

# McAfee Total Protection for Secure Business

Comprehensive security in one easy-to-manage suite

Medium-sized businesses are plagued by the same security risks that the largest enterprises face on a daily basis, but they typically lack the time, budget, and IT resources to adequately protect themselves against all of today's sophisticated threats.<sup>1</sup> The list is long and daunting: Trojans, botnets, spam, spyware, malicious web sites, data loss, and data theft. Medium-sized businesses need to enforce acceptable use policies for email and the web, and ensure compliance with government data privacy regulations. A single hacker attack, a single misplaced laptop containing confidential data, or a single infected device could cripple a medium-sized business.

McAfee helps keep small and medium-sized businesses like yours protected with a *smart, simple, secure* solution designed for small and medium enterprise customers. McAfee® *Total Protection (ToPS) for Secure Business* provides comprehensive endpoint, email, web, and data security—all in a single, integrated suite. Best of all, the suite is available from one vendor at one price, making it affordable and easy to manage.

## The Need to Secure Multiple Points of Entry

As threats have grown more complex and more numerous, businesses are finding that yesterday's anti-virus is no longer good enough. Cybercriminals are now using Web 2.0 technologies to deliver Trojans, spyware, rootkits, and the like. As a first layer of defense, you want to have a security device at the edge of the network that can block access to malicious web sites and scan all email and web downloads for malware.

Your endpoint computers also need strong onboard security, such as personal firewall and host intrusion prevention to protect them when they are away from the network and more vulnerable to attack.

And then there's data. Valuable corporate data—customer information, intellectual property, and financial records—needs to be protected from loss or theft. Encrypting everything on hard drives is a simple, effective way to prevent data loss in the event that a laptop computer is lost or stolen. And to prevent other avenues of data loss, medium-sized businesses need to control what kinds of data storage devices can be used in organizations, from USB drives to removable media, such as CD-ROMs.

## The Problem with Point Products

Until recently, to protect themselves from the full range of security threats, medium-sized businesses have had no choice but to purchase multiple security products from multiple vendors. This approach makes security both costly and difficult to manage. It requires increased staff resources to implement security policies, monitor systems, analyze security data, and identify events requiring action. Multiple annual support fees, maintenance contracts, and licenses need to be funded and managed. When something goes wrong in a multi-vendor security environment, it's often difficult to identify which vendor should be contacted to resolve the issue, and it's often even more difficult to get them to work cooperatively to find a quick solution.

<sup>1</sup> Based on customer surveys, interviews, and focus groups conducted by McAfee.

How does a medium-sized business obtain comprehensive, uncompromising security within the typical budget and manpower constraints of an understaffed, overworked IT department?

*"Wherever possible, consolidate endpoint protection vendors and purchase protection in suites rather than discrete products. ... Multiple products from multiple vendors are more expensive because of the lack of volume pricing and require more administration effort and training."*  
—Gartner research

Efficiency and security also suffer when businesses deploy multiple products from multiple vendors. Security administrators must manually correlate a flood of often-conflicting information, typically displayed in different formats on different management consoles. The lack of a centralized management control means a slower response to threats and a harder time implementing policies consistently.

And the cost of this approach—for licenses, maintenance fees, and management overhead—is often prohibitive.

#### Are You Up to the Challenge?

- **Data loss and theft**—Eighty-one percent of companies reported lost laptops that may have housed valuable and possibly confidential company information<sup>1</sup>
- **Spam**—Ninety-five percent of all email traffic is spam, and more than a fourth of those messages are tied to threats like phishing sites or other malware<sup>2</sup>
- **Web security**—Nine out of 10 web sites are vulnerable to attack, and, in 2008, 21 percent were actually subjected to hacker exploits<sup>3</sup>
- **Compliance**—In a report published in early 2008, Forrester reported that less than 50 percent of companies stated they are completely compliant<sup>4</sup>
- **Malware attacks**—During the past two years, the number of vulnerabilities exceeded that of the past 10 years combined<sup>5</sup>

1 Ponemon Institute, 2006

2 Commtouch, Ipswitch, Barracuda, Messagelabs

3 Forrester Research, Information Week, [http://www.informationweek.com/blog/main/archives/2008/03/web\\_app\\_threats.html](http://www.informationweek.com/blog/main/archives/2008/03/web_app_threats.html)

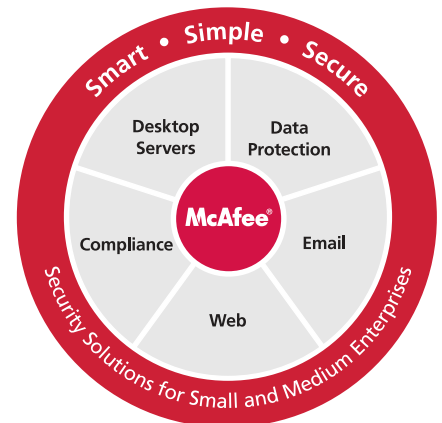
4 Forrester Research, February 2008

5 McAfee Labs™

#### Strike the Perfect Balance with McAfee Total Protection for Secure Business

McAfee offers a sensible alternative—a complete, simple, and cost-effective solution to today's complex set of security threats. With McAfee Total Protection for Secure Business, you get advanced technology against today's most severe threats in one package that's easy to install and easy to manage. This streamlined, enterprise-quality solution covers all the critical elements of security for businesses with 1,000 nodes or less—desktop and server protection, data protection, compliance, email security, and web security.

