





## Why change, and why now?

**Email is the most commonly used communication tool in business, particularly in the era of remote work.** It enables organizations to conveniently collaborate and share valuable information with external customers and partners. But people are busy and it's easy to forget that email isn't secure.

### *People are busy and it's easy to forget that email isn't secure*

Personally identifiable information within email messages and attachments can lead to data breaches, resulting in reputational risks and high costs. According to the Ponemon Institute's Cost of a Data Breach Report for 2020, it could be \$150 per record, and files could contain tens of thousands of records.

Many organizations turn to Data Loss Prevention (DLP) solutions to protect email. According to Gartner, however, most enterprise DLP solutions live up to their reputation as being difficult to implement or see value from. This can be particularly true for email because DLP solutions are often challenged with detecting the various forms that unstructured data can take within email – often creating false positives, slowing the flow of email, and potentially driving employees to bypass corporate email by turning to alternative solutions and shadow IT.

### Zix's approach to email DLP is different

By focusing on what Zix does best—empowering business communication through secure email—we streamline DLP deployment, reducing the timeline from months to hours, with minimal impact on your team.

Zix DLP filters have been tuned over 20 years by real-world business email messages, ensuring they'll work for most organizations out of the box. Zix customers also benefit from a unique policy selection tool that, within minutes, guides customers to deploy nuanced filters based on their industry and specific needs.

With the Data Loss Prevention (DLP) policies built into Advanced Email Encryption, your organization can keep business running efficiently while protecting and monitoring sensitive information sent by your employees.

RELEASE NOTIFY DELETE TAGS SHOW RAW

**Summary**

Message Category: Undefined  
 Quarantined Recipients: testingzix@gmail.com  
 Policy Violations: PCI (Payment Card Industry) Encrypt  
 Violation Summary: 4715119357869023; cc;  
 Tags:

*Example of Advanced Email Encryption's insight into what caused an email to encrypt.*

**Message**

Mr. Shatner,

Please use cc # 4715119357869023 to expense my Enterprise rental car.

Live long and prosper,

Leonard

## It's visibility into all violations

Understanding how your employees use email and what data is leaving your organization is foundational to meeting compliance requirements and addressing encryption needs. Advanced Email Encryption provides that visibility by detecting policy violations and capturing email content without impeding communication or hindering business workflow.

Zix also helps promote awareness for your employees, letting them know when an email is encrypted due to sensitive content. The solution highlights sensitive information, helping them understand what caused the email to encrypt and where it was located.

Email messages captured through Advanced Email Encryption are easily accessible and managed. Policy violations are highlighted in the email text for quick reference. Violation summary information makes it easy to find the sensitive information located in attachments.

Learn more at [Zix.com](https://www.zix.com)

## The deepest DLP experience in the industry

