The financial services market worldwide is subject to multiple threats, with one of the biggest compliance and reputational risks for companies coming from inside. The majority of security breaches in the financial services sector stem from employees misusing data, whether it is accidental or malicious. Locking down data at the user level in complement to an existing Data Loss Prevention (DLP) solution is becoming increasingly urgent for financial services organizations, where trust is the greatest asset.

Company Profile
UniCredit Tiriac Bank is part of a leading European bank and one of the largest financial institutions in Romania with over 235 branches and over 3,000 employees. It is the only Romanian bank with a specialized network for services and products dedicated to companies; it is a leader in offering cross border solutions and in organizing the customer banking relationships in multiple countries.

Business Situation
UniCredit Tiriac Bank is focused on delivering a full-range of services to its customers – securing their personal and business information and staying competitive, while meeting security and regulatory requirements. Ensuring data is handled appropriately at all stages in its lifecycle is highly important to managing customer relationships and building confidence in the company’s brand.

Challenge
Every single day, the company’s more than 3,000 employees are handling sensitive financial information for individuals and business, making security a top priority. Securing the sheer volume of sensitive information in the financial services sector can become a major challenge as millions of pieces of information are processed and stored on a daily basis.

To handle this challenge, UniCredit Tiriac Bank had deployed a DLP solution to handle information at the desktop and infrastructure level, therefore preventing information from leaving the organization. While effective, the DLP relies on artificial intelligence to determine what information should be blocked and can result in false positives.

Upon deploying the DLP solution, the team that was in charge quickly identified the need for another layer of security. This layer incorporated a user-driven classification in order to make users responsible for their data and extend the value of the DLP solution.

Solution
Taking this into consideration, the UniCredit Tiriac Bank team started to investigate approaches and solutions that would work with their existing DLP and add user-driven security to the mix. In particular, they wanted a solution that would be easy to use and implement and cover both email and documents. After assessing several solutions, the team selected TITUS Messaging Classification (TMC, including BlackBerry Enterprise Server Interoperability), and TITUS Classification™ for Microsoft Office
“Our priority was finding a solution that was on one side mature enough to address our need for user-driven classification on email, documents and mobile email, and on the other side easy to use for our employees. We considered a few possibilities, but in the end only TITUS succeeded to meet and even exceeded our requirements.”

Cristian Nica
Chief Security Officer, UniCredit Tiriac Bank

A big plus for the TITUS offering, besides the way this solution enabled users to make the best data decisions, was that it easily integrated with the existing DLP solution. With TITUS Classification Solutions, end users are able to rapidly and easily classify documents within the Microsoft Outlook or the Microsoft Office application they are using. Additionally, they can apply visual markings such as headers, footers and watermarks, so that proper information handling is ensured.

“What really struck us was how incredibly easy the solution is to use. We realised that we would basically need no training for our employees, as it was as simple as a spell check. Being so user-friendly, we were able to start applying it the very same day and the resistance from employees was not an issue”, explained Nica.

Benefits
Since deploying TITUS Classification Solutions, UniCredit Tiriac Bank has driven a significant return on investment and realized a number of key benefits. The solution is now being used organization-wide with great success.

“Employees are now actively engaged in security by classifying email and documents from their desktop,” said Nica. “Our time to move from implementation to user acceptance has been negligible as employees immediately understood the process and had greater awareness around how information should be handled.”

The organization has been able to extend the value of the existing DLP solution as the metadata that is generated as part of the classification process is used in conjunction with it. This creates an end-to-end security strategy for UniCredit Tiriac Bank, and they ensure that information is being protected on multiple levels. The end result is a decrease in the risk of accidental data leakage - key to the company’s security, as well as to meeting regulatory requirements.

“The short implementation cycle and rapid user acceptance has driven significant ROI for the bank. “While it can be a challenge to equate the investment of the solution with cost savings, I feel confident that we are saving the organization money in the long run as the solution was ready to deploy. Therefore we were not wasting valuable resources on designing our own system, or on implementation and training”, said Nica.

“Investing in TITUS is a small price when it comes to preventing against the financial and business impact stemming from a data breach.”

About TITUS
TITUS solutions enable organizations to classify, protect and confidently share information, and meet regulatory compliance requirements by identifying and securing unstructured data. TITUS Classification Suite includes the leading email, document and file classification and marking 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 trusted by over 2 million users within more than 600 organizations in 60 countries around the world. Our customers include Dell, Nokia, Dow Coming, United States Air Force, NATO, Pratt and Whitney, Canadian Department of National Defence, Australian Department of Defence, and the U.S. Department of Veterans Affairs.