



CYBERHOUND

ClearView for Business

A unique compliance and risk management solution, using pattern matching technology for social media, chat, IM and Web 2.0 communications.



ClearView for Business & Government

ClearView seamlessly scans all internet traffic to identify the most common social media, chat, instant messaging and Web 2.0 applications, including Microsoft Lync, Yammer, LinkedIn, AIM, Facebook, Twitter, Gmail, Yahoo Messenger, MSN, GTalk and Google Hangouts. It also supports popular search engines, including Google, Bing, Yahoo, Wikipedia and YouTube. Once a communication stream has been identified it is directed through the ClearView Policy Enforcement Engine for real-time pattern matching and policy enforcement.

Challenges

Social media has become a pervasive part of business and offers many benefits. This includes collaboration, networking and easy sharing of information. While it brings many positive aspects it also ushers in a range of threats. These include:

- Data leakage
- Staff productivity
- Persona management – i.e. personal vs corporate use of social platforms
- Cyber-bullying and harassment
- Over-sharing of information and images
- Long-term reputational damage

Without ClearView it is not possible for organizations to have confidence in their ability to manage these risks. Blocking social media is no longer a valid option as staff expect to have access to these tools for business and personal reasons.

The CyberHound Solution

CyberHound has been delivering a unique solution to solve these issues for many years. The patented solution offers a combination of useful controls including:

- Data Loss Prevention on social communications
- Managing the time spent on social media – even outside the company network
- Reliably controlling access from BYO Devices
- Helping to prevent cyber-bullying and harassment within the workplace
- Providing evidence-based triggers to save time in identifying issues
- Providing instant behavioural augmentation and feedback
- Providing immediate links to online resources and acceptable use policies as required
- Delivering dynamic alerting and easy to use reports

Adding disclaimers to messages to ensure a recipient understands it does not include any corporate guarantees or to append any other legal disclaimer can provide further risk management. This can also be triggered by certain content.

In addition to the above capabilities the solution also offers a real-time review feature. This allows any communications that meet a particular pattern (e.g. potential data loss) to be held for review by a compliance manager to ensure it meets the corporate guidelines. This service has built-in processes and is easy for all to use. Messages that comply can easily be released whereas any message found to be a business risk can trigger a message back to the user,

reporting and the ability to provide further training. CyberHound also offers archive ingestion capabilities to approved archive platforms.

Secure Access Controls

The service includes the ability for an organisation to securely control access to its own corporate social profiles (e.g. the company Twitter, LinkedIn or Facebook account). This is provided through a secure log-in that seamlessly authenticates each user through the company's directory service (such as Active Directory) so that the company's user names and passwords for their social platforms can be kept confidential. This means that access can be restricted to the corporate network and only to authorized users. It also then means that all of their posts can be managed and secured.

Pattern Matching and Policy Engine

The solution scans all social media traffic in real-time so that the user experience is not changed in any way. Pre-defined patterns are available from CyberHound that have been built in collaboration with industry experts and our customers. These patterns include:

- Profanity
- Racism
- Sensitive information leakage
- Staff welfare
- Sexual discrimination
- Drugs
- Job search
- Exaggerated claims
- Data loss or theft

Custom rules can also be set up to include key executives' names, confidential information, credit card information or key customer data.

The policy enforcement engine identifies any pattern of behaviour that meets a policy and can immediately alert or report on the issue to an appropriate member of staff. The user can also be presented with a customised message to help augment their behaviour or to provide links to immediate support, acceptable use policies or online regulatory content.

