

## *Perimeter, Host and Endpoint Security – Finding the Right Mix*

In the past, most organizations simply focused on protecting the perimeter from Internet-based threats. But the paradigm has changed and this type of protection, while still necessary, is not enough. Today there are many new challenges and increasingly banks must take a more comprehensive look at both external and internal threats.

Establishing a secure environment is a complicated balancing act. It requires every bank to continually assess their particular business and technology environment to determine where the threats are coming from. This type of ongoing risk assessment can be difficult, but it is very important since each bank has a different operating environment and tolerance for risks. Yet it is safe to say that every bank will need a combination of defense tactics.

At Zix Corporation, our email encryption service is designed to protect against both external and internal threats. Whether it is an external “bad guy” trying to get access to legitimate customer communications, or an internal employee sending unauthorized financial data outside the bank, ZixCorp’s email encryption service provides policy-based email encryption for regulatory compliance that protects customer privacy and reduces data leaks. Our solution scans all outbound emails and attachments to identify sensitive data such as account numbers, credit card numbers, Social Security numbers, etc. Then based on defined policies, the emails can be automatically encrypted, routed for review or blocked. This provides a great deal of peace of mind for senior managers who are looking to protect customers from identity theft.

What makes ZixCorp’s email encryption service uniquely suited to banks is the ease of use provided by ZixDirectory™. Each bank that becomes a ZixCorp customer is automatically added to ZixDirectory, and can instantly start sending encrypted emails to other organizations in the directory – without any configuration or key exchange. ZixDirectory currently has over 9 million customers, including organizations such as the FDIC and many banks and financial services firms. The ZixCorp solution also makes it easy to secure email communications to customers that do not have encryption capabilities. Secure emails automatically include the bank’s branding so customers know their privacy is being protected.

Our service makes it as easy possible for banks to protect their outbound email communications to customers, vendors and regulators. Virtually no IT resources are needed, and even the smallest community banks can be up and running within a few hours with our affordable solutions. With our ability to send encrypted emails to anyone, anywhere and our position as the largest hosted email encryption service provider in the world, ZixCorp is the best choice for banks looking to secure the privacy of their email communications.



**Dena Bauckman**  
Director of Product Management

**Dena Bauckman** joined ZixCorp in October 2005 as the director of product management for its email encryption solutions. With more than 20 years of technical product management and marketing experience, her responsibilities include product strategy, positioning and planning, market research, and creating a competitive product roadmap to assist sales with revenue goals and further penetration in our core markets, healthcare, financial services, insurance, and government. Prior to joining ZixCorp, she served in various management positions with technology companies, including SBC/Sterling Commerce, Texas Instruments, Soft\*Switch, Inc., and Hewlett Packard.

