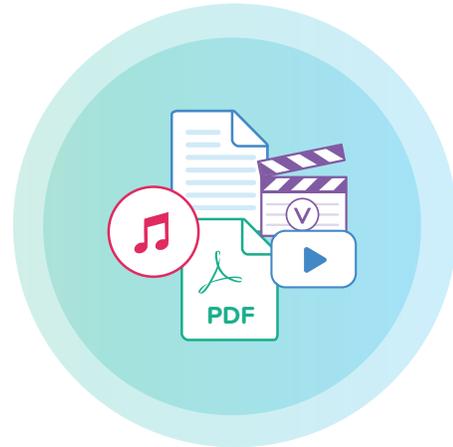


PROTECTING SENSITIVE INFORMATION FOR LEADING TALENT AGENCY

Profile

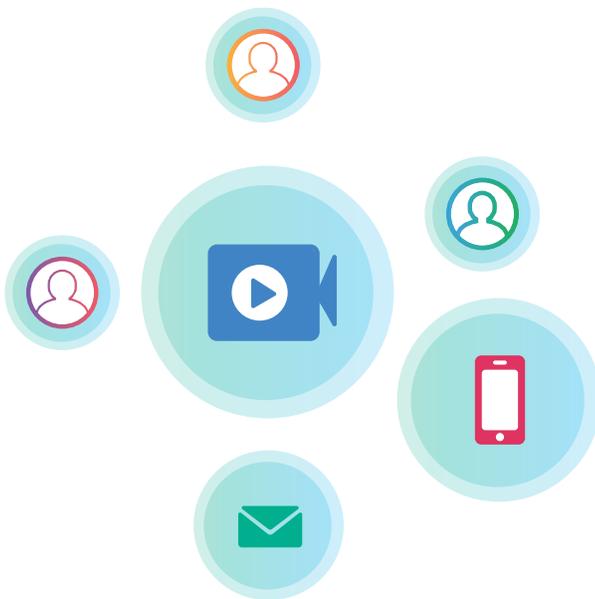
A leading Hollywood-based talent agency represents prestigious A-list clients, including moviemakers, film talent, writers, recording artists and professional athletes. It's a business based on sensitive negotiations where trust and confidentiality are paramount. "Spoilers" aren't fun for the agency's security team.



The Challenge

A talent agency is at the center of deals involving dozens of parties – clients, managers, agents, moviemakers, producers, studios, financiers and, of course, lawyers. Projects are strictly confidential and talent negotiations are extremely sensitive. A premature disclosure of project information or casting risks financial loss and ruined reputations.

But it can't work if these teams can't work together. "Our way of working – and really our secret sauce – is a very high level of collaboration, internally and externally," the firm's Chief Information Security Officer explains. "For IT, that means giving our people the tools to share information easily. But for the business, there's a concern about who's actually seeing that information."



Vera: A Solution for Security and Collaboration

The firm had tried other methods of securing documents, such as watermarking and password protection, which required several steps on the part of the recipient to open a document. But none of them could provide auditing or assurance that the document hadn't traveled to the wrong people. So far, everything had been both an impediment to collaboration and a security risk.

“It really wasn't until we tried Vera that we found the solution that met both our needs,” the CISO says.”

Vera is designed specifically to protect data once it leaves an organization's perimeter - as more and more data does each and every day. By wrapping a document with encryption, access control, and customized usage policies, Vera enables the firm to restrict access to designated individuals, track when, by whom and for how long a document is opened, and revoke access at any time. A firm can even plant a “time bomb” in the document that makes it inaccessible after a certain time.



The Results: Security, Control, and Behavior Change

The talent agency is now standardizing their secure collaboration with Vera, and employees are taking an active role and responsibility for protecting and tracking the information they send out. “We've seen a true behavior change,” the CISO reports. “Mainly we can tell employees that we now have a solution without putting them through an IT chokepoint, or telling them they can't send out sensitive information. Collaboration is our bread and butter, after all.”

“Vera was the only company that could bring us a working solution that had the right mix of security and friction-free capabilities.”

—Chief Information Security Officer,
LeadingTalent Agency