, but fewer advanced features

**Market Pillar**

<table>
<thead>
<tr>
<th>Product:</th>
<th>Symantec Data Loss Prevention</th>
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<tr>
<td>Employees:</td>
<td>18,500</td>
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<tr>
<td>Headquarters:</td>
<td>Mountain View, CA</td>
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<tr>
<td>Website:</td>
<td>Symantec.com</td>
</tr>
<tr>
<td>Founded:</td>
<td>1982</td>
</tr>
<tr>
<td>Presence:</td>
<td>NASDAQ: SYMC</td>
</tr>
<tr>
<td>FY2010 Revenue:</td>
<td>$6.2B</td>
</tr>
</tbody>
</table>

**Overview**

- A well-known player in the security market, Symantec’s DLP offering addresses network, data center, and endpoints via some unique capabilities, such as Vector Machine Learning.
- Entered the DLP market through its Vontu acquisition in 2007.

**Strengths**

- From a viability standpoint, Symantec remains one of the most reliable vendors in the security market, making it a good choice for organizations looking for a long-term relationship.
- Maintains an extensive DLP team that is capable of working with clients to share insight into best practices for specific industries.

**Challenges**

- The solution is architecturally complex, requiring nine separate licenses to cover monitoring, alerting, and blocking in the data center, on the network, and on endpoints.
- The solution’s smallest configuration requires four servers, meaning fresh implementations may require a significant initial capital outlay for required hardware.

3 year TCO for this solution falls into pricing tier 8, between $250,000 and $500,000

Pricing solicited from public sources
Symantec

Vendor Landscape

What we’re hearing

“Easy implementation, feature rich, good support.”
Raffi, Chief Information Officer, MSN.com

“We’d also like to see more physical-layer control, such as the ability to completely disable USB/Firewire ports and other removable media devices (in DLP Endpoint). Built-in encryption and robust application control capabilities would also be welcome.”
Randy George. “Rolling Review: Symantec’s DLP-9.” InformationWeek.com

Value Index

10
10th out of 10

Info-Tech Recommends:

Enterprises that are already aligned with Symantec, or are looking for vendor stability, would do well to choose Symantec’s solution. Enterprises should be wary of its price, however.
Palisade Systems offers the lowest price and a competitive product against DLP heavy hitters

**Innovator**

Product: Palisade DLP
Employees: 20
Headquarters: Des Moines, IA
Website: PalisadeSystems.com
Founded: 1996
Presence: Privately Held

**Overview**

- Palisade has been in the DLP market since 2005, but has been in the data protection business for over 15 years.
- Palisade’s solutions are scaled with small to mid-sized organizations in mind.

**Strengths**

- Users looking for an efficient DLP set-up will find Palisade’s installation ideal. Their set-up wizard assists in a smooth deployment that is less than an hour.
- Palisade offers the lowest price out of all the solutions evaluated, a key factor for mid-sized enterprises.
- The solution features zero latency for data in motion, which prevents any impact to the network.

**Challenges**

- Palisade Systems is a privately owned company with no consistent track record for profitability. This may be enough to make potential customers wary.
- Palisade’s DLP solution does not offer mobile device support or offline protection. As employees become more remote, their devices need to be under the DLP umbrella. These are features they need to remain competitive in the space.

3 year TCO for this solution falls into pricing tier 7, between $100,000 and $250,000

Pricing provided by vendor
Palisade

Vendor Landscape

Product

Vendor

What we’re hearing

“One of the things I like is that the one unit does a lot of stuff. I don’t have to have a separate box for URL blocking and tracking and a separate box for one set of protocols, etc. Also, software releases keep up with our changing needs.”

“They’ve had a fair amount of turnover in their Account Rep staff. I sometimes feel like I’m starting over when that happens. What is unique is the president has given me his personal phone number. And, the support staff has been very consistent.”

VP of Network Administration, Financial Services

Value Index

91
2nd out of 10

Features

Info-Tech Recommends:

With almost all of the advanced features and competitive pricing, Palisade Systems is on the heels of more well-established vendors. The DLP solution would appeal to enterprises looking for affordability and extensive advanced features.
CA Technologies features basic capabilities at an affordable price

**Emerging Player**

- **Product:** CA Dataminder
- **Employees:** 13,400
- **Headquarters:** Islandia, NY
- **Website:** CATechnologies.com
- **Founded:** 1976
- **Presence:** NASDAQ:CA
- **FY2011 Revenue:** $4.429B

**Overview**

- CA offers a comprehensive management portfolio that interlinks its Identity & Access Management (IAM) solution with DLP.
- Entered the DLP market through its Orchestria acquisition in 2009.

**Strengths**

- As noted, CA's DLP and IAM products are tightly integrated, allowing for granular user-based control that may exceed what other solutions can achieve by simply integrating with AD.
- One of the few solutions currently on the market that is capable of scanning and protecting data on virtual machines and in the Cloud.

