

## KuppingerCole Vendor Research Note

by Martin Kuppinger | October  
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# Vendor Research Note: TITUS

## Making information classification work in practice

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## 1. Management Summary

TITUS ([www.titus.com](http://www.titus.com)) is a privately held company specializing in information classification and data security, including Data Loss Prevention (DLP). The product portfolio consists of several products supporting the information classification and some aspects of DLP requirements in different types of environments, from email to SharePoint and Cloud security.

TITUS has been covered in KuppingerCole's 2010 report "Hidden Gems", covering vendors with a strong potential in the market. The company successfully managed to build on the strong potential we had identified and has significantly enhanced its market visibility and customer base. Given that TITUS is providing technologies which are of high relevance for improving information security, we expect to see further growth in their customer base and innovation in their product portfolio.

Additionally, the company has built a strong partner ecosystem and won a significant number of enterprise customers. From the KuppingerCole perspective, TITUS has evolved from a very specialized vendor of some information classification solutions towards a company which provides important elements for customers who wish to build or improve their information security infrastructures.

The specific strength of TITUS is a well-defined balance of technology and user involvement, enabling the manual input when it comes to information classification and the identification of sensitive information. However, based on the many years' experience of TITUS, the involvement of users is as inobtrusive as possible - TITUS makes information classification user-friendly.

KuppingerCole sees TITUS as an interesting supplier when it comes to information classification itself, certainly around email security, but also for file security. Beyond that TITUS provides an advanced solution in the SharePoint security space and complements other types of DLP solutions. When evaluating vendors in these areas, customers should have a look at TITUS. Besides this we see a strong growth potential for partnerships with DLP vendors, beyond the ones already in place.

## 2. Highlights

- Leading-edge solutions for information classification.
- Strong partner ecosystem, with resellers, integrators, and technology partners.
- Enables other DLP solutions to better identify sensitive data based on TITUS provided metadata.
- Strong integration into Microsoft Outlook, Microsoft Office and Lotus Notes
- SharePoint Security solution based on metadata from information classification.
- Proven approach for integrating end users into information classification.
- ➔ Interesting reporting solution, but only available through TITUS professional services.
- ➔ No global infrastructure for own professional services.

## 3. Vendor Description

TITUS ([www.titus.com](http://www.titus.com)) is a privately held company specializing in information classification and data security, including Data Loss Prevention (DLP). The product portfolio, covered later in the report in more detail, consists of several products supporting the information classification and some aspects of DLP requirements in different types of environments, from email to SharePoint and Cloud security.

The company claims to have more than 350 military, government and enterprise customers. TITUS has been covered in KuppingerCole's 2010 report "Hidden Gems", covering vendors with a strong potential in the market. The company successfully managed to build on the strong potential we had identified and has significantly enhanced its market visibility and customer base. Given that TITUS is providing technologies which are of high relevance for improving information security, we expect to see further growth in their customer base and innovation in their product portfolio.

TITUS is based in Ottawa, Canada. While TITUS itself currently is centered in Ottawa, the company has built a partner ecosystem with resellers and technology partners in most regions worldwide.

Despite its massive growth in both customers and users (TITUS claims to have more than 1.5 million users for its different products today) TITUS still is a relatively small vendor. However, due to its increased visibility, the growth of the market, and the well-executed partner strategy, TITUS is amongst the most interesting suppliers in the area of DLP - as well as with their offerings in other areas like email and Microsoft SharePoint security, but as well as a partner and metadata provider for other types of DLP solutions. In its core market of information classification, TITUS is the most prominent vendor, competing more with custom solutions than with other out-of-the-box solutions.

## 4. Target Markets

TITUS has been focusing on classifying, labeling, and enforcing consistent policies for the use of organizational and corporate information from the beginning. Over the past years, the product portfolio has grown significantly. This is based on the increasing demand for those solutions in enterprises, due to the severe challenges companies are facing around information security today.

The challenges addressed by TITUS are

- Data loss: Data gets lost due to users sending emails accidentally, attaching business critical content, or just inadvertently sharing sensitive information with the wrong people
- Enforcement of email (and content) policies: Even while policies around email are in place in most organizations, enforcement of these policies is difficult.

TITUS is built on user involvement. In contrast to other types of DLP approaches, creating end user awareness is a key concept in the TITUS products. Based on that, TITUS offers a range of products which combine analytical capabilities for identifying sensitive data with a tight integration into the standard tools in use today, like email programs or Microsoft Office.

Building on their existing products, TITUS recently introduced a specialized solution for SharePoint security, specifically for enhanced data governance.

## 5. Product Overview

The product portfolio of TITUS is split into three segments:

- Classification
- Aware
- SharePoint Security

TITUS Classification solutions support users in identifying information sensitivity, labeling the information visually, and managing that information according to the labeling. Based on policies, sensitive data might be kept inside of the organization or shared only with defined groups of people.

Within the Classification portfolio, TITUS offers five different products:

- Message Classification for Outlook: This is one of the flagship products of TITUS. It adds a workflow to Outlook which supports the classification, policy checks, and warnings/prevention in case of email not complying with policies. TITUS supports content validation and other types of analysis, with a broad range of capabilities around attachment checking. Features like “send anyway” - allowing users to override policies based on defined reasons and additional information provided by the users - are available as well. The product is interoperable with other classification products.

