

# ZIX ENCRYPTION NETWORK

YEARS OF INNOVATION  
CREATES THE ULTIMATE  
NETWORK OF SECURE EMAIL

The ZIX logo is located in the bottom right corner of the page. It consists of the lowercase letters 'zix' in a bold, blue, sans-serif font. The background of the entire page features a network diagram with blue lines and nodes, some of which are highlighted with a dotted circle.

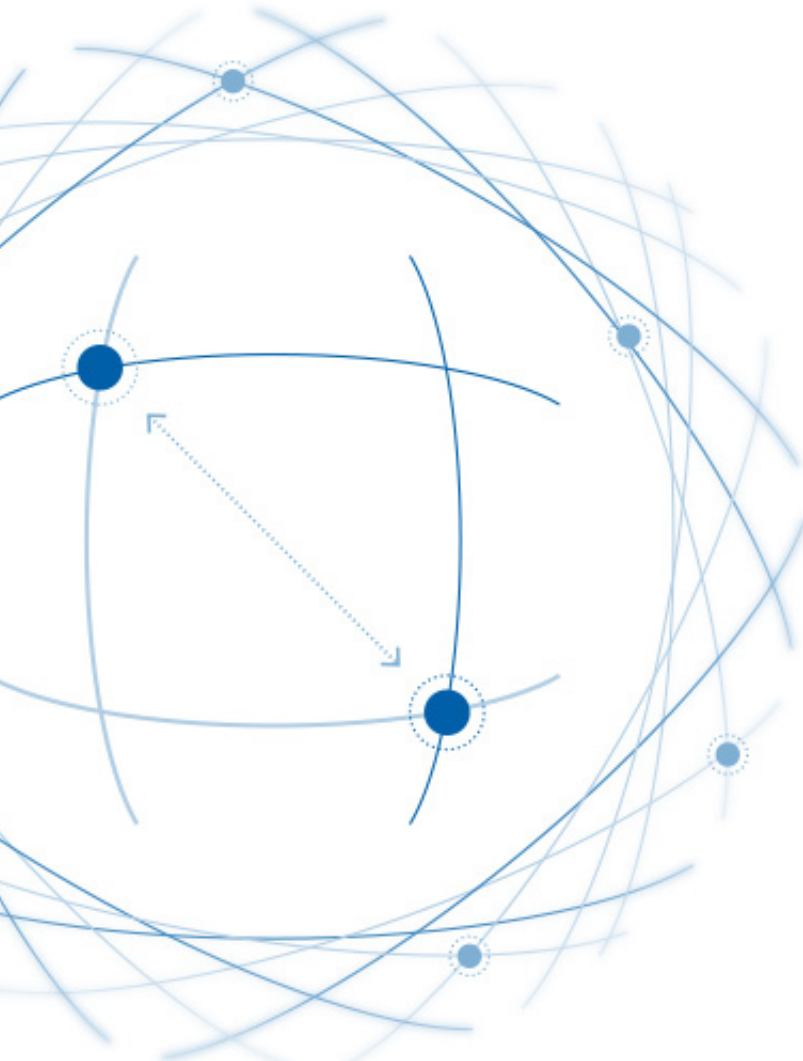
# WHY NOT ENCRYPT EVERY EMAIL?

Extra security measures aren't difficult. We incorporate them into our everyday lives. We set the alarm at our house and lock the doors on our car. We use pins to retrieve cash at the ATM and authentication credentials to log into company computers. The effort is small, and so it easily becomes a part of our daily habits.

However, securing email—all email—is a different challenge. We may secure our houses three to four times a day or visit the ATM twice a week, but who wants to encrypt and decrypt hundreds of emails a day? Passwords, portals and extra steps eliminate the ease of clicking 'send' and replace it with an annoying, almost painful, experience.

And so we don't secure each email. In fact, unless your organization conducts business in a regulated industry such as healthcare or financial services, your organization probably doesn't secure any emails at all. But what you know about email encryption has changed.