**Challenges**

- CA's greatest strength may also be its biggest weakness – to leverage the utmost functionality, enterprises must purchase and deploy two costly solutions from the vendor, potentially leading to vendor lock-in.

**Pricing**

- 3 year TCO for this solution falls into pricing tier 7, between $100,000 and $250,000

Pricing provided by vendor
CA Technologies’ DLP solution is missing some key advanced features, but overall offers decent value. In order to remain competitive in the space, it will need to get up-to-speed in the areas it’s lacking.

Info-Tech was unable to solicit third-party insights for this solution.
Trustwave has a solid solution, but is missing the mobile angle

### Emerging Player

- **Product:** Trustwave Data Loss Prevention
- **Employees:** 1,000
- **Headquarters:** Chicago, IL
- **Website:** [Trustwave.com](http://Trustwave.com)
- **Founded:** 1995
- **Presence:** Privately Held

### Overview

- Spread across 18 locations and six continents, Trustwave is a global player and a leading managed services provider in the space.
- Entered the DLP market through its Vericept acquisition.

### Strengths

- The solution maintains its own scripting language (CANDL) that can be used to create sophisticated policies.
- When capturing incidents, the solution records the entire event, including outbound links, websites, and message content, providing a complete picture of the infraction.
- Trustwave’s DLP solution investigates a broad range of communications, such as email, P2P file sharing, and various Web 2.0 platforms.

### Challenges

- Trustwave’s solution does not provide support for mobile devices, meaning only computers with an agent on them are truly secure endpoints.
- The DLP solution is lacking in advanced features that some organizations are coming to expect from these products. One of these features is offline protection, important as more employees are becoming remote.

### 3 year TCO for this solution falls into pricing tier 8, between $250,000 and $500,000

Pricing provided by vendor

Pricing provided by vendor
Trustwave offers a decent product at a mid-market price. However, to remain competitive, the solution needs to address the growing need to protect data on mobile and off-network devices.
**Verdasys: a strong product but little focus on the SMB space**

**Emerging Player**

<table>
<thead>
<tr>
<th>Product</th>
<th>Digital Guardian</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employees</td>
<td>128</td>
</tr>
<tr>
<td>Headquarters</td>
<td>Waltham, MA</td>
</tr>
<tr>
<td>Website</td>
<td><a href="https://verdasys.com">Verdasys.com</a></td>
</tr>
<tr>
<td>Founded</td>
<td>2003</td>
</tr>
<tr>
<td>Presence</td>
<td>Privately Held</td>
</tr>
</tbody>
</table>

**Overview**

- Verdasys is focused on the high end of the market, citing their baseline clientele as Fortune 500 organizations and firms with at least $500M in revenues.

**Strengths**

- The solution maintains an extensive regulatory compliance policy database, catering to state and national policies in the US, as well as international regulations.
- The solution has an extremely small network footprint, requiring less than 300kb per day, per machine, minimizing the impact of the solution on the network.

**Challenges**

- The firm is focused on large deployments that are capable of scaling to 100k+ users, which detracts from their ability to service smaller, sub-10k user deployments effectively.
- Verdasys’ DLP solution has a higher price point than mid-sized organizations may be interested in, potentially eliminating them as an option for that market.

---

3 year TCO for this solution falls into pricing tier 8, between $250,000 and $500,000

Pricing provided by vendor
Verdasys’ DLP solution has most advanced features, but its price point is geared toward their main client focus: large enterprises. Mid-sized enterprises may look elsewhere for an equally competitive product that’s more affordable.
## Emerging Player

<table>
<thead>
<tr>
<th>Product</th>
<th>TrueDLP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employees</td>
<td>50</td>
</tr>
<tr>
<td>Headquarters</td>
<td>Sunnyvale, CA</td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://CodeGreenNetworks.com">CodeGreenNetworks.com</a></td>
</tr>
<tr>
<td>Founded</td>
<td>2004</td>
</tr>
<tr>
<td>Presence</td>
<td>Privately Held</td>
</tr>
</tbody>
</table>

### Overview
- Code Green offers a three-part DLP solution under the TrueDLP moniker. It joins together Network DLP, Endpoint DLP, and Discovery DLP, which locates sensitive data resting on endpoints and servers in the network.

### Strengths
- An all-in-one, appliance-based solution that requires less hardware than most competitors, reducing the TCO and complexity of implementation.
- Fully integrated with third-party encryption solutions from Cisco, Zixcorp, and Voltage, meaning a separate email encryption appliance is not needed.

### Challenges
- Though the solution can control the flow of data to mobile devices, it does not have the ability to control those devices specifically as it would other endpoints. This can introduce risk for an organizations that allow enterprise data on its smartphone fleet.