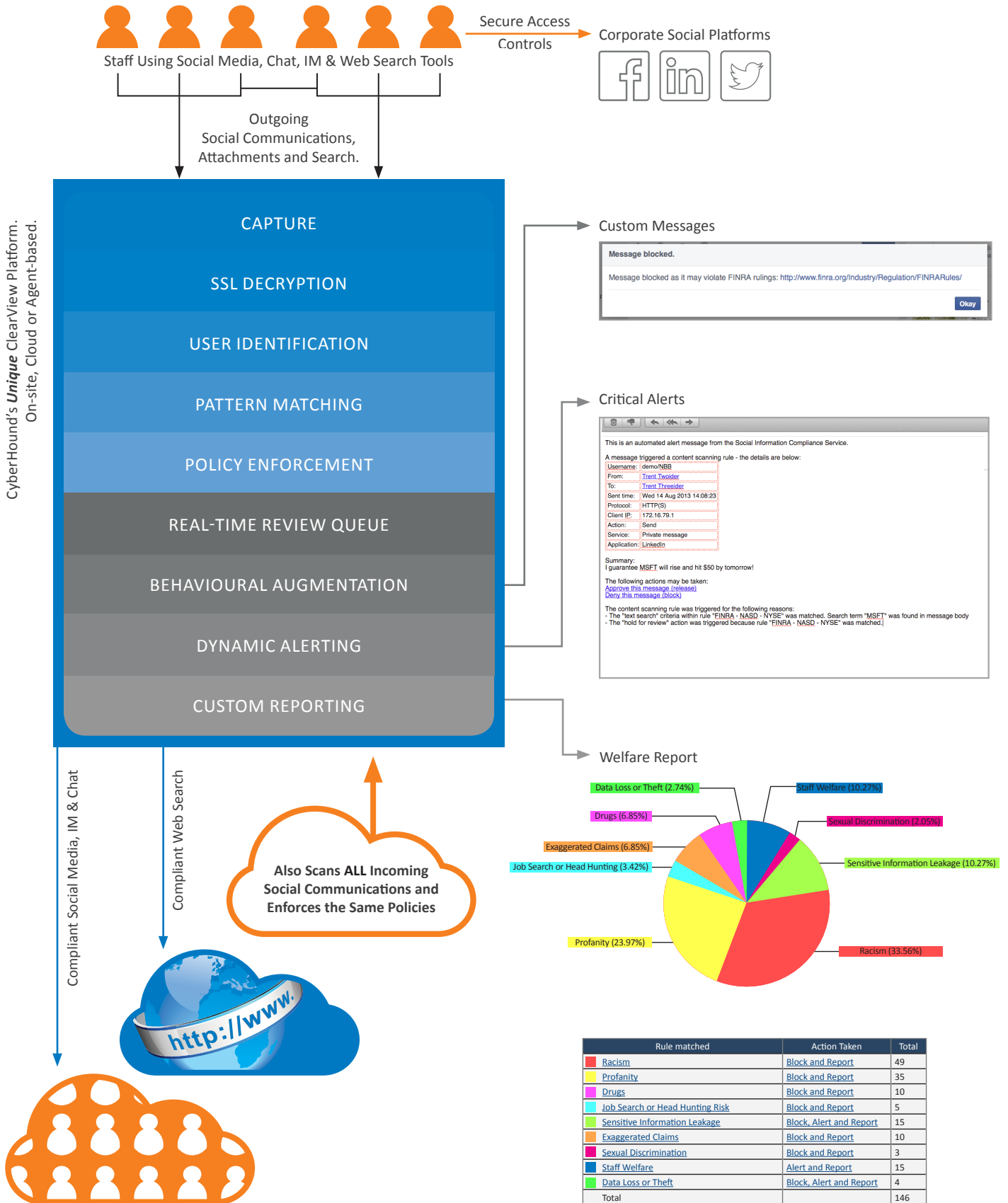
Additional Features

The platform can be easily integrated with CyberHound's security, web filtering and application control platform to give even greater controls over internet use. The technology can also be used to help manage BYO Devices that are introduced to the organisation's network.

Separate policies and actions can be set up for different groups, guests or contractors to provide the ultimate in policy flexibility.

CyberHound also offers the ability (with its broader solution) to provide enhanced firewall security and transparency over network use. Controls can also be placed on what content can be uploaded by different groups – for example preventing certain types of attachments (such as photos or spreadsheets) from being uploaded or making certain platforms 'read only' at certain times of day.

How it Works



Alerting and Reporting

Dynamic alerting is included within the platform to immediately alert appropriate contacts for the most serious of issues. Reporting has also been custom-built for business and government organisations to provide summary information for Executives, Compliance Officers or HR Leaders. This offers 'click through' links to more detailed information.

Separate reports can be set up for different contacts within the organisation and can be automatically sent at pre-defined times.

Deployment Flexibility

The solution is built as a stand-alone solution that can also be fully integrated into CyberHound's Intelligent Compliance and Security Platform.

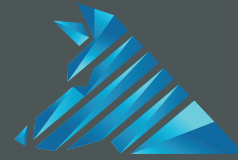
The solution can be easily deployed in the following ways:

- As a fully managed service from CyberHound's CloudControl services
- Via a cloud or alternative proxy platform for iOS and Android device social media and web management
- As a fully integrated solution at the gateway to the organisation's network and incorporating many other features
- Behind an existing firewall
- As an agent on a device that may be used outside the traditional controls of the network

CyberHound's agent software is easily and seamlessly deployed on endpoint devices using standard software distribution tools (e.g. Microsoft SCCM or Active Directory Group Policy).

CyberHound staff provide full implementation, customisation, support and training services.

The solution is in use across Australia and the world. CyberHound has been recognized by industry giants Gartner and IBM with global awards for the innovation of the solution. This technology is licensed by several global companies and sold to customers in most industries.



CYBERHOUND

CyberHound is a leading provider of innovative internet compliance, management and security solutions. CyberHound provides organisations with unique, real-time social media governance and security controls with predictive outcomes and tangible business benefits. CyberHound was established in 1999, is privately held and is based in Australia.

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I find the reporting features really useful. They help to more quickly pinpoint issues or any potential security alerts, which I can then address more responsively. This means less potential down-time and greater efficiency, which is cost saving for the organisation.

Steven Cantle, IT Manager, Cerebral Palsy League Queensland



The CyberHound Solution gives us confidence that our security is first class.

Rowan Wallace, Partner UHY Haines Norton



I'd give it the gold medal for most reliable. The CyberHound Solution is a solution that I would recommend to other law firms. I already have on many occasions.

Robert Dettori, IT Manager, Hoggood Ganim Lawyers