- Message Classification for Notes: Besides the Microsoft Outlook solution, TITUS offers a solution for IBM Lotus Notes as well.
- Classification for Microsoft Office: This product supports Microsoft Office (Word, PowerPoint, Excel). Documents can be easily classified. Visual labels and appropriate metadata are added automatically based on the classification.
- Classification for Desktop: While the other Classification products are tightly integrated into specific applications and services, the desktop product works at the file level. Classification can be added to existing files of any type, such as PDF documents. Based on that, DLP solutions can enforce their policies based on the metadata provided by TITUS Classification for Desktop. The product supports a wide range of file types.
- File Server Classification: The server solution available for Windows Server 2008 leverages the FCI (File Classification Infrastructure) of the Windows Server to support classification of documents.

TITUS Aware is a single product which is currently available for Microsoft Outlook. It is a sort of lightweight approach to email information security. Actions happen before sending email, e.g. during the process of writing emails. Company policies for email can be enforced quickly, based on a simple deployment. TITUS Aware focuses on quick wins in email information security.

Users receive interactive policy warnings and are informed about the policy violations. These policies can be based on email recipients, attachments, or content within the email such as sensitive information around HR data, financial data, and other categories. Information can be redacted (blacked out) interactively so that emails which then fully comply with policies can be sent out.

One of the newest offerings from TITUS is the SharePoint Security Suite. Given that Microsoft SharePoint is a platform used by a large number of organizations to share information within and beyond the enterprise, protecting unwanted information leakage from this platform is a major concern in most of these organizations.

TITUS SharePoint Security Suite consists of two products:

- Metadata Security: This tool protects sensitive information based on the metadata of documents. Security settings are automatically enforced based on policies which make use of metadata. The metadata might be set, for example, using the Classification for Desktop or the Classification for Office products, or by SharePoint itself. Permissions within SharePoint are then configured automatically.
- Document Policy Manager: This product automatically creates visual markings in documents based on their sensitivity (and thus again based on metadata). PDFs can be generated automatically from Microsoft Office documents.

In contrast to the other TITUS offerings, the SharePoint Security products don't support the information classification itself but build on existing information classification. They use that information to automatically improve SharePoint

security, without further user involvement. A future direction for TITUS will be the addition of support for claims in SharePoint.

Another element of the TITUS portfolio is the TITUS Reporting Module. This product is a centralized dashboard which currently supports TITUS Message Classification for Outlook and Classification for Office. Other products shall be supported by future releases.

The reporting module provides some standard reports. Beyond that, reports and graphs for threat information, trend analysis, compliance audits, and other use cases can be created. They are based on the event log information created by the TITUS tools.

A shortcoming of TITUS Reporting is that it requires professional services for installation and customization. We strongly recommend that TITUS enhance that module, moving towards an out-of-the-box solution with standard reports and graphs for typical use cases.

Overall, TITUS provides a comprehensive portfolio around its core competency. From our perspective, TITUS SharePoint Security has to be highlighted as a solution which makes use of classified information and thus demonstrates the hidden value within information classification.

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## **6. Solution Portfolio**

Based on the different products, TITUS offers a broad range of solutions for different use cases and industries. A focus topic within the solution portfolio is Cloud Security - in the case of TITUS, that means identifying and controlling sensitive data sent to the cloud.

Currently, the main focus is around message classification for cloud environments, with support for Outlook, OWA (Outlook Web Access), and Google services. However, from our perspective TITUS should be easily able to enhance this portfolio based on its document classification capabilities and, together with partners which use the metadata provided by the TITUS classification solutions, to strengthen information security in cloud environments through security settings or automated encryption.

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## **7. Partners and Services**

TITUS has managed to build a strong partner ecosystem. The company has reseller and integration partners in most regions worldwide. Thus, TITUS is well able to execute in projects beyond their home market. However, the much more interesting aspect of the TITUS partner ecosystem is their technology partners. TITUS has partnerships with vendors like McAfee, Microsoft, and Cisco, to name just the most important ones.

McAfee can use the classification information provided by TITUS to improve the quality of their DLP offerings by relying on that information instead of, for instance, just file types. This integration- as in TITUS Classification for Office - shows the value information classification approaches can provide for other information security solutions. Building on the classification, other products can do their work in a more focused way.

As mentioned in the context of TITUS Reporting, the company provides its own professional services. However, the scalability of the service unit appears to be limited due to the fact that TITUS itself doesn't have geographically dispersed offices. So in many cases customers more likely will rely on other partners of TITUS.

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## **7. Rating and Recommendations**

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TITUS is a leading-edge provider of solutions for information classification. In some areas, the company provides its own offerings for DLP (Data Leakage Prevention). Besides this, through its information classification capabilities, TITUS supports DLP solutions from vendors such as McAfee, Verdasys and Symantec. These solutions can rely on metadata provided by TITUS solutions to make better decisions around DLP.

The company has successfully increased its market visibility, built its partner ecosystem, and won a significant number of enterprise customers. From the KuppingerCole perspective, TITUS has evolved from a very specialized vendor of some information classification solutions towards a company which provides important elements to customers who like to build or improve their information security infrastructures.

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