### 3 year TCO for this solution falls into pricing tier 8, between $250,000 and $500,000

Pricing provided by vendor

$1 → $1M+
Code Green Networks offers a straightforward solution, but pricing and viability as a vendor prevent it from becoming truly competitive.
Identify leading candidates with the **DLP Vendor Shortlist Tool**

The Info-Tech **DLP Vendor Shortlist Tool** is designed to generate a customized shortlist of vendors based on *your* key priorities.

This tool offers the ability to modify:

- Overall vendor vs. product weightings
- Individual product criteria weightings:
  - Features
  - Usability
  - Affordability
  - Architecture
- Individual vendor criteria weightings:
  - Viability
  - Strategy
  - Reach
  - Channel
High-performance DLP solutions combine strong usability and robust features

Extensive advanced features and an intuitive and fluid administrator interface are key to high functioning solutions.

Why Scenarios?

In reviewing the products included in each Vendor Landscape™, certain use-cases come to the forefront. Whether those use-cases are defined by applicability in certain locations, relevance for certain industries, or as strengths in delivering a specific capability, Info-Tech recognizes those use-cases as Scenarios, and calls attention to them where they exist.

For an explanation of how Scenarios are determined, please see Vendor Landscape Methodology: Information Presentation in the Appendix.
Get the most bang for your buck with robust feature sets and affordable prices.

It is possible to find an affordable DLP solution and still meet all of your feature requirements.

**Why Scenarios?**

In reviewing the products included in each Vendor Landscape™, certain use-cases come to the forefront. Whether those use-cases are defined by applicability in certain locations, relevance for certain industries, or as strengths in delivering a specific capability, Info-Tech recognizes those use-cases as Scenarios, and calls attention to them where they exist.

For an explanation of how Scenarios are determined, please see [Vendor Landscape Methodology: Information Presentation](#) in the Appendix.
DLP should move with your devices, on or off network

Your DLP solution should be capable of protecting your mobile and removable devices, both on- and offline.

**Support for Non-Network Devices**

**Why Scenarios?**
In reviewing the products included in each Vendor Landscape™, certain use-cases come to the forefront. Whether those use-cases are defined by applicability in certain locations, relevance for certain industries, or as strengths in delivering a specific capability, Info-Tech recognizes those use-cases as Scenarios, and calls attention to them where they exist.

For an explanation of how Scenarios are determined, please see Vendor Landscape Methodology: Information Presentation in the Appendix.
Appendix

1. Vendor Landscape Methodology: Overview
2. Vendor Landscape Methodology: Vendor/Product Selection & Information Gathering
3. Vendor Landscape Methodology: Scoring
4. Vendor Landscape Methodology: Information Presentation
5. Vendor Landscape Methodology: Fact Check & Publication
6. Product Pricing Scenario
Vendor Landscape Methodology: Overview

Info-Tech’s Vendor Landscapes are research materials that review a particular IT market space, evaluating the strengths and abilities of both the products available in that space as well as the vendors of those products. These materials are created by a team of dedicated analysts operating under the direction of a senior subject matter expert over the period of six weeks.

Evaluations weigh selected vendors and their products (collectively “solutions”) on the following eight criteria to determine overall standing:

• Features: The presence of advanced and market-differentiating capabilities.
• Usability: The intuitiveness, power, and integrated nature of administrative consoles and client software components.
• Affordability: The three-year total cost of ownership of the solution.
• Architecture: The degree of integration with the vendor’s other tools, flexibility of deployment, and breadth of platform applicability.
• Viability: The stability of the company as measured by its history in the market, the size of its client base, and its financial performance.
• Strategy: The commitment to both the market-space, as well as to the various sized clients (small, mid-sized, and enterprise clients).
• Reach: The ability of the vendor to support its products on a global scale.
• Channel: The measure of the size of the vendor’s channel partner program, as well as any channel strengthening strategies.

Evaluated solutions are plotted on a standard two-by-two matrix:

• Champions: Both the product and the vendor receive scores that are above the average score for the evaluated group.
• Innovators: The product receives a score that is above the average score for the evaluated group, but the vendor receives a score that is below the average score for the evaluated group.
• Market Pillars: The product receives a score that is below the average score for the evaluated group, but the vendor receives a score that is above the average score for the evaluated group.
• Emerging Players: Both the product and the vendor receive scores that are below the average score for the evaluated group.

