Mobile Collaboration Secured

Syncplicity by EMC

Content Security In Mobile World

Traditional perimeter-based security controls are insufficient to meet the challenges of the mobile world. Content diversity requires application architecture to adapt to content classes, while delivering a modern frictionless User Experience. In addition, content in mobile world cannot be locked down, so security controls need to move with the content. These security challenges are further exacerbated by the complexity of managing any potential solution. At Syncplicity, we have introduced innovations that address these challenges directly.

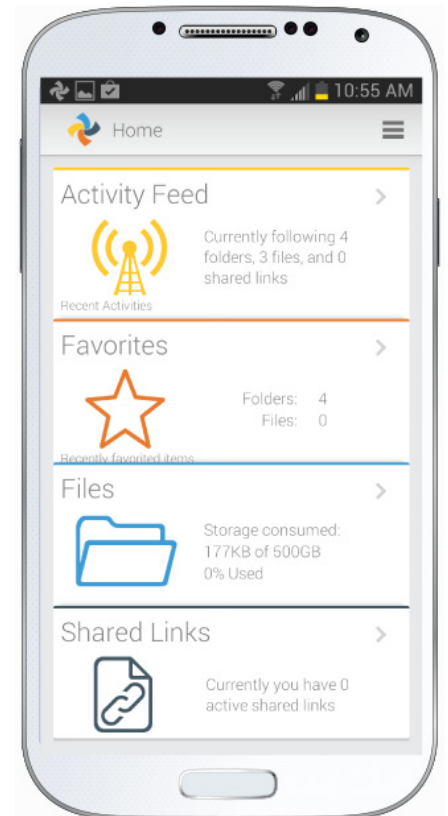| Challenge	Response
Different types of content	Policy driven storage
Content distribution outside the firewall	Content tethered security controls
Increased risk due to complex policy management	Simplified policy administration

Policy Driven Content Storage With Syncplicity StorageVault™

We know that all content is not created equal. Optimal choice of storage varies with content type. Data residency concerns may apply to some classes of content and hence these may need to be stored on-premise. While other classes of content may need free cross organizational access - necessitating Cloud storage. Most of our competitors provide only one way of storing content– in the Cloud. Some of our competitors provide an either/or choice between on-premise storage and Cloud storage. With policy driven content storage choice, we allow our customers to select on-premise storage target for a subset of their content even while letting the other content reside in the Cloud. This ability to deliver the right mix of productivity and security, based on policies dynamically, is unmatched.

Ultra-Sensitive HomeDir Content
Isilon-based File Shares

Marketing
Cloud Storage for most files

Geography
Local StorageVault

POLICY DRIVEN STORAGE
WORKING TOGETHER FOR ULTIMATE SECURITY AND COMPLIANCE

Legal
VNX StorageVault

Engineering
Atmos StorageVaults

Content Tethered Security

Collaboration requires content to move across users and across devices. Hence, security controls need to move with the content, for secure collaboration. Syncplicity delivers security controls that move with the content. Some of these are:

- AES 256 bit encrypted content containers,
- Configurable policies and associated controls that prevent data from leaking outside containers,
- Configurable policies that tether rights management to files through Secure Shared Files
- Content delivery only to Managed Devices by leveraging integration with MDM platforms.

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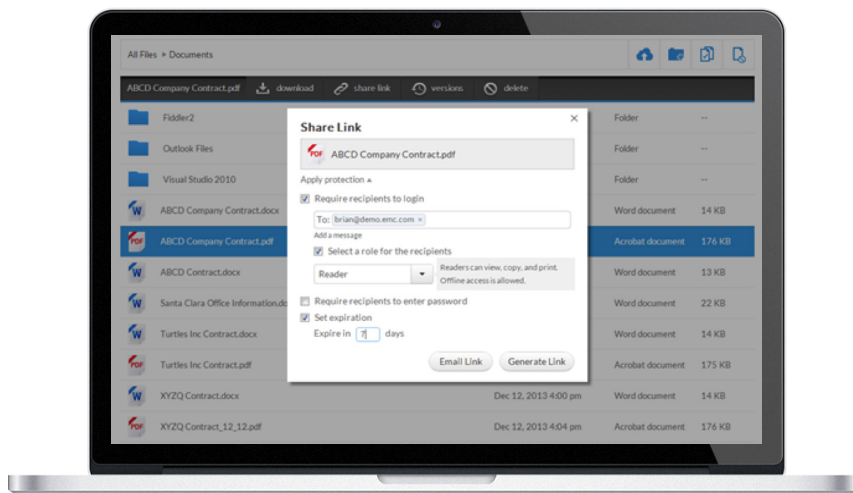
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