



Bank of Smithtown Secures Email with ZixCorp® Services

Four years ago, Bank of Smithtown didn't use email for communication. Today, email is commonplace at the institution and its use is growing rapidly. And as state and federal examiners began to recommend greater security through email encryption earlier this year, Vice President of IT Daniel J. Viola took notice and started looking for a solution.

While it may be possible to send an occasional unsecured email in response to specific circumstances without much risk, any routine or reasonably high-volume use of email will create risks to company reputation, organizational liability, and data privacy. Information leaks can lead to worse than fed fines; the resultant bad publicity can cost institutions in lost customers and assets.

"Bank of Smithtown needed an email encryption solution that was easy to use, came with recommendations from industry organizations, and had vertical expertise in the financial market," said Viola. "We looked at several vendors, including our own firewall vendor, but found that Zix Corporation had what we were looking for, with the advantage of a quick installation process."

NYBSCO service provider ZixCorp addresses email security risks with a

comprehensive suite of services that ensures email security, including an email assessment service, a manual desktop encryption solution for individual users, and a corporate-wide solution for automatic content scanning and encryption.

Bank of Smithtown purchased the enterprise-wide ZixVPM (Virtual Private Messenger) encryption service to protect its email. ZixVPM monitors all company outbound email and automatically determines whether information should be encrypted based on policies set by the organization and a built-in, pre-configured financial lexicon. The lexicon detects and encrypts email that contains GLBA-mandated nonpublic information, including Social Security numbers, credit card numbers, account numbers, balance transfers, and other personal financial details.

AT A GLANCE:

BANK OF SMITHTOWN

INDUSTRY:

Banking and Finance

COMPANY BACKGROUND:

Smithtown Bancorp is the public holding company for Bank of Smithtown. Bank of Smithtown is a 96 year old community bank headquartered in Hauppauge, New York. The bank has 13 branches located along the north shore of Long Island. It is a full service commercial bank focused upon serving small business customers and consumers. The bank also offers insurance, trust and investment services.

ISSUE:

Regulatory exams focus on information security risk and an institution's ability to provide confidentiality, integrity, and availability of information assets.

SOLUTION:

ZixVPM® with built-in personal financial lexicon

BENEFITS:

- Proactive response to federal examinations
- Automatic encryption of confidential data
- Quicker, safer communications between branches, customers, auditors, brokers, etc.
- Reduced risk of disclosure or alteration of sensitive data
- Daily report of encryption activity

ZixVPM benefits include:

- Seamless integration with existing network structure and email systems.
- Easy use and management including convenient send-to-anyone email encryption capability.
- Customized implementation of corporate security policies and custom branding.
- Invisibility to end users.
- Fast deployment in about four hours.

"We're using secure email to communicate between our branches, customers, auditors, and stock brokerage companies. ZixCorp also provided excellent educational materials for our email recipients so they understood our email policies and how we were enacting them," said Viola.

At Bank of Smithtown, ZixVPM is encrypting the email of 100 users, with the capability to quickly grow to 170 users. The bank will also soon deploy ZixPort, a secure messaging portal that will give Bank of Smithtown customers and partners the ability to send and receive encrypted email through a secure, branded Web site — a convenient method to ensure confidentiality for those without encryption software.

Since Smithtown bank strives to place its customers first, ZixCorp was a perfect fit not only for security, but also for advancing customer satisfaction. Said Viola, "The feedback from customers

has been very positive. Our online customers in particular recognize that we are protecting their private information. And when our customers appreciate a service, we know we're doing our job right."

For more information about ZixCorp, visit its Web site at www.zixcorp.com.

Choosing the Right Solution

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— DANIEL J. VIOLA,
VICE PRESIDENT OF IT, BANK OF SMITHTOWN

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