Info-Tech’s Vendor Landscapes are researched and produced according to a strictly adhered to process that includes the following steps:

• Vendor/product selection
• Information gathering
• Vendor/product scoring
• Information presentation
• Fact checking
• Publication

This document outlines how each of these steps is conducted.
Vendor Landscape Methodology:
Vendor/Product Selection & Information Gathering

Info-Tech works closely with its client base to solicit guidance in terms of understanding the vendors with whom clients wish to work and the products that they wish evaluated; this demand pool forms the basis of the vendor selection process for Vendor Landscapes. Balancing this demand, Info-Tech also relies upon the deep subject matter expertise and market awareness of its Senior and Lead Research Analysts to ensure that appropriate solutions are included in the evaluation. As an aspect of that expertise and awareness, Info-Tech’s analysts may, at their discretion, determine the specific capabilities that are required of the products under evaluation and include in the Vendor Landscape only those solutions that meet all specified requirements.

Information on vendors and products is gathered in a number of ways via a number of channels. Initially a request package is submitted to vendors to solicit information on a broad range of topics. The request package includes:

- A detailed survey
- A pricing scenario (see Vendor Landscape Methodology: Price Evaluation and Pricing Scenario below)
- A request for reference clients
- A request for a briefing and, where applicable, guided product demonstration

These request packages are distributed approximately twelve weeks prior to the initiation of the actual research project to allow vendors ample time to consolidate the required information and schedule appropriate resources.

During the course of the research project briefings and demonstrations are scheduled (generally for one hour each session, though more time is scheduled as required) to allow the analyst team to discuss the information provided in the survey, validate vendor claims, and gain direct exposure to the evaluated products. Additionally, an end-user survey is circulated to Info-Tech’s client base and vendor-supplied reference accounts are interviewed to solicit their feedback on their experiences with the evaluated solutions and with the vendors of those solutions.

These materials are supplemented by a thorough review of all product briefs, technical manuals, and publicly available marketing materials about the product as well as about the vendor itself.

Refusal by a vendor to supply completed surveys or submit to participation in briefings and demonstrations does not eliminate a vendor from inclusion in the evaluation. Where analyst and client input has determined that a vendor belongs in a particular evaluation, they will be evaluated as best as possible based on publicly available materials only. Because these materials are not as comprehensive as a survey, briefing, and demonstration, the possibility exists the evaluation may not be as thorough or accurate. Because Info-Tech includes vendors regardless of vendor participation, it is always in the vendor’s best interest to participate fully.

All information is recorded and catalogued to facilitate scoring and for future reference, as required.
Vendor Landscape Methodology: Scoring

Once all information has been gathered and evaluated for all vendors and products, the analyst team moves to scoring. All scoring is performed at the same time so as to ensure as much consistency as possible. Each criterion is scored on a 10 point scale, though the manner of scoring for criteria differs slightly:

- Features is scored via Cumulative Scoring
- Affordability is scored via Scalar Scoring
- All other criteria are scored via Base5 Scoring

In Cumulative Scoring, a single point is assigned to each evaluated feature that is regarded as being fully present, a half point to each feature that is partially present or pending in an upcoming release, and zero points to features that are deemed to be absent. The assigned points are summed and normalized to a value out of 10. For example, if a particular Vendor Landscape evaluates 8 specific features in the Feature Criteria, the summed score out of 8 for each evaluated product would be multiplied by 1.25 to yield a value out of 10.

In Scalar Scoring, a score of 10 is assigned to the lowest cost solution and a score of 1 is assigned to the highest cost solution. All other solutions are assigned a mathematically determined score based on their proximity to / distance from these two endpoints. For example, in an evaluation of three solutions, where the middle cost solution is closer to the low end of the pricing scale it will receive a higher score and where it is closer to the high end of the pricing scale it will receive a lower score; depending on proximity to the high or low price it is entirely possible that it could receive either 10 points (if it is very close to the lowest price) or 1 point (if it is very close to the highest price). Where pricing cannot be determined (vendor does not supply price and public sources do not exist), a score of 0 is automatically assigned.

In Base5 scoring a number of sub-criteria are specified for each criterion (for example Longevity, Market Presence, and Financials are sub-criteria of the Viability criterion) and each one is scored on the following scale:

5 - The product/vendor is exemplary in this area (nothing could be done to improve the status)
4 - The product/vendor is good in this area (small changes could be made that would move things to the next level)
3 - The product/vendor is adequate in this area (small changes would make it good, more significant changes required to be exemplary)
2 - The product/vendor is poor in this area (this is a notable weakness and significant work is required)
1 - The product/vendor is terrible/fails in this area (this is a glaring oversight and a serious impediment to adoption)

The assigned points are summed and normalized to a value out of 10 as explained in Cumulative Scoring, above.

