

# How Community-Based Email Encryption Strengthens Security

**zix**<sup>®</sup>

[www.zixcorp.com](http://www.zixcorp.com)



## THE POWER OF EVERYONE

How often do you click “send” without a second thought? If you’re a typical corporate email user, it’s more than 100 times a day.<sup>1</sup> Email is still the most powerful tool in business. With it, you nurture relationships, protect investments—even lives. But what happens when the same tool that empowers you is the one that puts you at risk? Compliance and compromised intellectual property are very real concerns.

Zix connects and protects what matters. We manage all of the complexities of secure email, so it’s never a concern. We do this by harnessing The Power Of Everyone™—a community of tens of millions and growing. The people in our community all speak a common language and use a common platform, making life easier for everyone. By implementing an email encryption solution with our unique community approach, companies can use secure email without any hassle.

## CIRCLES NOT HOOPS

Combined with our leading policy-based email solution, the ZixDirectory® removes extra steps and passwords to enable easy, transparent email encryption. Our members can share encrypted email exactly the same way they would conventional email. With no hoops for users to jump through, it’s easier to ensure that important information is protected in transit. And with so many members, it’s likely a large number of your clients and partners are already a part of the community.

The value of seamless collaboration can’t be overstated. Whatever you do, email is how you do it. And as anyone in business knows, the easier communication becomes, the faster you can move forward. It’s this very ease of use and trust that has fueled the explosive growth of the Zix community.

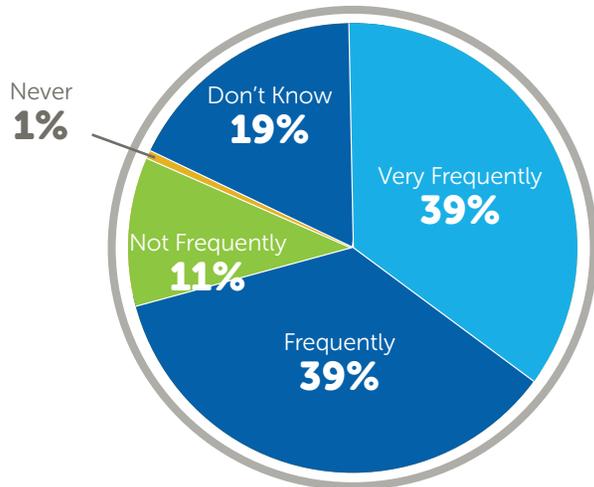
**70%**  
of companies say ease of  
use for **recipients** is important  
to very important.<sup>1</sup>

**56%**  
of companies say ease of  
use for **senders** is important  
to very important.<sup>1</sup>

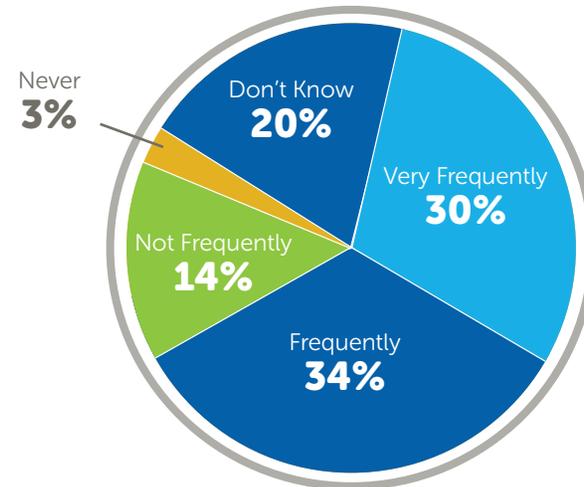
## WHEN IT COMES TO EMAIL ENCRYPTION , HOW TO USE IT SHOULDN'T BE THE CRYPTIC PART.

Email encryption has been around for some time, but survey results show that most solutions are too complex for employees to use easily and consistently. As a result, frustration goes up, compliance plummets and the whole "solution" becomes another problem to manage.

How frequently do employees ignore policies about emailing unencrypted confidential documents?



