



Executive E-Secure

A Secure Collaboration Network Tool for Executives

*An Executive E-Secure White Paper
January 2009*

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Executive Summary

Critical in the workday of the modern corporate executive is the requirement for immediacy of communication in the decision-making process. No longer can issues wait for the next quarterly Executive or Board Meeting. In fact, at times some urgent issues cannot wait for the next day or even the next morning. In the fast-paced world of decision-making, delay is not an option when key issues need to be addressed.

Corporate executives require ease of access to one another whenever or wherever they may be and seek to build on available assets by optimizing their use while at the same time minimizing expenditures. The challenge arises when confidential data and intellectual property must be shared without concern of loss of trust and confidence in secure transmission.

When the protection of intellectual property becomes important and secure on-line executive collaboration is critical the traditional day-to-day Internet methods are not acceptable. For example:

- Email is a public transportation system lacking security
- Group interaction using email to email web on web is totally unreliable
- Social networks like FaceBook are 100% publicly accessible with no security
- Internal corporate networks are subject to internal intrusion

This white paper explains how the corporate executive can meet the privacy challenge while collaborating with team members no matter where they are.

Enertiatech has developed software to satisfy managements secure interactive collaborative requirements. The on-demand, real time service is delivered through a hosted model that allows infinite scalability without the need to invest in data centre build out. Clients can scale their capacity requirements up or down based on current demands. Time constraints and the challenge of globalization are eliminated when ideas can be shared and decisions made whenever required.



The Challenge


The challenge is to find a way for Corporate Executives to collaborate privately, using the Internet as a tool, with ease, and at highest level of security, without concern of hacking, snooping, peeping, etc.

Enertiatech, a Canadian company, set out to deliver a solution to this challenge by creating Executive E-Secure; a tool that addresses six basic goals:

1. Programmed for ease of use
2. Ironclad security
3. Ability for executive to collaborate privately on secure documents any time anywhere
4. Confidentiality controlled and managed by one person
5. Data housed in a secure remote location
6. Accessibility by invitation only

This white paper discusses the development of Executive E-Secure, an elegant collaborative tool that achieves these six goals. The software is based on 2.0-technology and is designed to provide the CEO and executive a no-risk working environment through a secure and integrated online portal.

The software is delivered as a web-native application designed to take advantage of current Internet technology, but hosted and operated for selected clients as a secure off-site collaborative tool. Because clients use the software from a remote server the need to include IT staff into the mix is removed. Furthermore, the development of this solution includes a range of features that can be configured for the specific collaboration requirements of the CEO while at the same time maintaining a simple and easy-to-use approach.



Goal No. 1 Programmed for ease of use

Doing business in 2009 requires that “the lights be on” at all time. Whether an Executive team, or Board of Directors, is located in the same building or situated thousands of miles apart, they are still faced with the demands of time, urgency and budget restraints. Through today’s technology, key people may be thousands of miles away, but they are still available. Those who still resort to getting on an airplane to meet for a day or two will be left far behind those who are communicating in ways they never thought possible. The constraints of time and expense will leave the traditional executive communication practices far behind,

Devastating results can occur if sweeping decisions are made without sufficient time to study detailed background information. Even when time is of the essence, documentation needs to be reviewed in advance to insure wise and appropriate decisions. When the decision process requires comments or questions in advance lengthy orientation sessions can be virtually eliminated to ensure that the decision makers are armed with the information they need.

The ease of use is achieved at eight levels:

- First - the program is easily accessible with a user name and password
- Second - the CEO/designate allows access to selected participants by invitation
- Third - documentation is chosen and securely attached by the CEO/designate
- Fourth - the CEO/designate decides what documents will be viewed by the participants
- Fifth - participants can collaborate, comment or make changes
- Sixth - participants will be able to upload documents
- Seventh - The CEO/designate can view all activity
- Eighth - Participant activity is functional securely any time, anywhere.

Goal No. 2 Ironclad Security

In the past corporate leadership has been very reluctant to communicate sensitive or confidential data over the Internet. This is for good reason and is especially true in organizations where access and password security can never be tightly controlled. This concern about lack of security has led decision makers to invent solutions, sometimes bizarre, sometimes ridiculous, but almost always unreliable and expensive. While technology has taken giant steps forward in all areas of business, executive management has been left behind to face the vulnerability of the very tool they need - - confidentiality.

