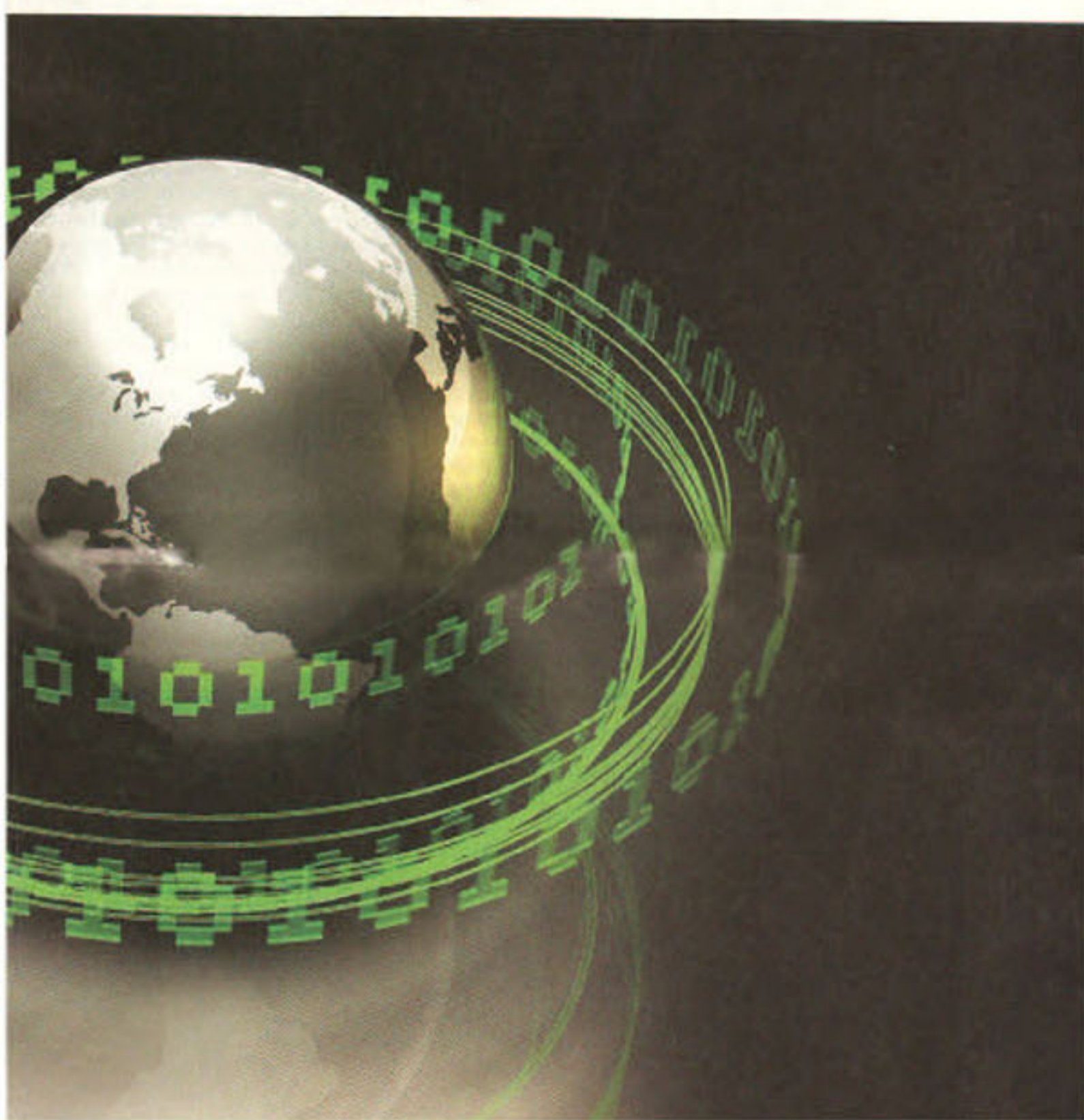


Information security solutions for emerging enterprises

It helps to outsource information security surveillance to the experts



With Indian businesses increasingly relying on IT to manage critical operations and processes, protecting IT assets and information becomes an urgent imperative. At the same time, with the rising collaboration between businesses and the use of the Internet as a medium (for example, e-mails) to facilitate exchange of information, the risk to enterprise information is more grave than ever before. Furthermore, with cyber crime becoming more prevalent, the need for organisations to be more vigilant about their data cannot be over emphasised.

The next logical question is what should companies do to protect their information? Setting up hardware and software firewalls and intrusion detection devices (IDD) is the first step. The more important, but challenging job, is to monitor the network and the several touch points on it, 24/7/365 to catch any intrusion as it happens. And that's not all. One has to make sense of the intrusion and take action if there is a malicious intent. While this is conceptually simple, implementing a real time monitoring system can be complex, and hence requires expertise, investment and commitment.

Clearly, there is a real need to augment security monitoring, while the job of carrying it out by yourself could be overwhelming and difficult.

Here is where a service provider like Allied Digital (ADSL) can step in. Through its Security Operating Centre (SoC) equipped with cutting edge, award winning technology from e-COP, a world leader in providing managed security solutions, ADSL guarantees real time information security surveillance of all IT assets of an enterprise.

A comprehensive Managed Security Service, such as the one offered by ADSL, provides an organisation with a complete answer to its information security needs. Pre deployment health checks help the organisation find out what needs to be protected. Qualified IT Risk Consultants make informed decisions to safeguard mission critical data. These critical zones are then monitored in real time from a remote SOC. Risk mitigation, again in real time, is done by ADSL's team of experts to protect the organisation from threats and attacks. In addition,

custom surveillance reports can be made available to the organisation's management at the appropriate frequency. All this is done using a well-honed methodology deployed from an ISO 27001 certified facility. Further, ADSL not only tracks in premise assets but also mobile devices such as smart phones and mobile computers.

It is also important to mention here that such a service also produces various compliance reports as a byproduct. In a world where regulatory pressures are driving the need for comprehensive compliance reporting, this becomes very relevant. ADSL has implemented such systems in banks and financial services organisations that have such compliance reporting requirements.

ADSL's value proposition (the benefits of outsourcing information security surveillance to a company such as ADSL) is multi-pronged - it eliminates the need for an organisation to invest in expensive security monitoring systems, reduced capital expenses and makes recurring cost predictable. Moreover, it allows organisations to pick and choose the most relevant services from a larger menu, and opt for more services as their security needs evolve. This is a significant benefit, particularly in today's tough business climate.

Second, it guarantees security of critical data without the hassles of creating in-house expertise. As a corollary, the organisation need not worry about the right technology and whether and when it will go obsolete or if it has the right people to do the job. Also, even with the right team and the appetite for investment, setting in place reliable and fail-proof real time security tracking mechanisms take time - a luxury that organisations may not have in today's dynamic and information centred environment.

Third, it better prepares the organisation for a compliance driven era. This can be a boon for progressive organisations that are looking to prepare themselves for the future.

Last, and perhaps the most strategic benefit, is that the tracking process is preemptive and proactive and pretty much guarantees business continuity.

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