- **Smart**—The right combination of security capabilities with intelligence built into the products
- **Simple**—Easier to deploy, fewer management consoles and vendors
- **Secure**—Uncompromising IT security and support from the world's leading security solutions provider



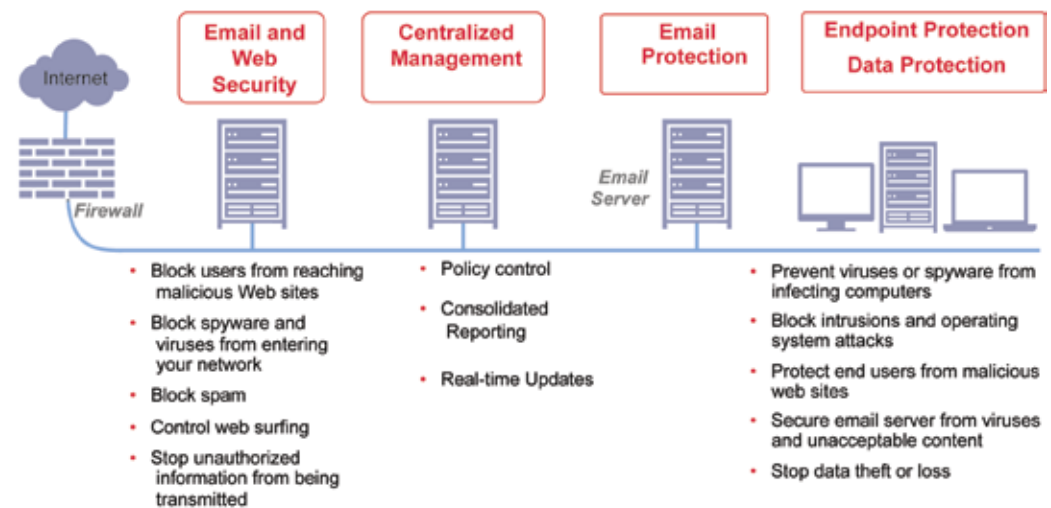
### Total Protection for Secure Business Makes Good Business Sense

With McAfee Total Protection for Secure Business, IT can protect the organization more effectively with time to spare for other important projects. Centralized management and reporting gives IT a detailed or high-level view of the organization's security anytime, anywhere. With accurate data on every aspect of security and a consistent set of policies and security terminology, IT can respond quickly when critical threats strike. And, of course, security that's simplified with fewer management consoles reduces administrative costs.

Comprehensive security is a good investment. It's not a matter of "if" your company will be attacked, but "when." The impact of a security event can often be many times the price of a security solution. Financial consequences include regulatory penalties, loss of customer confidence, server downtime and business disruption, and the cost of reparations. Total Protection for Secure Business helps prevent these losses because it wields our strongest protection against the most common threats your business is going to face.

### Easy-to-Manage Enterprise-Level Protection

McAfee solutions cover all the critical elements of security medium-sized businesses need: desktop and server protection, data protection, email and web security, and compliance. Total Protection for Secure Business provides comprehensive protection against the most lethal threats and exploits—in one package, from one trusted and proven vendor.



**Runaway Data—Did you know?**

- Eighty-one percent of companies reported lost laptops in the past 12 months<sup>1</sup>
- Eighty-five percent of organizations surveyed reported they have had a data breach<sup>2</sup>
- A data breach that exposes personal information could cost companies an average of \$268,000 to inform their customers—even if the lost data is never used<sup>3</sup>
- On average, the cost of preventative measures is four times less than the cost of a breach<sup>4</sup>

1 Ponemon Institute, 2006, 2007  
 2 Ponemon Institute, 2006, 2007  
 3 Data Monitor Data Loss Survey, 2007  
 4 2006 Annual Study, The Cost of Data Breach, Ponemon Institute, 2007

**Award-Winning Defense for Desktops and Servers**

Remember the days when anti-virus was synonymous with security? Today, anti-virus alone doesn't do the job. Medium-sized businesses need desktop and server security that can keep up with the ever-changing landscape of sophisticated blended threats. Rated number one three years in a row by industry analysts, McAfee endpoint protection helps medium-sized businesses stay ahead of the cybercriminals with technologies such as host intrusion prevention and desktop firewall for immediate, automatic protection against most operating system vulnerabilities the minute they're announced.



McAfee was positioned in the Leaders Quadrant of Gartner, Inc.'s Endpoint Protection Platform Magic Quadrant

**Protect Data Wherever It Goes**

When it comes to protecting precious business data, such as customer credit card information and intellectual property, medium-sized businesses can't be too vigilant. Just one data loss or theft incident can have serious repercussions, especially for a midsize business. A tarnished brand, public embarrassment, disclosure costs, and a negative impact on customers and employees, can impact a company's bottom line in a big way.

