

DSM selects TITUS to Prevent Data Leaks; Making it Easier to Identify Sensitive Data

TITUS Classification chosen by life sciences company to raise awareness and educate employees to better protect corporate information

AL Utrecht, the Netherlands (Infosecurity.nl 2011 – Booth A104) – November 2, 2011 — **TITUS**, a leading provider of security and compliance solutions for [email](#) and [documents](#), today announced it has been selected by DSM for classification and protection of their corporate documents. **DSM**, a global science-based company active in health, nutrition and materials, will be using [TITUS Classification for Microsoft Office](#) to provide classification at the user-level to educate, raise awareness and prevent data breaches among their employees.

"With over 22,000 employees in various locations around the world, we needed a tool that would help employees securely interact with corporate data," explained Luc Dupuits, Chief Information Security Officer at DSM. "TITUS Classification solutions educate and raise security awareness among our users, helping them to better understand the value of data."

Data leaks can have a significant impact on business. With [TITUS Classification for Microsoft Office](#), every Microsoft Word, Excel, and PowerPoint document is classified, labelled and protectively marked before it is saved or printed. Users are prompted to identify the sensitivity of data within their familiar Microsoft Office environments, allowing TITUS to apply a visual label to the document in the header and footer so others in the organization can clearly see the information is sensitive. Additionally, TITUS will embed metadata which existing DLP solutions can read and use to make informed policy decisions, such as whether to encrypt or to keep information internal.

Involving the User: Educate, Raise Awareness and Prevent Data Loss

TITUS [user-driven security](#) solutions are a critical component of an effective data loss prevention strategy, and the ideal complement to any enterprise DLP solution. A user-driven security solution provides several critical components for an effective data loss prevention strategy, including:

- actively educating users on organizational security policy
- raising user awareness of sensitive or confidential information
- providing greater control over managing the movement of sensitive documents

"We see examples in the news every day of organizations feeling the effects of their corporate information being inadvertently leaked," said Tim Upton, President and CEO of TITUS. "Organizations such as DSM understand that they can do something to prevent these leaks, and are taking the step of proactively deploying a solution such as ours to educate users and protect information. They are involving their users as a key part of their overall data loss prevention strategy."

About TITUS

TITUS is the leading provider of security and compliance software that helps organizations share information securely while meeting policy and compliance requirements. Our solutions enable military, government, and large enterprises to classify information and meet regulatory compliance by visually alerting end users to the sensitivity of information. Products include [TITUS Classification](#), the leading message, document and file classification and labeling solutions that enhance data loss prevention by involving end users in identifying sensitive information; and the TITUS family of classification and security solutions for [Microsoft SharePoint](#). TITUS solutions are deployed to over 1.5 million users within our over 450 military, government and enterprise customers worldwide, including Dow Corning, United States Air Force, NATO, G4S, Paternoster, Pratt and Whitney, Canadian Department of National Defence, Australian Department of Defence, and the U.S. Department of Veterans Affairs. For more information, visit www.titus.com and the [TITUS Data Security and Compliance blog](#).



DSM – Bright Science. Brighter Living.™

Royal DSM N.V. is a global science-based company active in health, nutrition and materials. By connecting its unique competences in Life Sciences and Materials Sciences, DSM is driving economic prosperity, environmental progress and social advances to create

sustainable value for all stakeholders. DSM delivers innovative solutions that nourish, protect and improve performance in global markets such as food and dietary supplements, personal care, feed, pharmaceuticals, medical devices, automotive, paints, electrical and electronics, life protection, alternative energy and bio-based materials. DSM's 22,000 employees deliver annual net sales of about € 9 billion. The company is listed on NYSE Euronext. More information can be found at www.dsm.com.