

## Protect data at rest with Sunflower Aware:

- Reduce your risk of losing sensitive data
- Plan security programs based on organizational needs
- Identify the assets that present the greatest information security risk
- Certify control of assets and employee compliance with information security policy
- Promote physical accountability for devices that store mission critical information
- Report on progress using standard reports and metrics
- Certify complete removal of sensitive data from devices prior to disposition

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## Encryption is not enough

Protecting sensitive data from theft requires an innovative approach to information security. Encryption and virtual private networks (VPNs) are limited to a small subset of your organization's sensitive data storage devices (SDSDs) and are only one piece of an effective security solution. Organizations currently lack a tool that gives IT managers the information they need to assess their exposure to risk from a data security breach and prioritize the implementation of protection programs on the assets that contain the most sensitive data.

Sunflower Aware is a unique software solution that focuses on the sensitivity level of data that is likely to be on storage devices, the physical location of these devices and the application of existing information security policies. Never again will an organization have to fear the loss of sensitive data due to a lack of information to make critical security program decisions.

Sunflower Aware provides IT managers with the ability to:

- Classify the sensitivity level of data on assets
- Certify that users are following appropriate policies
- Monitor that the asset is currently accounted for
- Assess the level of risk the organization has for a loss of sensitive data
- Dispose of the asset in an appropriate method to insure data protection
- Make adjustments to security policies, procedures and protection programs based on timely and accurate information

## The risk is real

Proactive security programs built on the intelligence that Sunflower Aware provides could have prevented recent sensitive data thefts at several Federal agencies. In May 2006, a laptop containing names, Social Security numbers and dates of birth for up to 26.5 million veterans was stolen from the home of a Department of Veterans Affairs (VA) analyst. That same month, a laptop holding sensitive data on nearly 133,000 Florida residents was stolen from a vehicle belonging to the Department of Transportation. In July 2006 another laptop loaded with private information was stolen from an employee of the Department of Agriculture. The VA alone has responded to the thefts by spending millions of dollars on enhanced data security encryption programs. These measures are important, but they fail to address the entire scope of the problem.

VPNs and data encryption can prevent unauthorized access, but do not prevent authorized users like the VA analyst from downloading this data to easily misplaced and highly pilferable data storage devices. A comprehensive data security solution could have provided accountability for the laptop's location and the sensitivity level of the data it contained. The Veterans Administration could have used this information to take proactive steps to better protect its remotely stored, highly sensitive data.

## Aware minimizes risk

Sunflower Systems offers a unique approach to data security that emphasizes accountability for sensitive information after it has been retrieved and stored by authorized users. Sunflower Aware is the only solution that focuses on sensitivity level classification, end-user physical accountability and disposal certification to minimize the organizational risk of a data security breach.



If you can't answer these questions, you need Sunflower Aware:

- Do you know how many SDDS your agency has?
- Do you know the security category classifications for each of your agency's SDDSs?
- Do you know how many SDDSs are stored outside of a secured agency location?
- Do you know what percentage of your agency's SDDSs have been accounted for in the past few months?
- Do you know how many of your users are following agency policies for the information on their assigned SDDSs?
- Do you know which SDDSs immediately require increased security measures?

Sunflower Aware identifies the assets that hold the most sensitive data and reside in locations that provide the least amount of physical security. Laptops, flash drives, external hard drives and personal digital assistants are capable of storing large amounts of private information and are easily lost or stolen. IT managers can use this information to prioritize the implementation of encryption software and other measures on these and other devices that pose the greatest risk to mission critical data.



Sunflower Aware is designed around the latest Federal information security guidelines. Clay Johnson, Deputy Director for Management of the Office of Management and Budget (OMB) recently issued a memo urging all departments and agencies to follow the data security checklist established by the National Institute of Standards and Technology (NIST). The checklist outlines three steps to "compensate for the lack of physical security controls when information is removed from, or accessed from outside the agency location."<sup>1</sup> Specifically, organizations must confirm identification of personally identifiable information (PII) protection needs, verify adequacy of organizational policy, and implement protections for PII being accessed, transported, or stored offsite."<sup>2</sup> The first of these steps provides the greatest challenge because sensitive data is widely distributed across the organization. IT managers must assess the level of risk they face from a data leak in order to determine their information security needs. Federal Information Processing Standards Publication (FIPS) 199 provides a framework for categorizing the risk associated with three data security objectives: confidentiality, integrity and availability. The level of potential impact on organizational or individual security can be categorized as low, moderate, or high for each of these three objectives.

Sunflower Aware associates an overall security category to data storage devices based on the information they are likely to contain. The categorization of major information types and systems provides a tangible index of an organization's exposure to information security risk. Once this risk assessment is complete, IT managers can identify the specific devices that require the greatest data-level security protections. Sunflower Aware enforces data security regulations by requiring employees to complete a periodic online certification of their SDDSs. Employees can be required to periodically confirm that they have physical custody of the assets at an approved location. These users can also be required to certify that they are using these devices in accordance with organizational policy. Sunflower Aware also supports the asset disposal process by capturing the essential details of the data cleaning and transfer of custody to create a complete record of accountability for each device.

#### Close your agency's data security loophole

Sunflower Aware is an essential complement to your existing data security program. This unique solution can be implemented across your organization in about six weeks, enabling you to respond rapidly to your data security challenges. Only Sunflower Aware gives you the confidence you need to face an increasingly complex information security landscape.

<sup>1</sup> Office of Management and Budget Memorandum (M-06-16), Protection of Sensitive Agency Information, June 2006.

<sup>2</sup> National Institute of Standards and Technology, Security Checklist for Personally Identifiable Information, June 2006

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