Total Protection for Secure Business uses strong access control and powerful encryption to protect valued corporate information on laptops, desktops, and even mobile devices. Our data encryption technology is the global standard, in use by 38 of the top 50 global enterprises and by 30 of the top world governments. If a device is lost or stolen, sensitive data is safe because it is rendered unusable. And for added peace of mind, McAfee Device Control prevents unauthorized use of removable devices, including USB drives, memory sticks, and removable disks.

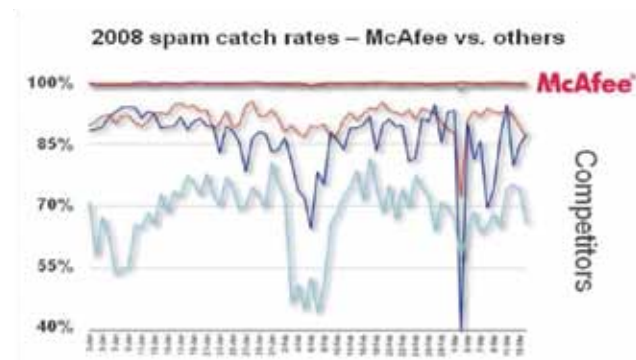


### Email and Web Security

Medium-sized businesses depend on email and the Internet as much as their bigger counterparts, so safeguarding their organizations against spam, viruses, spyware, malicious web sites, and inappropriate surfing is paramount. Juggling point products can quickly turn into a management nightmare for a small IT staff. And then there's the issue of dealing with all the spam messages that clog inboxes and mail servers.

McAfee's email security is integrated with our web security, forming a virtually impenetrable barrier against today's blended threats. Our industry-leading virus and spyware blockers scan every web download and email attachment at the edge of the network before malware has a chance to infect an organization's systems. With the industry's highest certification for anti-spam accuracy three years in a row, our anti-spam technology doesn't just block spam, it also blocks phishing attacks and messages containing links to malicious web sites.

To protect employees and business from web threats, McAfee provides multi-layered protection for the strongest possible defense against online threats. At your Internet gateway we provide web reputation filtering, categorical URL filtering, and anti-malware scanning of every download. On every desktop and laptop, McAfee SiteAdvisor® proactively warns employees about risky web sites and blocks access to malicious web sites.



Source: McAfee Labs

### Compliance

Today, compliance goes way beyond the Sarbanes-Oxley Act (SOX) and privacy laws specific to countries, regions, or states. Regulatory requirements change frequently, and it seems as if new regulations are constantly emerging.

While large enterprises typically have a dedicated group that handles compliance tasks, medium-sized businesses find themselves strapped for resources, making it difficult to keep up. Because of tight budgets, medium-sized businesses often fail to invest sufficient time and money in policies, procedures, processes, and controls. As a result, they find themselves scrambling at audit time and running the risk of failing compliance.

Total Protection for Secure Business helps medium-sized businesses achieve compliance with the Health Insurance Portability and Accountability Act (HIPAA), the European Union Directive, and other regulations. Infractions are prevented with data protection, email privacy, web use control, threat protection, and virtual patching.

Feature	ToPS for Secure Business
Data Protection	
Full disk encryption	✓
Device control	✓
Web Gateway Security	
Anti-malware	✓
Safe surfing	✓
URL filtering	✓
Email Gateway Security	
Anti-malware	✓
Anti-spam	✓
Content filtering	✓
Email Server Security	
Anti-malware	✓
Anti-spam	✓
Content filtering	✓
Desktop Protection	
Anti-virus	✓
Anti-malware	✓
Host intrusion prevention	✓
Anti-spyware	✓
Desktop firewall	✓
Safe surfing	✓

Product features

### The McAfee Difference

McAfee Total Protection for Secure Business encompasses all the critical elements of security that most medium-sized companies need to protect themselves in today's dynamic threat environment. It incorporates McAfee's best and most comprehensive security for endpoints, email, web, and data. When compared with the alternative of purchasing and maintaining multiple security products from multiple vendors, McAfee Total Protection for Secure Business saves time and money, and provides a more powerful, integrated defense against the threats medium-sized businesses know about—and the threats they can't see coming.

### McAfee Labs

McAfee Labs™ is the global research team of McAfee, Inc. With research teams devoted to malware, potentially unwanted programs, host intrusions, network intrusions, mobile malware, and ethical vulnerability disclosure, McAfee Labs researchers continually improve security technologies and better protect the public.

### McAfee Technical Support

McAfee's award-winning Technical Support provides expertise to proactively minimize and rapidly resolve problems and threats before they impact profits and business continuity. Visit <http://www.mcafee.com>.

### About McAfee, Inc.

McAfee, Inc., headquartered in Santa Clara, California, is the world's largest dedicated security technology company. It delivers proactive and proven solutions and services that secure systems and networks around the world, allowing users to browse and shop the web securely. With its unmatched security expertise and commitment to innovation, McAfee empowers home users, businesses, the public sector and service providers by enabling them to comply with regulations, protect data, prevent disruptions, identify vulnerabilities, and continuously monitor and improve their security. <http://www.mcafee.com>