Scores out of 10, known as Raw scores, are transposed as-is into Info-Tech's Vendor Landscape Shortlisting Tool which automatically determines Vendor Landscape positioning (see Vendor Landscape Methodology: Information Presentation - Vendor Landscape, below), Criteria Score (see Vendor Landscape Methodology: Information Presentation - Criteria Score, below) and Value Index (see Vendor Landscape Methodology: Information Presentation - Value Index, below).
Vendor Landscape Methodology: Information Presentation – Vendor Landscape

Info-Tech’s Vendor Landscape is a two-by-two matrix that plots solutions based on the combination of Product score and Vendor score. Placement is not determined by absolute score, but instead by relative score. Relative scores are used to ensure a consistent view of information and to minimize dispersion in nascent markets while enhancing dispersion in commodity markets to allow for quick visual analysis by clients.

Relative scores are calculated as follows:

1. Raw scores are transposed into the Info-Tech Vendor Landscape Shortlisting Tool (for information on how Raw scores are determined, see Vendor Landscape Methodology: Scoring, above).
2. Each individual criterion Raw score is multiplied by the pre-assigned weighting factor for the Vendor Landscape in question. Weighting factors are determined prior to the evaluation process to eliminate any possibility of bias. Weighting factors are expressed as a percentage such that the sum of the weighting factors for the Vendor criteria (Viability, Strategy, Reach, Channel) is 100% and the sum of the Product criteria (Features, Usability, Affordability, Architecture) is 100%.
3. A sum-product of the weighted Vendor criteria scores and of the weighted Product criteria scores is calculated to yield an overall Vendor score and an overall Product score.
4. Overall Vendor scores are then normalized to a 20 point scale by calculating the arithmetic mean and standard deviation of the pool of Vendor scores. Vendors for whom their overall Vendor score is higher than the arithmetic mean will receive a normalized Vendor score of 11-20 (exact value determined by how much higher than the arithmetic mean their overall Vendor score is), while vendors for whom their overall Vendor score is lower than the arithmetic mean will receive a normalized Vendor score of between 1 and 10 (exact value determined by how much lower than the arithmetic mean their overall Vendor score is).
5. Overall Product score are normalized to a 20 point scale according to the same process.
6. Normalized scores are plotted on the matrix, with Vendor score being used as the x-axis, and Product score being used as the y-axis.
Vendor Landscape Methodology: Information Presentation – Criteria Scores (Harvey Balls)

Info-Tech’s Criteria Scores are visual representations of the absolute score assigned to each individual criterion, as well as of the calculated overall Vendor and Product scores. The visual representation used is Harvey Balls.

Harvey Balls are calculated as follows:

1. Raw scores are transposed into the Info-Tech Vendor Landscape Shortlisting Tool (for information on how Raw scores are determined, see Vendor Landscape Methodology: Scoring, above).

2. Each individual criterion Raw score is multiplied by a pre-assigned weighting factor for the Vendor Landscape in question. Weighting factors are determined prior to the evaluation process, based on the expertise of the Senior or Lead Research Analyst. to eliminate any possibility of bias. Weighting factors are expressed as a percentage such that the sum of the weighting factors for the Vendor criteria (Viability, Strategy, Reach, Channel) is 100% and the sum of the Product criteria (Features, Usability, Affordability, Architecture) is 100%.

3. A sum-product of the weighted Vendor criteria scores and of the weighted Product criteria scores is calculated to yield an overall Vendor score and an overall Product score.

4. Both overall Vendor score / overall Product score as well as individual criterion Raw scores are converted from a scale of 1-10 to Harvey Ball scores on a scale of 0-4 where exceptional performance results in a score of 4 and poor performance results in a score of 0 (zero).

5. Harvey Ball scores are converted to Harvey Balls as follows:
   • A score of 4 becomes a full Harvey Ball
   • A score of 3 becomes a three-quarter full Harvey Ball
   • A score of 2 becomes a half full Harvey Ball
   • A score of 1 becomes a one-quarter full Harvey Ball
   • A score of 0 (zero) becomes an empty Harvey Ball

6. Harvey Balls are plotted by solution in a chart where rows represent individual solutions and columns represent overall Vendor / overall Product as well as individual criteria. Solutions are ordered in the chart alphabetically by vendor name.
Vendor Landscape Methodology: Information Presentation – Feature Ranks (Stop Lights)

Info-Tech’s Feature Ranks are visual representations of the presence/availability of individual features that collectively comprise the Features criterion. The visual representation used is Stop Lights.

Stop Lights are determined as follows:

1. A single point is assigned to each evaluated feature that is regarded as being fully present, a half point to each feature that is partially present or pending in an upcoming release, and zero points to features that are deemed to be fully absent.
   - Fully present means all aspects and capabilities of the feature as described are in evidence.
   - Fully absent means all aspects and capabilities of the feature as described are in evidence.
   - Partially present means some, but not all, aspects and capabilities of the feature as described are in evidence OR all aspects and capabilities of the feature as described are in evidence but only for some models in a line.
   - Pending means all aspects and capabilities of the feature as described are anticipated to be in evidence in a future revision of the product and that revision is to be released within the next 12 months.

