



Financial Institution Secures Customer Data with GTB Data Loss Prevention Solutions

The Situation. Like thousands of companies, B-Line, LLC, meets its revenue goals by contracting business from a number of larger companies. For B-Line, this revenue comes from many major banks and credit card companies who turn to them to recover on consumer bankrupt accounts totaling more than \$45 billion since B-Line's founding in 1997. When you recover on behalf of some of the world's largest and best-known financial institutions, your reputation is key. That's why B-Line turned to GTB Technologies to provide data leakage prevention to protect their customers' data.

Banks and credit card companies have been pressed by state and federal regulatory agencies in recent years to protect consumers' personally identifiable information, such as name, address, social security and credit card numbers. Mandates have come in the form of regulations with names like Gramm-Leach-Bliley Act (GLBA), Payment Card Industry (PCI) and Health Insurance Portability and Accountability Act (HIPAA). Each regulation has set guidelines for the protection of this important data and in many cases, penalties for failure to do so. The average cost affiliated with each personal record lost is \$197, a price tag that can likely ruin a small- to medium-sized business. Since B-Line's customers are banks and credit card companies, compliance with government regulations is critical.

"We take our privacy responsibility to our customers very seriously," says Erik Nielsen, CIO of B-Line. "A loss of consumer data would be a hit to our reputation in the eyes of our large banking and credit card institutional customers. We just can't have that."

The Plan. B-Line set out to take a proactive role in protecting their customer data, but had a difficult time finding a solution that was both easy-to-use and had a price-tag geared to the SMB. And the requirements didn't stop there. The B-Line database contained more than 20 million individual elements that needed to be protected and B-Line didn't want to use content analysis tools because they found them to be inaccurate, meaning extra work to wade through false positives. Instead, they wanted a solution that would watch for exact matches of their database content through a process of "digital fingerprinting." Because so many of B-Line's users are technically-savvy, the solution also had to work across all protocols to protect against secure data lost via instant



messaging, peer-to-peer applications and anything else their users could think of. B-Line turned to GTB Technologies to provide the solution. “GTB had everything we were looking for in a data loss prevention solution. From their core fingerprinting technology to their solution’s ability to block on all protocols--in real-time,” said Tom McGirr, Manager of Network Operations. “--and all of this at the right price point. It was like these guys had read my mind.”

The Mission. After a few consultative phone calls and a web-based demonstration of the product, B-Line decided to have GTB provide a risk assessment and a live deployment in their network. The deployment plan was clean and simple: one day—in and out. After situating the appliance around the corner at their network operations center, the team set out to address what they feared would be the most daunting task: creating digital fingerprints of their 20 million + consumer accounts.

A test run proved the task to be little challenge for the GTB solution. Within minutes a large portion of the database had been fingerprinted with the resulting one-way hashes stored in the GTB Inspector appliance’s Oracle database. From there, fingerprinting the remainder of the database—and keeping it up-to-date—was an automated process taken on by the GTB Inspector. As new accounts are added to the B-Line database, each account’s pertinent information is fingerprinted and protected by the system.

Mission Accomplished. The B-Line team was impressed with the quick set up and the almost instant identification of security events provided by GTB’s solution. The deployment was handled in a day’s time, as scheduled, with critical customer data now protected.

“It is always exciting to hear that large corporations in the banking industry are being proactive in their efforts to maintain data loss prevention. GTB Technologies DLP solution was designed to be simplistic and thorough in its application and result,” says Uzi Yair, CEO of GTB Technologies, “It’s rewarding to know that this effort is being well received within the community.”

“The GTB solution was registering events from exact matches on our customer database before we left for dinner on the first day. We were able to turn on blocking of customer data sent via IM and HTTP immediately,” says McGirr. “Even now, the GTB daily reports provide continued visibility into our team’s use of customer data across the Internet.”