

Reckitt Benckiser protect household brands using Active Rights Management™



RECKITT BENCKISER

“In partnership with Boldon James we can now manage the risks to our most sensitive information assets – globally. Having already partnered in many areas of Information Risk Management, and also being recognised as one of the leading ERM integrators within the UK we selected Boldon James as the clear choice for implementation.”

David Pettengell

IS Global Projects Director

Reckitt Benckiser Plc

KEY HIGHLIGHTS

- **INDUSTRY**
Household product manufacturing
- **LOCATION**
Slough, UK
- **KEY BUSINESS CHALLENGES**
Control leaks of sensitive corporate information post delivery
An extended global user base
- **SUCCESSFUL BUSINESS SOLUTION**
Boldon James Enterprise Rights Managed Service for 1000 users
- **KEY BUSINESS BENEFITS**
Protect the most important assets, corporate brands, and strategy
Maintain the corporate passion for communication at reduced risk

The Customer: Reckitt Benckiser Plc

Reckitt Benckiser are the world No.1 in household cleaning products. With a massive global presence with operations in 60 countries, sales in 180 countries and net revenues in excess of £3billion, and market capitalisation of over £10billion.

The Challenge: Protecting sensitive corporate information assets

- How does an organisation of this size control the inherent risks associated with some of its most sensitive information assets?
- How can these controls be implemented whilst maintaining efficient communications across the global business locations including the Internet?
- Can auditing and monitoring be implemented to provide management intelligence on the utilisation and control of the information?

Due to the high risks associated with the sensitive and distributed content, complex document controls are required, including preventing copy/pasting, print screens and printing.

The Solution: Boldon James and Authentica™ deliver complete control via a security managed service

Boldon James Enterprise Rights Management (ERM) solutions provide Reckitt Benckiser with the dynamic control that makes communicating sensitive information assets a reality, in particular via the Internet.

The solution, which utilises leading Authentica™ technology, allows companies to retain control over valuable information, even after it has been delivered inside or outside the organisation. Management can control access to information throughout its life cycle by controlling:

- Who can view, copy, or print it?
- The time of day and location it may be viewed
- When the information expires

And in addition offering a complete audit trail of who, and at what time viewed or printed the information on a page by page level.

The Approach: Managed Service implemented with Best Practice

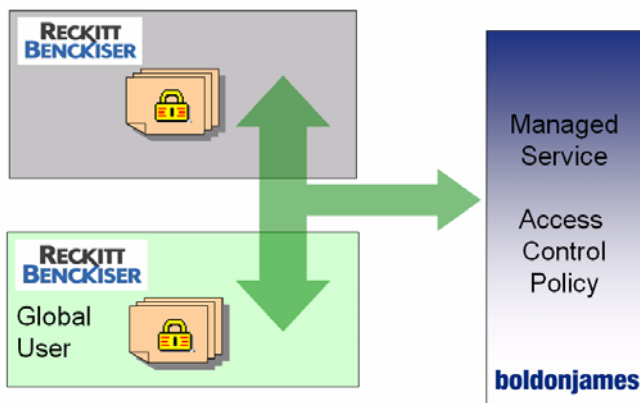
The approach was based on the implementation of information security best practice at both the business process and technical infrastructure levels. This involved the design of a number of integrated business and support processes to ensure the investment in high security technology was maximised.

The implementation of the technology as a Managed Service supports a Reckitt Benckiser full outsourcing model, where Boldon James are responsible for both publication as well as the implementation of defined access policy for the information assets.

The Managed Service: Secure Content Publication and Access Control

Boldon James quickly recognised that a solution based on PageRecall from Authentica, delivered a cost effective managed service including:

- Encryption of documents, offering both secure delivery and post delivery controls, and dynamic user access controls
- Boldon James managed Policy Server providing key management and distribution, which avoids many of the problems and costs normally associated with implementation of a generic PKI based infrastructure
- Secure change control, through the division of responsibilities whereby ALL access control is managed by Reckitt Benckiser at senior management level, and then implemented according to strict change control policy by Boldon James
- Encryption of data is implemented at business admin level. This means that during publication nobody including Boldon James may gain access to unprotected content.

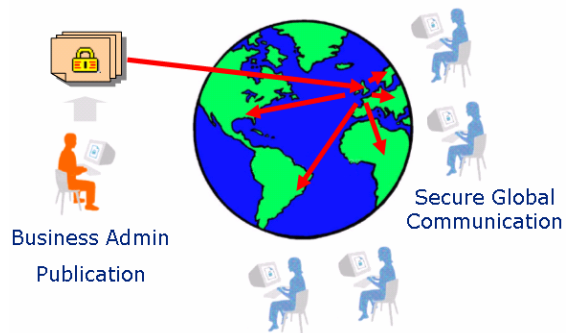


Enterprise Rights Management: How it works?

Unlike traditional file access controls Authentica's patented implementation of Active Rights Management™ encrypts the information content and then separates the access control to a centrally managed policy server. This delivers dynamic policy control with the capability to change rights and expire content at any time independent of where the content may reside. This applies both inside and outside the corporate firewall!

This is a new approach to how sensitive information may be managed and meets all of Reckitt Benckiser's requirements, including:

- Post delivery control of view, copy/paste, print screen and hard copy print
- Centralised Policy where keys and access controls are managed
- Simple integration using an Adobe plug-in within the desktop browser, which transparently communicates through existing firewall rules using SSL (port 443)



A business administrator protects content for publication by authenticating to the Boldon James policy server, and selects pre-defined business policy. The plug-in then downloads a key to encrypt content locally via their desktop using RC4 128bit technology. The protected content is then published via a Boldon James managed web site.

A business user views published content by simply opening the protected content within their desktop browser. The browser plug-in automatically locates the central policy server and attempts to authenticate the user. Authorised access delivers a copy of the original key to enable the user plug-in to decrypt and view content, preventing copy, paste, and print screen functions.

On successful encryption or decryption the key is deleted from the user environment. This technical architecture ensures that all key management is located centrally, in this case with Boldon James and is completely independent of protected content. This removes what would otherwise be a significant operational overhead for Reckitt Benckiser.

The Authentica technology has been carefully designed to prevent decrypted content from being compromised within the desktop environment. This includes restriction of content to video memory removing known vulnerabilities with file store and virtual memory.

Summary

As a FTSE100 household product manufacturer, Reckitt Benckiser have satisfied their requirements to control leaks of sensitive corporate information on a global basis. The solution delivered by a Boldon James Enterprise Rights Managed Service for 1000 users, provides persistent control to the most important information assets and strategy. A successful project supporting the corporate passion for communication with reduced risk and costs.

About Boldon James

Boldon James provides secure messaging and connectivity software solutions tailored to key vertical markets including, Defense, Aviation, Government and large Commercial organisation.

Within the UK our high-grade consultants extend this offering by assisting organisations to manage IT and operational risks through a portfolio of consultancy services.

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