2. Feature scores are converted to Harvey Balls as follows:
   - Full points become a Green light
   - Half points become a Yellow light
   - Zero points become a Red light

3. Stop Lights are plotted by solution in a chart where rows represent individual solutions and columns represent individual features. Solutions are ordered in the chart alphabetically by vendor name.

For example, a set of applications is being reviewed and a feature of “Integration with Mobile Devices” that is defined as “availability of dedicated mobile device applications for iOS, Android, and BlackBerry devices” is specified. Solution A provides such apps for all listed platforms and scores “Green,” solution B provides apps for iOS and Android only and scores “Yellow,” while solution C provides mobile device functionality through browser extensions, has no dedicated apps, and so scores “Red.”
Vendor Landscape Methodology: Information Presentation – Value Index

Info-Tech’s Value Index is an indexed ranking of solution value per dollar as determined by the Raw scores assigned to each criteria (for information on how Raw scores are determined, see Vendor Landscape Methodology: Scoring, above).

Value scores are calculated as follows:

1. The Affordability criterion is removed from the overall Product score and the remaining Product score criteria (Features, Usability, Architecture) are reweighted so as to retain the same weightings relative to one another while still summing to 100%. For example, if all four Product criteria were assigned base weightings of 25%, for the determination of the Value score Features, Usability, and Architecture would be reweighted to 33.3% each to retain the same relative weightings while still summing to 100%.

2. A sum-product of the weighted Vendor criteria scores and of the reweighted Product criteria scores is calculated to yield an overall Vendor score and a reweighted overall Product score.

3. The overall Vendor score and the reweighted overall Product score are then summed and this sum is multiplied by the Affordability Raw score to yield an interim Value score for each solution.

4. All interim Value scores are then indexed to the highest performing solution by dividing each interim Value score by the highest interim Value score. This results in a Value score of 100 for the top solution and an indexed Value score relative to the 100 for each alternate solution.

5. Solutions are plotted according to Value score, with the highest scorer plotted first, and all remaining scores plotted in descending numerical order.

Where pricing is not provided by the vendor and public sources of information cannot be found, an Affordability Raw score of zero is assigned. Since multiplication by zero results in a product of zero, those solutions for which pricing cannot be determined receive a Value score of zero. Because Info-Tech assigns a score of zero where pricing is not available, it is always in the vendor’s best interest to provide accurate and up to date pricing.
Info-Tech’s Price Evaluation is a tiered representation of the three-year Total Cost of Ownership (TCO) of a proposed solution. Info-Tech uses this method of communicating pricing information to provide high-level budgetary guidance to its end-user clients while respecting the privacy of the vendor’s with whom it works. The solution TCO is calculated and then represented as belonging to one of ten pricing tiers.

Pricing tiers are as follows:
1. Between $1 and $2,500
2. Between $2,500 and $5,000
3. Between $5,000 and $10,000
4. Between $10,000 and $25,000
5. Between $25,000 and $50,000
6. Between $50,000 and $100,000
7. Between $100,000 and $250,000
8. Between $250,000 and $500,000
9. Between $500,000 and $1,000,000
10. Greater than $1,000,000

Where pricing is not provided, Info-Tech makes use of publicly available sources of information to determine a price. Because these sources are not official price lists, the possibility exists they may be inaccurate or outdated, and so the source of the pricing information is provided. Because Info-Tech publishes pricing information regardless of vendor participation, it is always in the vendor’s best interest to supply accurate and up-to-date information.

Info-Tech’s Price Evaluations are based on pre-defined pricing scenarios (see Product Pricing Scenario, below) to ensure as close to an “apples to apples” comparison as possible between evaluated solutions. Pricing scenarios describe a sample business and solicit guidance as to the appropriate product/service mix required to deliver the specified functionality, the list price for those tools/services, as well as three full years of maintenance and support.
Vendor Landscape Methodology: Information Presentation – Scenarios

Info-Tech’s Scenarios highlight specific use cases for the evaluated solution to provide as complete (when taken in conjunction with the individual written review, Vendor Landscape, Criteria Scores, Feature Ranks and Value Index) a basis for comparison by end-user clients as possible.

Scenarios are designed to reflect tiered capability in a particular set of circumstances. Determination of the Scenarios in question is at the discretion of the analyst team assigned to the research project. Where possible Scenarios are designed to be mutually exclusive and collectively exhaustive, or at the very least hierarchical such that the tiers within the Scenario represent a progressively greater or broader capability.

Scenario ranking is determined as follows:

1. The analyst team determines an appropriate use case.
   *For example:*
   • Clients that have multinational presence and requires vendors to provide 4 hour on-site support.

