



INFOPAPER

The benefits of a hybrid approach to web security

INTRODUCTION

For many businesses, content control is a priority that is becoming increasingly difficult to manage. As social networking and online shopping results in more personal web browsing during work hours, productivity levels are becoming harder to maintain. In addition, the rise of web-based communication poses a growing risk to data security, making it more difficult for businesses to prevent the distribution of sensitive company information.

At the same time, malware threats designed to evade detection are targeting users browsing legitimate and trusted sites. With two in three Australian businesses falling victim to cyber crime and malware attacks, web security is a key concern.

To mitigate the risk associated with operating in an online environment, many organisations employ either an on-premise web security appliance or desktop antivirus software to protect against unwanted content, and monitor browsing behaviours. While these are generally effective in helping to ensure data protection and regulatory compliance, they have proven to be inadequate in protecting networks against harmful web threats.

The sheer volume of web threats alone can burden appliance and desktop-based solutions, resulting in exorbitant bandwidth costs, added IT resources, and a high total cost of ownership (TCO). However, for most organisations, the more pressing concern is their inability to keep up with web threats that are becoming harder to detect, more sophisticated, and more disruptive in impact.

It's clear that businesses require a comprehensive solution to counter the plethora of web security concerns that exist today. This solution needs to strike a balance between providing the data protection and monitoring capabilities of an appliance or desktop-based solution, while also offering complete, effective protection against web threats – in a low-cost, easy-to-manage way.

HYBRID WEB SECURITY - THE BEST OF BOTH WORLDS

A hybrid web security solution combines the data protection capabilities of appliances and desktop software with a solution that's gaining a solid reputation for security effectiveness – Software-as-a-Service (SaaS)-based web security. Securely hosted in the Cloud and deployed over the Internet, SaaS web filtering can complement an existing gateway device, acting as an effective first line of defence in a business's security environment.

As an externally-hosted solution, SaaS filtering removes unwanted web content before it reaches your network. Because it's fully managed and regularly updated, it provides the highest levels of real-time protection against malware and virus threats out of all the web filtering solutions available, while also removing the burden of managing maintenance in-house.

A hybrid solution enables you to immediately deploy effective web protection in your business while maintaining your existing data protection practices, and without any

disruption to your current environment.

In addition, SaaS solutions are highly valued for their cost-effective, pay-as-you-go pricing model. A hybrid solution can deliver reduced TCO for web security, while also reducing on-site infrastructure requirements, the number of resources required to maintain your infrastructure, and bandwidth costs.

IS A HYBRID SOLUTION RIGHT FOR MY BUSINESS

If you currently use an appliance or desktop solution for web security, a hybrid solution should be considered. According to IT research firm, IDC, “a hybrid SaaS and on-premise approach to web security... provides businesses with cost-effective and flexible deployment options, without the need to radically alter their existing on-premise security infrastructure.” In addition, IDC believes that hybrid security provides a higher degree of security, and addresses more security requirements than a single solution alone.

Osterman Research recommends a hybrid approach for businesses looking to reduce their on-site footprint, and associated infrastructure and management costs. According to the research firm, the solution’s ability to combine “the highly granular and manageable control of an on-premise solution... with the inherent efficiencies of the cloud” delivers lower management costs and greater protection against malware threats, while still providing high levels of control.

WEBGUARD: THE EASY HYBRID WEB SOLUTION

Our web filtering service, WebGuard, is an effective security solution that can be quickly deployed as part of a complete hybrid solution. WebGuard offers:

- A SaaS solution that sits in the cloud and proactively eliminates malware and viruses before they reach your network;
- Real-time web filtering that draws on a comprehensive, up-to-date URL database to protect your network from the latest threats, and complements the data protection provided by your existing solution; Real-time email filtering that can complement the data protection provided by your existing infrastructure without the need for knowledge transfer, providing full protection for your business-critical email;
- A low-cost, fully managed service that removes the need for added infrastructure costly IT resources; Performance that’s guaranteed by strict Service Level Agreements, ensuring 100% email delivery and service uptime.
- The ability to monitor, control and restrict personal staff browsing, helping to ensure greater productivity and compliance with regulatory obligations;
- Fast and easy deployment, with no disruption to your current environment;

- A dedicated team of security specialists that administer regular updates and provide 24 x 7 support, delivering you total peace of mind; and
- Performance that's guaranteed by strict Service Level Agreements, ensuring 100% service uptime.

To see how easily WebGuard can be integrated into your hybrid solution, trial WebGuard today at <http://mailguard.com.au/mailguard-signup>.

¹IDC White Paper: "Unified Content Security: Securing the Borderless Enterprise", February 2010

²Osterman Research White Paper: "The Cost Benefits of a Hybrid Approach to Security", February 2010