

A photograph of a city skyline at night, with buildings illuminated and light trails from a moving vehicle in the foreground.

# TITUS Helps Dell Protect Confidential Information across the Enterprise

## Company Profile

Founded in 1984, Dell Inc. is one of the most recognized and trusted names in the technology industry today. Dell is a complete IT end-to-end-solutions provider serving large enterprises, the public sector, small and medium businesses and consumers.

## Data Protection helps Dell and its Customers Grow and Thrive

Dell has a passion for helping customers find solutions that enable them to do more. Customers entrust Dell with some of their most valuable information. Dell takes its obligation very seriously to protect that information, as well as the intellectual property that helps keep Dell at the forefront of the technology industry and helps its customers grow and thrive.

## TITUS helps Dell Identify the Business Value of its Data to Better Handle and Protect that Data

Dell was looking for a way to more precisely classify information in order to enhance its data protection program. TITUS Classification solutions were identified as a way to more actively engage users in information management and increase user engagement to ensure continued protection of Dell and customer confidential information. After carefully reviewing solutions on the market and working closely with TITUS throughout the evaluation process, Dell purchased TITUS Message

Classification and TITUS Classification for Microsoft Office for deployment to over 100,000 employees around the world.

TITUS Classification solutions enable organizations to classify and enforce policies throughout the enterprise. TITUS Message Classification ensures the consistent and proper handling of email within Microsoft Outlook. TITUS Classification for Microsoft Office provides the same functionality for Microsoft Word, PowerPoint and Excel. Users can properly capture the sensitivity of their information through classification and automatically apply visual markings which highlight the sensitivity of the data being handled.

“It is a fine balance between our need to protect information, and sharing information with those who require it to do their jobs. TITUS was the first solution we found that would engage end users in the protection of information and help educate them so they make better decisions on how information is handled.”

**John McClurg**  
*Dell Inc., Vice President, Security*

## Deployment and Training

The active user engagement model began with a comprehensive training and awareness effort. Dell's Information Security team partnered with the information management team (known as Knowledge Assurance) and together, they implemented a comprehensive awareness, communications and training strategy to help drive adoption of the TITUS tool.

"This process was about so much more than implementing a tool for our users to classify information. While TITUS integrated easily into our existing Microsoft Office infrastructure, for us to be truly effective we needed employees to fully buy into the process and meet our corporate standards. As a result, we put in place a plan that encompassed a number of components including focus groups, an executive pilot and multiple training models, from video to classroom."

**Michael McLaughlin**

*Dell Inc., Chief Ethics and Compliance Officer*

The first step in the process involved deploying a 'proof of concept', where a select number of users were involved in test-driving the solution and developing a preliminary configuration for focus group testing. Focus group testing was then conducted, accompanied by open support sessions soliciting feedback. Classification configurations were again tweaked based on the feedback from these sessions. Prior to full deployment of the TITUS tool, a comprehensive training program was established, which included videos about, and the business case for the TITUS products. This included employee awareness meetings – touching 6,000 team

members globally with demonstrations on how to use the TITUS tool to help familiarize team members with the company's data classification standard. Open support sessions were in place during the entire pre-deployment training period and during deployment.

"We chose to invest in training not only on the TITUS tool, but on the classification and information protection strategy behind it. The end result was a highly successful software deployment with an extremely low level of support requests."

**Timothy Youngblood**

*Dell Inc., Chief Information Security Officer*

With TITUS Classification solutions now deployed to over 100,000 users, Dell continues to enhance its data protection strategy within the organization.

## 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 Corning, 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.



Classify, Protect and Confidently Share | [www.titus.com](http://www.titus.com)

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