2. The analyst team establishes the various tiers of capability.
   *For example:*
   • Presence in Americas
   • Presence in EMEA
   • Presence in APAC

3. The analyst team reviews all evaluated solutions and determines which ones meet which tiers of capability.
   *For example:*
   • Presence in Americas  – Vendor A, Vendor C, Vendor E
   • Presence in EMEA  – Vendor A, Vendor B, Vendor C
   • Presence in APAC  – Vendor B, Vendor D, Vendor E

4. Solutions are plotted on a grid alphabetically by vendor by tier. Where one vendor is deemed to be stronger in a tier than other vendors in the same tier, they may be plotted non-alphabetically.
   *For example:*
   • Vendor C is able to provide 4 hour on site support to 12 countries in EMEA while Vendor s A and B are only able to provide 4 hour on-site support to 8 countries in EMEA; Vendor C would be plotted first, followed by Vendor A, then Vendor B.
Vendor Landscape Methodology: Information Presentation – Vendor Awards

At the conclusion of all analyses, Info-Tech presents awards to exceptional solutions in three distinct categories. Award presentation is discretionary; not all awards are extended subsequent to each Vendor landscape and it is entirely possible, though unlikely, that no awards may be presented.

Awards categories are as follows:

- **Champion Awards** are presented to those solutions, and only those solutions, that land in the Champion zone of the Info-Tech Vendor Landscape (see Vendor Landscape Methodology: Information Presentation - Vendor Landscape, above). If no solutions land in the champion zone, no Champion Awards are presented. Similarly, if multiple solutions land in the champion zone, multiple Champion Awards are presented.

- **Trend Setter Awards** are presented to those solutions, and only those solutions, that are deemed to include the most original/inventive product/service, or the most original/inventive feature/capability of a product/service. If no solution is deemed to be markedly or sufficiently original/inventive, either as a product/service on the whole or by feature/capability specifically, no Trend Setter Award is presented. Only one Trend Setter Award is available for each Vendor Landscape.

- **Best Overall Value Awards** are presented to those solutions, and only those solutions, that are ranked highest on the Info-Tech Value Index (see Vendor Landscape Methodology: Information Presentation – Value Index, above). If insufficient pricing information is made available for the evaluated solutions such that a Value Index cannot be calculated, no Best Overall Value Award will be presented. Only one Best Overall Value Award is available for each Vendor Landscape.

<table>
<thead>
<tr>
<th>Vendor Awards</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Info-Tech's Champion Award</strong> is presented to solutions in the Champion zone of the Vendor Landscape.</td>
</tr>
<tr>
<td><strong>Info-Tech's Trend Setter Award</strong> is presented to the most original/inventive solution evaluated.</td>
</tr>
<tr>
<td><strong>Info-Tech's Best Overall Value Award</strong> is presented to the solution with the highest Value Index score.</td>
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</tbody>
</table>
Vendor Landscape Methodology:
Fact Check & Publication

Info-Tech takes the factual accuracy of its Vendor Landscapes, and indeed of all of its published content, very seriously. To ensure the utmost accuracy in its Vendor Landscapes, we invite all vendors of evaluated solutions (whether the vendor elected to provide a survey and/or participate in a briefing or not) to participate in a process of Fact Check.

Once the research project is complete and the materials are deemed to be in a publication-ready state, excerpts of the material specific to each vendor’s solution are provided to the vendor. Info-Tech only provides material specific to the individual vendor’s solution for review encompassing the following:

• All written review materials of the vendor and the vendor’s product that comprise the evaluated solution
• Info-Tech’s Criteria Scores / Harvey Balls detailing the individual and overall Vendor / Product scores assigned
• Info-Tech’s Feature Rank / Stop Lights detailing the individual feature scores of the evaluated product
• Info-Tech’s Value Index ranking for the evaluated solution
• Info-Tech’s Scenario ranking for all considered scenarios for the evaluated solution

Info-Tech does not provide the following:

• Info-Tech’s Vendor Landscape placement of the evaluated solution
• Info-Tech’s Value Score for the evaluated solution
• End-user feedback gathered during the research project
• Info-Tech’s overall recommendation in regard to the evaluated solution

Info-Tech provides a one-week window for each vendor to provide written feedback. Feedback must be corroborated (be provided with supporting evidence) and where it does, feedback that addresses factual errors or omissions is adopted fully while feedback that addresses opinions is taken under consideration. The assigned analyst team make all appropriate edits and supply an edited copy of the materials to the vendor within one week for final review.

Should a vendor still have concerns or objections at that time, they are invited to a conversation, initially via email, but as required and deemed appropriate by Info-Tech subsequently via telephone, to ensure common understanding of the concerns. Where concerns relate to ongoing factual errors or omissions they are corrected under the supervision of Info-Tech’s Vendor Relations personnel. Where concerns relate to ongoing differences of opinion they are again taken under consideration with neither explicit not implicit indication of adoption.