# CHIPPING AWAY THE COMPLEXITY

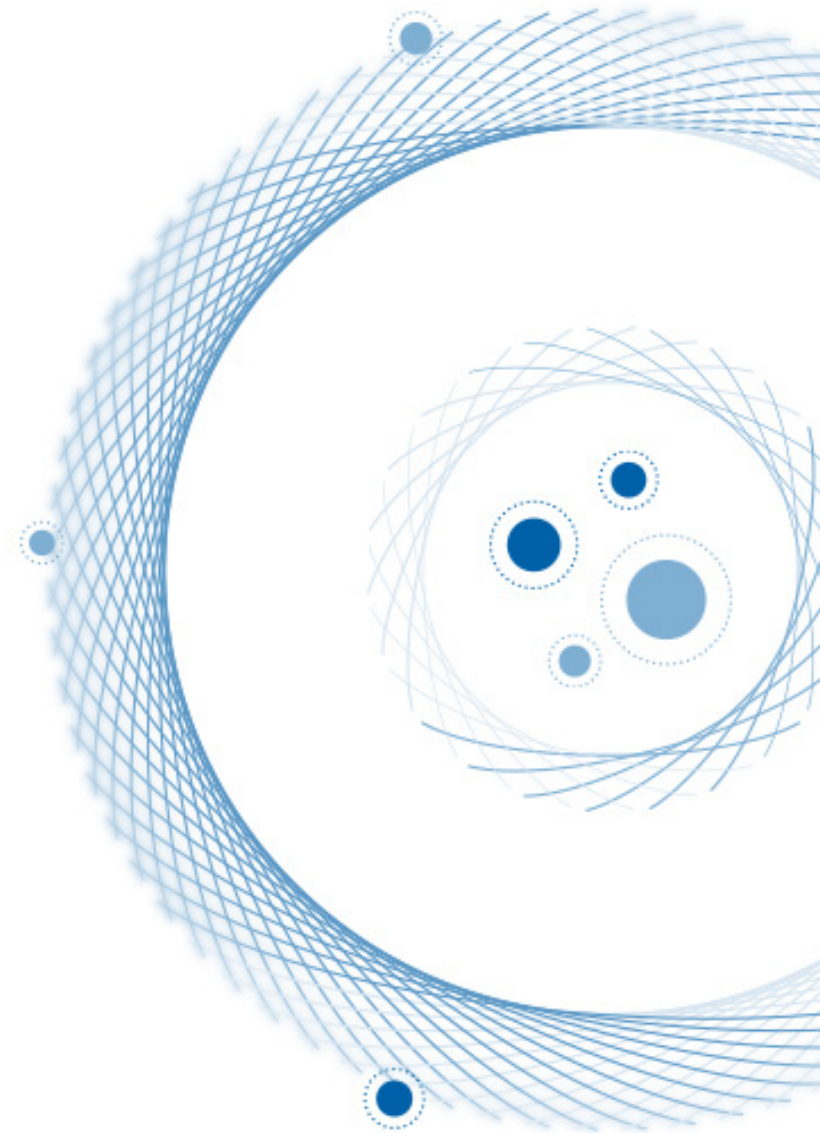
The history of email encryption is littered with complexity. The saying 'one step forward, two steps back' seemed like an understatement for email encryption. Public Key Cryptography, Public Key Infrastructure and other advances turned out to add more headaches than reduce them. More than a decade later, many businesses that were once frustrated with the complexity haven't given email encryption another thought.

However, during that time, ZixCorp pushed industry standards aside. Committed to creating a security solution that was as easy as clicking 'send,' ZixCorp unveiled innovative enhancements that served as building blocks to the ultimate solution for unsecure email.

# AUTOMATIC EMAIL ENCRYPTION

Mistakes happen. Whether we're distracted by an interruption, concentrating on another task or simply clicking the wrong button, they happen. And so it should be no surprise that in sending nearly 100 emails a day, employees are going to make a few mistakes when encrypting an email. Certainly, employee education and training helps, but in their haste to deliver an email quickly, employees accidentally forget to type the "Secure" keyword or hit the "Encrypt & Send" button.

ZixCorp removed that risk by introducing automatic encryption. With sophisticated filters, ZixCorp scans outbound email and automatically encrypts email containing sensitive information in the message or attachments. Automation offers peace of mind for businesses and a simplified experience for employees, who no longer stress about making the right decision or taking the right steps to encrypt.





# A GLOBAL COMMUNITY FOR CONVENIENCE

Sending encrypted email was a challenge for employees, but the recipient experience created even more headaches for customers and partners. Entering a password or visiting a portal may not seem like a heavy burden, but the endless complaints from customers and partners would suggest otherwise. Whether first-time registration proved too cumbersome or a password failed for the last time, employees, administrators and even executives heard the frustration from customers and partners. Recognizing the importance of customers, partners and their experience, ZixCorp designed its email encryption unlike any other.

By including all senders and recipients in a global community and developing a method to determine the recipient's email encryption capabilities, ZixCorp replaced the need for portals, passwords and extra steps with a convenient and transparent experience. For recipients who use ZixCorp, encrypted email is automatically decrypted and arrives in their inbox as easy and accessible as regular email. No complexity or frustration. Just email.

For recipients who don't use ZixCorp, encrypted email is delivered in the most secure, easiest method, making secure email convenient for anyone with an email address.

# THE FINAL PIECE

With the sender and recipient experiences addressed, ZixCorp was only one step away from achieving the ultimate secure email solution—all encryption, all the time. Encrypt If You Can was the final piece.

Another unique capability, Encrypt If You Can automatically secures 100 percent of messages between ZixCorp customers. All outbound email and replies are encrypted, yet senders and recipients do not experience any impact to their workflow, because messages are encrypted and decrypted automatically. The result is peace of mind for ZixCorp customers with unrivaled email security. But could ZixCorp offer this peace of mind to all businesses and still secure 100 percent of messages between them?

## SCALING TO SUPPORT ALL BUSINESSES

Dedicated to meeting this need for any business, ZixCorp enhanced its infrastructure. Designed to scale and support every business worldwide, ZixCorp has erased the barriers that once made encrypting every email impossible and launched a network with unparalleled security.





# ZIX ENCRYPTION NETWORK

Why not encrypt every email? After years of innovation, now you can.

Every email exchanged between members of Zix Encryption Network is automatically encrypted. The risk of interception is eliminated. Employees and recipients feel no impact, but businesses feel plenty of relief.

Today, one million messages are encrypted by ZixCorp on a typical business day. On average, 75 percent of these encrypted messages are sent through Zix Encryption Network to other members. The exchange is seamless and transparent without any extra steps or passwords.

Nearly 10,000 businesses are members of Zix Encryption Network. As more businesses join, the risk of unsecure business email can only decrease while the percentage of transparent exchange increases.

**JOIN ZIX ENCRYPTION NETWORK AND EXPERIENCE THE SECURE FUTURE OF EMAIL.**

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