The CEO can maintain control by leveraging Executive E-Secure technology to enable a collaborative approach to mission-critical decision-making.

By taking steps the CEO can remove the constraints of potential breach and bypass the need to rely on travel to bring his leadership together to communicate in ways never done before.

Executive E-Secure is a proprietary solution that combines both hardware and software. The logical approach provides ease of use for all documentation and related software while at the same time focusing on the greatest business benefit of reduced cost and time constraints.

The software is designed to optimize more complex and specific collaboration assignments as the need arises.

Iron-clad security is achieved at seven levels:

- First - the program resides on a secured dedicated stand-alone server
- Second - only the CEO or designate allows access to critical documentation
- Third - a private assigned IP address provides the only access to the program
- Fourth - all documentation and communication is maintained on the dedicated server
- Fifth - a dedicated secure server is located in a remote, location known only to the CEO
- Sixth - additional security is provided via Virtual Private Network,, if required
- Seventh - there are no web sites, or URLs to be searched out and spammed
- Eighth - Internet connection is completely separate and remote from any other connection

Goal No. 3 Ability for Executive to collaborate privately on secure documents

Younger generations are already empowered by the Internet and are impatient of any activity they consider a barrier to getting the job done. They are so familiar with technology that it is a part of their life, their business and everything they do. The idea of waiting for a confidential meeting to take place in a physically remote location is seen as a costly, unproductive and time consuming exercise. A planned meeting weeks away transforms a proactive management team into a reactive team - - sometimes at considerable loss.

They perceive issues such as security, compliance, standardization, content filtering and protection of confidential information from unauthorized or inappropriate use simply as issues to be solved.

While advances in technology have positively influenced productivity, they have also increased the pace of change and the risk associated with failing to adapt. Increasingly management decision makers are forced to amend long-standing business models in response to changing environments. Adaptation is the key word for business success in the 21st Century. Corporations seeking to be proactive require the ability for rapid and immediate hands-on decision-making,

The issue stated at the beginning of this paper is the loss of Executive confidentiality and privacy due to the overwhelming takeover of the Internet in every aspect of the corporate world. As a matter of fact, in some cases the IT department has tended to be primarily responsible for management of all data, including sensitive executive communications resulting in control gradually lost or inadvertently turned over to a technician.

This paper addresses Executive security concerns by providing for on-line collaboration privately, securely and confidentially. In particular it demonstrates how IT staff turnover and churn to competitors can be eliminated.

(Document Collaboration – Share & collaborate on documents with others. Manage with version control, commenting, and access permissions) M is rewriting

Ease of collaboration is achieved at six levels:

- First - designates can view the same document
- Second - designates can comment or make changes to the document
- Third - designates can communicate with other designates
- Fourth - designates can reach a conclusion jointly
- Fifth - designates can be allowed to create their own collaborative group
- Sixth - meets traffic volume demands for corporate, regional and remote operations

Goal No. 4 Confidentiality Controlled and Managed by One Person

The best encryption and security policies will not protect proprietary information if the same people who designed the security also have ultimate control. This (unfortunate situation) is solved by Executive E-Secure by isolating critical information into the hands of the right person - the CEO, or designate.

The growing list of security breaches has made organizations increasingly aware of the need for isolation of confidential information. Each year data breaches increase and the persistent issue of data security debilitates confidential communication. Installation of additional firewalls does not solve the problem if confidential data moves from both inside and outside of the company. Executive E-Secure provides an easy and effective way to avoid data breach by keeping sensitive information securely off-site and completely inaccessible to unauthorized persons.

Control is achieved at six levels:

- First - the program is remotely located and available exclusively to designated users
- Second - Economies are achieved in travel and accommodation
- Third - Dependency on expensive in-house monitoring and staff analysis is reduced
- Third - High level documentation such as emerging policies remain secure
- Fourth - Documentation can be saved for future use or destroyed
- Fifth - Access to important data is locked down even when viewed from around the world.
- Sixth - Costs of doing business advantages through economies of scale

Scenarios

Executive E-Secure is based on 2.0-technology, is designed to allow the CEO and executive to work in a reduced risk environment while at the same time working on governance and compliance through a secure and integrated online portal.

Due Diligence

New Board (controls) such as higher levels of government scrutiny and accountability, along with greater shareholder involvement require increased board member due diligence.

Corporate Take Over

Take over challenges can require minute-to-minute up-to-date information at their fingertips to enable move quickly and strategically when the need arises.