Publication of materials is scheduled to occur within the six weeks immediately following the completion of the research project, but does not occur until the Fact Check process has come to conclusion and under no circumstances are “pre-publication” copies of any materials made available to any client.
Product Pricing Scenario

A mid-level clothing manufacturer/retailer with corporate offices on the US west coast, east coast, and in Ireland, and 2,200 global employees, is looking to implement a centrally managed endpoint encryption solution. The firm is interested in providing complete and comprehensive coverage for all types of mobile devices as well as coverage for select non-mobile endpoints.

The corporate office breakdown is as follows:

**US West Coast (Head Office)**
Employing 1,600 people (70% of total staff), the west coast office holds Sales, Finance, Strategy, Marketing, Buyers, and the majority of IT. The IT staff here consists of 45 employees, three of which are dedicated security professionals consisting of one Security Manager and two Security Analysts.

**US East Coast (Satellite)**
Employing 200 people (10% of total staff), the east coast office holds solely a Marketing department.

**Ireland (Satellite)**
Employing 400 people (20% of total staff), the Ireland office employs Buyers and Manufacturing and also a DR facility. Manufacturing consists of 300 employees. The company’s remaining five IT staff are located here, though none have dedicated security responsibilities.

The organization is interested in deploying a solution that will meet the following use-case:

- The solution will be deployed to control and restrict the outbound flow of all structured and unstructured data within the organization, whether that is via perimeter network connections (wired and wireless) or endpoints. Due to the requirement to address unstructured data, enterprise data stores will need to be actively fingerprinted.
- The solution must be able to take variable action on discovered policy violations including blocking, blocking with notification, quarantining, releasing with justification, etc. All activities must be granularly reported upon.
- The solution must have a robust rules engine that includes pre-defined policies to address regulatory requirements as well as the ability to create custom policies. The solution must also have a reporting engine that can report on all activities across all egress points against all rules/policies.
- The organization wishes to be able to manage the entirety of the infrastructure by as few consoles (ideally one) as possible.
- The organization wishes to enter into an agreement that provides for three full years of protection, including licensing, support, and maintenance and pricing should reflect that term.
- Because the organization operates on a 17 hour day (the time span between the start of the work day in Ireland and the end of the work day on the west coast) it requires support availability over extended hours; any quoted support must be sufficient and appropriate to reflect those operational hours.
In terms of the IT infrastructure of the organization, consider the following:

**General Infrastructure**
- Primarily Microsoft Server infrastructure – file, print, and application servers (other than those listed below) fully virtualized
  - Four Domain servers (two at Head Office, one at each of the other offices)
  - HA production virtual server cluster at Head Office (four servers) + separate dev and QA virtual server cluster in Ireland (two servers - also used for DR purposes).
  - 24 production virtual servers (west coast)
  - Exchange 2010 (two servers)
  - SharePoint 2010 (single server)
- Oracle DB on Linux (two servers at the US West Coast office, and a single server in Ireland)
- Apache website and store front on Linux (four server farm)
- 700 Windows 7 laptops; 1100 Windows 7 desktops; 100 Mac OSX laptops
- Blackberry is the standard corporate device (with a single BES server), but iOS and Android phones are allowed to connect to the network.
  - 1,000 corporately owned BlackBerry smartphones are in use
  - 300 personally owned iPhones are in use
  - 500 personally owned Androids smartphones are in use
  - 100 personally owned iPads are in use
- Gigabit LAN in all three locations, fully Cisco switch infrastructure
  - West coast office switch infrastructure as follows:
    - 35x48 port 10/100/1000 stackable access switches with 10Gbit uplinks
    - 5x24 port 10Gbit ToR switches
    - 5x48 port 10/100/100 ToR switches
    - One core chassis switches with 192 10Gbit ports and 240 10/100/1000 ports
  - West coast office has dual 100Mbps Internet connection
  - East coast office switch infrastructure as follows:
    - 5x48 port 10/100/1000 access switches with 10Gbit uplinks
    - Mini-core with 12 10Gbit ports
Product Pricing Scenario, continued

In terms of the IT infrastructure of the organization, consider the following:

General Infrastructure, continued
- East coast office has a single 10Mbps Internet connection
- Ireland office switch infrastructure as follows:
  - 10x48 port 10/100/1000 stackable access switches with 10Gbit uplinks
  - Mini-core with 24 10Gbit ports
- Ireland has a single 100Mbps Internet connection and a single 45 Mbps Internet connection.
- Head office and east coast office connected via site-to-site IPSEC VPN tunnel
- Head office and Ireland office connected via 45Mbps MPLS WAN link

Security Specific Infrastructure
- Gateway Fortinet UTM devices at each site providing firewall, VPN, IPS, anti-malware, and URL filtering
- Spam protection is handled by a Google Postini
- Endpoint protection is provided by Sophos