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Rich Products Corporation
Customer Story

The Challenge

Operating a global food manufacturing corporation was challenging – there were massive amounts of data on every topic from finance and HR to research and development, and most of it was largely unclassified, unorganized, and geographically challenging across multiple datacenters and distribution centers. Without true visibility into a mess of unstructured data, the IT staff couldn't determine what was sensitive and what was not, and therefore it was hard to even project the appropriate security budgets to protect their intellectual property in various locations. Matthew Gracie, Security Analyst at Rich Products Corporation (Rich's), says, "We examined many traditional Data Loss Prevention solutions but found them cost prohibitive. But we still needed an inventory of what data was out there, and the tools to figure out what we needed to protect." Rich's needed to take inventory of all their data, and figure out what was required to protect in order to calculate the best investment and methodology to do so. Rich's needed to locate the data in the hidden nooks and crannies around their organization, then consolidate it, put it in a secure location, and lock it down with appropriate access controls and encryption.

The Solution

Proofpoint Enterprise Data Discover is a cloud–based solution designed to identify and remediate sensitive content across an enterprise, simplifying the task of determining who, what, where, and when, of sensitive corporate data containing PCI or other high–value information. Data Discover monitors centrally managed file servers, including Microsoft SharePoint, and helps ensure the content is compliant with corporate policy and any appropriate industry regulations. Files can be tracked from the time of creation, along with identifying the creator, all the way through storage to ensure the appropriate controls are in place. With Enterprise Data Discover, Rich's was able to do rapid discovery of the data for classification and relocation, then provide ongoing monitoring and enforcement to reinforce Rich's corporate data policy. Matthew Gracie says, "Data Discover is fantastic in terms of generating a document inventory and heat map of our file stores – there was really no way to do this manually. With Data Discover, we were able to build our inventory, meet with business owners, and set reliable data classifications that we could enforce with encryption."

With Enterprise Data Discover in place, Gracie was ready to scan the main file server at Rich's headquarters. He found more than half a million files in departmental shared drives, including documents, spreadsheets, and Powerpoint presentations. Data Discover was able to quickly identify several thousand documents containing sensitive data which needed additional protection."

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> *Matthew Gracie*

This discovery and lock–down was just the beginning. Rich's intends to extend into all the regional facilities that use file servers and SharePoint sites, covering an additional 40-50 facilities globally. Matthew Gracie concludes, "Dealing with a breach is at the top of our mind – with everything you see in the paper, the general assumption is that everyone gets breached sooner or later. It's vital that organizations get their data locked down on the inside as quickly as possible. Data Discover helps us do that and we're now in a position where we have a better grasp of what's out there and where, we're able to secure it. With this approach, compromised credentials don't matter—outsiders can't access our intellectual property or PCI data because Data Discover has classified it, and we've taken the precautions necessary by encrypting our most sensitive data."

About Rich Products Corporation

Rich Products Corporation is a family-owned food company and major supplier to both retail and food service industries, with a diversified collection of food product categories manufactured in 50 locations on 6 continents. Founded in 1945, Rich's makes over 2,000 different products that satisfy customers in 112 countries worldwide. They average $3.3 billion in annual sales, with over 8,000 employees. Rich's was founded on the principles of innovation — the world's first non-dairy whipped topping — and they continue to develop new products and make innovative breakthroughs that push their aggressive growth in a global market.