

### *Protecting Member Data at Rest and in Motion*

Credit unions must take a holistic approach to protecting member data that considers both external attackers and insiders (malicious & non-malicious). The Ponemon Institute study shows that 87% of the sensitive data is stored in documents and spreadsheets that are vulnerable to loss of theft which is why data leak prevention (DLP) is hot topic right now. It can help solve many of the data loss issues around email, Internet access and USB drives. Previously, DLP has been cost prohibitive for many credit unions, but it is now more affordable and appealing to credit unions of all sizes.

Virtually all credit unions have firewalls, anti-virus, and intrusion prevention systems in place as strong foundations, so for many of them DLP and comprehensive encryption systems are the next logical steps. DLP has simply become another solution that we offer our credit union clients via our End-to-End Managed Services. Our highly skilled engineers manage over 5,000 devices around the clock, and DLP is becoming an increasingly popular addition to our complete managed services portfolio. We utilize your existing security infrastructure and use a single agent for HIPS, DLP, and AV to give you maximum integration and performance.

In terms of encryption, we recommend utilizing a "systems" based approach, which have only found with PGP, the original encryption pioneer with the broadest set of integrated encryption. Far too many credit unions take a piecemeal approach to encryption, using different encryption vendors for e-mail, files, disks, tapes, etc which increases TCO. Our solution easily handles all facets of encryption – at rest and in motion – while delivering centralized software and key management.

Vendor management is another area where credit unions are feeling some pain. Internal and external auditors are looking much more closely at vendor relationships, and rightfully so based on research that shows that about one third of all data breaches are related to external vendor issues. That is why we have worked hard to become SAS-70 Type II certified, audited for ISO 27001, and accredited by the MSP Alliance. These certifications, along with our commitment to the financial industry, make it much easier for credit unions to view us as trusted partners, and not just another security vendor.

Our credit union relationships are built upon a mutual understanding that security is not about 'plugging holes,' but about taking a holistic view of the credit union's entire infrastructure and risk management principles. HEIT works with them to make sure that their security concerns are viewed strategically and that they are closely aligned with their business goals. Our close partnership with Cisco, by far the largest security vendor in the world, ensures the highest level of products and services to our credit union partners. This long term commitment is evidenced by the fact that we earned top Financial Services Award out of 4,000 Cisco partners in 2006, and were awarded Cisco's Financial Services Partner of the Year Award the last 2 years.



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**Dan Holt** is co-founder and CEO of HEIT, Inc. Mr. Holt is responsible for all aspects of the corporation including management, company development, strategic partnerships, and overall corporate strategy. Under his leadership, the company continues to expand nationally earning numerous accolades including: Cisco's Financial Services Partner of the Year; ReymannGroup Certified Enabler; and a leading Industry Solutions Provider for Banks and Credit Unions. Additionally, Holt is a leading information technology expert for the financial services industry and specifically delivers thought leadership at Bank and Credit Union seminars, speaking engagements, and provides expertise on the Federal Financial Institutions Examination Council (FFIEC) guidance.