Strategic Planning.

When the CEO is establishing a strategy, a clear and accurate picture of the issue or challenge by e-Executive provides real value by facilitating direct consultation with key executive members.

Annual Budget Planning

When number-crunching time comes.....\

Managing a crisis

Manage Board Meetings

Example Preparation for the Annual General Meeting

Reduce Breach Risk

As time goes by there is an increasing demand from top management to have greater Internet control. Instances of peeking and intrusions emphasize the importance of protection of confidential information.

Corporate executives must balance the need for access to information and timely communication with the need to protect confidential information from unauthorized and inappropriate use. (see Abuse)

The Verizon Business 2008 Data Breach Investigations Report shows that while just 18% of data breaches are caused by insiders, the actual compromised records exceeds outsider breaches by 10 to 1. Similarly breaches by corporate partners represent 39%.

Network administrators are valuable assets, but astute control of their network rights and permissions is an important part of the security protocol.

In a recent survey, a staggering 88 percent of IT administrators admitted they would take corporate secrets such as CEO and privileged passwords, customer databases, research and development plans, financial reports, merge and acquisition plans if they became redundant. The research stated that of the 88 percent, a third would take the privileged password list to gain access to valuable documents such as financial reports, accounts, salaries and other privileged information. The survey also found that one third of IT staff admitted to snooping around the network, looking at highly confidential information, including salary details and personal e-mails.

So, what is the risk of IT personnel doing the “wrong thing” when terminated, angered, or just bored? A case in point is the infamous Terry Childs case who was arrested for hijacking the San Francisco city network after being disciplined for poor performance. http://news.cnet.com/8301-1009_3-9991769-83.html

To negate any potential breach of confidentiality, integrity or confidential information Executive E-Secure takes the temptation away by incorporating remote and separate environments.

Delivering Benefit

- Maintains high level of information security, accessibility and privacy.
- Is designed to give Corporate management confidence in the value of well-thought-out Internet solutions,
- Designed specifically to eliminate the risk of unauthorized peeking.
- Helps the CEO to navigate and oversee the decision-making process of the leadership team
- Assists leaders to insure governance and compliance decisions are in keeping with corporate directives.
- Allows participation from staff and advisors by invitation only.
- Gets Board of Directors working together without travel expenses, reducing carbon imprint
- Creates productive working conditions by putting key resources and information at the fingertips of the leadership team wherever they are
- Provides leaders with secure and easy access to timely and accurate information in real time, anywhere/anytime
- Streamlines board communications and decision-making processes.
- Proprietary information can be reviewed by Executive or Board Members well in advance of meeting
- Helps leadership focus on business growth and performance by putting key resources and information at their fingertips.

Green Impacts

A positive outshoot is, of course, the contribution that online collaboration contributes to corporate green initiatives as they move away from activities seen to be “ungreen” (cost of travel, time taken, unraveling email)

Reduce carbon emissions and footprint

Buy less carbon points/pay less carbon tax

Saves money and heightens corporate environmental practices



Conclusion

The advantage of the approach taken by the Executive-eSecure is by leveraging on well-understood 2.0 technologies. By building a stand-alone secure (appliance) corporate decision makers are provided with a comprehensive end-to-end solution for confidential communication of extremely high-value information.

The Executive-eSecure approach does not require technical knowledge, allows for ease of use while saving time and money.

Finally, Executive-eSecure represents a solution involving both hardware and software vectors. The (hardware/equipment/services) technology gives it a robustness of a hardware-based solution, while the software gives users unique and reliable versatility and control.

How is Executive E-Secure set up?

This software only needs to be set up once.

All connections and maintenance are provided by Enertiatech

All server storage in secure data centre and locked cabinets

Designated IP address accessed only by users

Software skin reflects corporate branding or as required

Variety of storage options

Client is provided with RTG to monitor bandwidth usage

How It Works -- A Secure and Reliable Platform

As a stand-alone collaborative solution, Executive E-Secure is built to be stable, secure and reliable. CEOs can protect their mission critical information, especially in regard to remote off-shore offices.

Software HighLights

Rapid deployment of information

Automated confirmation of participants

Can be used in multiple applications (budget committee, marketing committee, construction committee, etc.

