

# FORTRA

SOLUTION BRIEF (Baldon James)

## Streamlining Rights Management

---

### With User-Driven Data Classification

Organisation's data boundaries are more permeable than ever before, and there is an increasing need for collaboration with partners, customers and other external stakeholders. Relying on encrypting and controlling access to static data appears increasingly inadequate as sensitive data needs to be shared and accessible to a mobile workforce.

Providing users with encryption tools can alleviate some concerns, but may force your business partners to change their practices in order to work with you. A further challenge is for the users to understand which data needs protection and which protective controls to apply. Leaving the user to make these decisions gives rise to inconsistency, as each user needs to understand the precise nature of the protective controls in order to correctly choose between them.

Traditional encryption solutions are good at protecting content as it passes between originator and recipient, but do nothing to control what the recipient may do with that content once decrypted. Where businesses collaborate and share sensitive data, it is unlikely that staff from differing organisations can be relied on to respect the safeguarding wishes of the data originator, leaving information vulnerable to mishandling.

Furthermore, the sharing of encrypted data can prevent IT solutions such as Antivirus, Search, Indexing and Data Loss Prevention (DLP) from delivering their full value.

### The Challenge With Rights Management

In today's mobile and collaborative world, protection needs to travel with data and that protection must be capable of including the usage rights for such data – that is persistent protection. Digital Rights Management solutions, (often referred to as IRM, DRM or RMS) provide powerful persistent content protection, that encompasses collaborative scenarios and the breadth of today's mobile device platforms. RMS offers fine-grained control over who can see content, what they are allowed to do with it and how long they are permitted access.

Rights Management solutions use encryption, identity and usage policies to secure files and email, and work across multiple devices—including phones, tablets and PCs. The protection remains with the data throughout its journey, for example, when a document is emailed to a partner company, or saved to a cloud drive. If you need to prevent a document from being printed or to block users from copying text from one document to another, RMS will meet your needs.

Users normally access RMS functionality in the document ribbon menu. The user then selects the RMS options that best match the content they are generating. However, the user is given no assistance in identifying which information needs protection, has to remember where to find the permissions menu and to understand the differences between each of the templates before they can apply the necessary protection. In practice this process is disruptive to the workflow of the user and can lead to errors in selection resulting in a lack of confidence in the solution and, ultimately, low user adoption.

## The Solution: Directing Rights Management With User-Driven Classification

User-driven data classification captures the user's knowledge of the context and business value of the data they create and handle, so that informed decisions can be taken about how it is managed, protected and shared. Boldon James Classifier enables users to capture their understanding of the value and sensitivity of the data they handle in the form of visual and metadata classification labels. Based on the choice of label Classifier can then directly apply the appropriate persistent protection profile using RMS without the user having to make further decisions.

Boldon James Classifier simplifies and streamlines the whole user experience by automatically applying the appropriate RMS template based upon the classification that the user has selected for the document or email. In this way the user only has one simple choice to make around classification which is a selection that relates closely to their normal business activities and level of understanding. User-driven classification becomes part of a normal workflow and the choice of classification label effectively automates the entire Rights Management process.

To enable this automation the Classifier Administration Console allows the creation of an 'Apply RMS policy' rule. The Classifier Rules Wizard acquires and presents the full set of RMS options that can be referenced by the rule. The administrator simply needs to select the RMS Policy that they wish to associate with the relevant classification label.

## Conclusion

In today's digital world protection needs to travel with the data and that protection must be capable of including the usage rights for such data – that is persistent protection. RMS solutions make persistent protection an effective proposition both in collaborative scenarios and across a wide variety of mobile device platforms.

Boldon James Classifier streamlines the process of applying the persistent protection afforded by Rights Management, seamlessly integrating it into a familiar, business-centric workflow, while at the same time delivering more effective data protection and control. The ability to secure sensitive corporate data in a consistent and accurate manner both within and beyond the organisation, whilst at the same time addressing legal and regulatory compliance, creates a compelling solution for any organisation.

## Rights Management Partners

Partners we work with in this area include:



Fortra.com

### About Fortra

Fortra is a cybersecurity company like no other. We're creating a simpler, stronger future for our customers. Our trusted experts and portfolio of integrated, scalable solutions bring balance and control to organizations around the world. We're the positive changemakers and your relentless ally to provide peace of mind through every step of your cybersecurity journey. Learn more at [fortra.com](https://fortra.com).