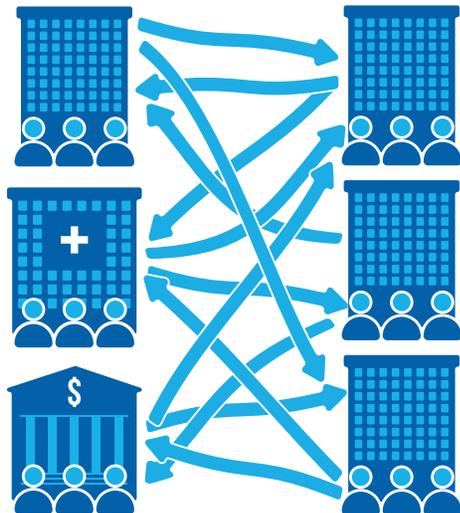
How frequently do employees mistakenly send unencrypted confidential information to recipients outside the organization?



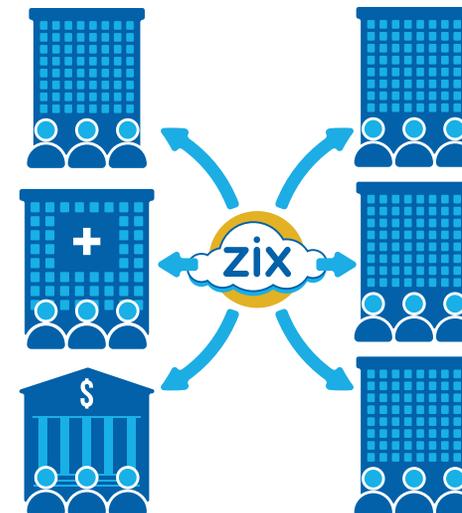
## WITH ZIX, COMMUNITY IS THE KEY

Conventional email encryption creates separate directories and requires extra steps and passwords to decrypt encrypted email – even between companies using the same email encryption solution. This produces friction for the sender and the recipient, slowing productivity and making it more likely that employees will use insecure methods to transact business. That introduces compliance risks and places your organization in very dangerous territory.

A conventional approach to email encryption



The community model from Zix



## **PROTECTING CLIENTS, DATA AND YOUR REPUTATION**

For financial services and healthcare organizations, staying compliant with regulatory mandates such as the Gramm-Leach-Bliley Act (GLBA) and Health Insurance Portability and Accountability Act (HIPAA) is a top priority. But there's more at stake than the risk of regulatory penalties. It's also about preserving your customers' trust and your company's integrity. If a customer's records are compromised, the trust you've taken years to foster can be lost in seconds. Earning it back is much more difficult and expensive than protecting it.

To protect their clients—and their own value—members of the FFIEC, divisions of the U.S. Treasury, the Securities and Exchange Commission, and more than 20 state financial regulators have become part of the ZixDirectory community.

To protect patient data, health insurers are using the secure community of the ZixDirectory. This includes over 1,200 U.S. hospitals and more than 30 Blue Cross Blue Shield organizations.

## **COMPLIANCE DOESN'T HAVE TO BE A SCARY WORD**

The easier you make it to safely communicate, the more compliance you'll see within your organization—plain and simple. Joining the Zix community securely through the ZixDirectory makes compliance almost automatic. Sending encrypted email becomes so fast and easy that workflows keep flowing.

**“Secure, transparent communication with our regulators is an EXTRA CONVENIENCE and provides us with additional confidence in the solution.”**

- John Ruzicka  
Chief Information Officer  
Citywide Banks

## CLEAR THE PATH

Business moves at a blinding rate. To keep pace, you need to take advantage of every opportunity to streamline collaboration. By becoming a member of the ZixDirectory, you not only safeguard your business by utilizing the world's largest encryption community, you remove barriers for your employees and give them the freedom to move forward.

## JOIN THE MOVEMENT

Contact us at [sales@zixcorp.com](mailto:sales@zixcorp.com)

### NOTES:

1. Ponemon Institute's 2012 Email Encryption Survey
2. Ponemon Institute's 2011 "Cost of a Data Breach - United States" released in March 2012. (<http://www.ponemon.org/library/2011-cost-of-data-breach-united-states>)



Zix is a trusted leader in email data protection. Zix offers industry-leading email encryption, a unique email data loss prevention (DLP) solution, and an innovative bring your own device (BYOD) email solution to meet your company's data protection and compliance needs. Zix is trusted by the nation's most influential institutions in healthcare, finance and government for easy-to-use secure email solutions. For more information, visit [www.zixcorp.com](http://www.zixcorp.com)  
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