Permission based individual access

Allows ease of work flow among teams

Reduction of manual errors

User-friendly interface

Create as many assignments as deemed necessary

Time saved by eliminating lag time

Teams work together seamlessly

Online application can be accessed with blackberry

Tools are accessible at all times

Streamlined infrastructure cuts costs

Criminal problem gone

Services

On-Demand Solutions

Executive-eSecure welcomes the opportunity to work with ambitious companies who are constantly in pursuit of new or improved solutions. Executive-eSecure seeks challenges to create innovative, on-demand solutions to help clients develop new efficiencies as the need arises.

User Manuals

A comprehensive easy-to-use manual and on-line reference is provided as a quick reference whenever required.

Contract Support

The collaborative components built into Executive-eSecure will quickly become an important, efficient and cost efficient component as a top level collaborative tool. Clients are assured prompt and efficient support as required within their contract to include:

- Dedicated Online Helpdesk
- Dedicated telephone & fax numbers
- Real time bandwidth usage reporting and tracking system
- Agreed service levels
- Review of operation, training and assistance
- Pay as you go rates on modifications/new features and enhancements

The Learning/Training Process

Executive E-Secure is composed of distinct, fully integrated capabilities. Its ease-of-use and rapid deployment features allows for immediacy of collaboration in record time when required. The program is highly scalable and modular, allowing new individuals or groups to be added or deleted as required

A formal process ensures timely hands-on training to provide full understanding and security awareness. Users will find they do not have to adapt to the software, rather they will be pleased with the way the software adapts to their needs. Real life, hands-on training will take place involving all users no matter where they are located. This training can take place at any preferred location. Participants will be able to walk through a real-life collaboration process to ensure all involved are familiar with the process.

The training is designed to ensure that each organization achieves its goals of efficient collaboration. Training and awareness is included in the startup process, and on an ongoing basis as required. The training and awareness program can be reviewed and revised periodically to meet specific client needs.

Executive-eSecure's training partner, TechSquad, is experienced in training and prepared to assist clients to work easily and confidently with the program.

Through partnership with TechSquad, delivery of on-demand training includes the following modules:

On-Site Training

Coordination of on-site training carried out one-on-one or with the group of designated users in a board room setting. The training would include hands-on experience and experimentation which would allow the users to experience a typical online collaborative situation.

Off-Site Training

Executive-eSecure provides excellent off-site training facilities in a classroom setting which allows users to experiment in a relaxed and controlled setting.

User Manuals

Users are provided with a comprehensive manual as a quick reference when required.

Hands-On, On-Line Tour

The Executive-eSecure Demo gives users the ability to test ease of communication, how to invite collaborators and the information you want to upload. This is a real-life experiment with all the features and enhancements.

As soon as the tour begins it becomes evident how collaborators can work closely even though they may be thousands of miles apart.

The value and efficiency of sharing confidential corporate documentation in a timely fashion shaves hours of travel from a busy executive's life. It becomes immediately obvious how Executive-eSecure saves time and money.

Economies of Scale

Competitiveness

As companies seek competitive advantage through high level performance and economies of scale, savings related to direct expenses including travel and time can contribute significantly to the bottom line. By utilizing improved on-line methods the focus is not just on expenditure reduction, but on improved ability to communicate quickly and easily.

Corporate expense reductions including travel and time pressures, is fast becoming too arduous in today's business world. Ease of communication is the key and with the advancements of technology the corporate world can become more efficient and competitive by incorporating secure on-line collaborative tools.

Data Duplication

E-mail a file to 10 colleagues and the disk space required to store it increases tenfold, even though each version is identical. Data de-puplication stores and monitors a single copy of that file while still allowing all ten recipients to retrieve the data. This reduces server load and costs needed to support data storage, air, power, etc.

What Does it Cost?

Executive E-Secure offers several levels of service and security, each based on the individual corporate requirement.

The service is provided on Software as a Service (SaaS) subscription basis, with seats based on corporate need.

Set Up		
Software configuration		
User Seats		
Separate IP address	Provided by Enertiatech	
Software (upgrades?)		
Exclusive colocated server,	Provided by Client Stored in shared cabinet	
Exclusive colocated server	Stored in Client locked cabinet	
Exclusive dedicated server	Provided by Enertiatech	
Exclusive dedicated server	Stored in Client locked cabinet	
ISP failover connections	Sprint and Envision	
Redundant power	City, USP, Generator	
Bandwidth	100GB/server included	
Training		
Additional Training and on call assistance		
VPN exclusive private line	To be quoted based on location	