



# Overcoming the Obstacles:

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## Creating Cooperative Partnerships in Securing the Exchange of Data

TECHNICAL WHITE PAPER

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# Overcoming the Obstacles: Creating Cooperative Partnerships in Securing the Exchange of Data

Best practices in today's marketplace dictate that data entrusted to affiliates within a data-exchange process should be protected as it is transmitted, wherever it resides. However, some parties are more committed to securing information than others. This creates a problem that security-minded companies, typically the primary enterprise within the data-exchange group, have been struggling with for years—how to control the security of data at the endpoints in the data-exchange.

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In an effort to guard their reputations and protect their best interest, many primary enterprises in a community of affiliates assume a proactive stance, becoming what this white paper will term Originators of Security Initiatives. Originators work to gain the cooperation of affiliates to secure information throughout the data-exchange process. Their efforts, however, are often thwarted by secondary enterprises less willing to sacrifice budget, time, or management oversight to protect information. Secondary enterprises fear adding security will automatically add complexity, reversing hard-won gains in productivity, with little or no return on their investment.

Ultimately, then, securing exchanged data depends upon gaining the cooperation of all affiliates within a group. This white paper focuses on the fears and prejudices of secondary affiliates and then proposes SecureZIP PartnerLink® by PKWARE®, a specialized deployment of SecureZIP® as a solution to the problem.

SecureZIP PartnerLink provides an easy-to-use solution to secure data exchanges outside the corporate perimeter. In short, it is a product that is distributed cost-free by the Originator of the Security Initiative, who becomes its Sponsor. Moreover, the product integrates seamlessly into virtually any environment, mainframe to desktop, mainframe to mainframe, server to server. Regardless of the technological parameters, SecureZIP PartnerLink's economy, versatility, and ease-of-use eliminate affiliate objections.

**An added benefit:** SecureZIP PartnerLink is a low-cost, highly effective security solution that can be implemented in most settings—regardless of infrastructure—in two weeks or less. It is an expedient and cost-effective solution, a practical, real-world alternative to the millions spent on customized solutions that take years to implement.

## The Problem Defined

Responsible businesses work to secure data throughout the data-exchange process. As sensitive information moves back and forth from enterprise to enterprise, the data must be secured both in transit

and wherever it is stored. However, experience has taught Originators—the primary affiliates whose names are prominently attached to the data-exchange process—that solving the security dilemma entails more than finding a product that simply secures data. Businesses working in groups create a complex set of dynamics that must be recognized as part of the security solution. These dynamics include:

- Different agendas and protocols involved
- Processing circumstances
- Fears of lost productivity
- The need to protect the status quo
- Cost and time considerations

These issues define the crux of the problem for the Originators of Security Initiatives. While Originators try to protect their name in the marketplace, to do so they must find a security solution that serves all Partners' needs without hampering productivity. A pragmatic security solution must therefore address:

- The reluctance of the Partners to participate in any way that will cost them money, productivity, or time during set-up or data processing;
- The unwillingness of Partners to take on management or administrative responsibility for securing data.

In summary, partners view adding security to their environment as costly, disruptive, and time-consuming, requiring added management oversight. They expect security applications to create problems within their operations. Additionally, Partners recoil at the prospect of adhering to a security policy that they did not choose for themselves. Given such pre-judgments and the need to adopt an imposed policy, persuading Partners to cooperate in the security initiative is often a futile effort. On the other hand, Originators need to standardize their security practices and enforce them among affiliates, which makes Partner reluctance frustrating. In the past, these primary enterprises in the data-exchange process have had little to offer that would persuade Partners to align themselves in a standardized security program.

The SecureZIP PartnerLink solution eliminates operational obstacles. Using SecureZIP PartnerLink, the primary affiliate (the Originator) becomes a Sponsor of the security initiative. The Sponsor, or primary enterprise, acquires a SecureZIP PartnerLink license and distributes the solution cost-free to secondary affiliates (Partners). Sponsors incorporate Partners into a secure data-exchange process, eliminating their misgivings—economic, operational, and supervisory.

For many Partners who already use ZIP technology, SecureZIP PartnerLink becomes a simple upgrade, not a risky new venture. Familiarity with the ZIP family of products allays their anxiety.

## The Solution

Whether a Sponsor works with only a few Partners or hundreds, each of these secondary enterprises subscribes to different business agendas and uses various data-security protocols. Therefore, a true security solution must offer flexibility that satisfies the needs of all Partners on many fronts. By solving these larger problems, SecureZIP PartnerLink has positioned itself as the premier solution to the data-exchange problem.

SecureZIP PartnerLink is a solution that has evolved over time. PKWARE created PKZIP® over 20 years ago to simplify data exchange when bandwidth was the major issue. By compressing one or more large files within an electronic “container” that would guard them against corruption or interference, PKZIP entered the world of security. In this rudimentary world of security, the container could be password protected as it moved throughout an enterprise.

As the need for more sophisticated “strong” security evolved, PKWARE developed SecureZIP to better pro-

protect data transferred within an enterprise. Building on PKZIP technology, SecureZIP added algorithms to encrypt-decrypt data, making it the only solution that complements both PKI and passphrase environments. Files were still compressed and the SecureZIP application maintained the well-known operational versatility of PKZIP.

As data began to move outside the perimeter of the enterprise, customers demanded the ability to extend security to Partners in the data-exchange process. SecureZIP PartnerLink evolved as a special deployment of SecureZIP technology to meet this need as well as the other Partner needs described in this paper.

**A solution that overcomes objections.** SecureZIP PartnerLink eliminates the obstacles of cost, disruption, and time. In addressing each of these real-world objections, SecureZIP PartnerLink is able to offer a comprehensive solution that protects the exchange of information at a file level. Partners can create and send secured data as well as receive, authenticate, and decrypt the information—easily and cost effectively.

**A solution that is technologically adaptive.** SecureZIP PartnerLink removes the technical obstacles within operations. Incorporating SecureZIP PartnerLink into a processing protocol will not impair productivity or require alterations in routine. As an application, SecureZIP PartnerLink:

- Works compatibly across many computing platforms, regardless of the operating systems used in the process or the number of circumstances and variables involved;
- Functions seamlessly whether data is transported via automated scripts on a mainframe or sent “interactively” from desktops that call up an encryption program as needed;
- Works as effortlessly on hundreds of thousands of computers as on a single desktop;
- Uses both public-key infrastructure and passphrases in the encryption-decryption process;
- Offers an authentication option to identify instances of tampering;
- Provides contingency key capability to ensure data recoverability.

**A tradition of simplicity and versatility.** True to the ZIP family of applications, SecureZIP PartnerLink is flexible and versatile, fitting easily and simply into all Partners’ operations. Partner reluctance fades away in the face of cost-free distribution, cross-platform versatility, and scalability that fits varying infrastructures. Even management issues such as education, supervising security keys, and policy administration are taken care of.

In addition, many times incorporating SecureZIP PartnerLink becomes a simple upgrade to a Zip technology that an enterprise is already using.

**A testimony to the simplicity and versatility of SecureZIP PartnerLink.** Roles change in a complex marketplace. An enterprise may play a Partner role in one business process and a Sponsor role in another. Given the shifting nature of Sponsors and Partners, we find that Partners who are given the opportunity to use SecureZIP PartnerLink immediately recognize its value. As they find themselves shifting into the Sponsor role in other data-exchange relationships, these Partners-turned-Sponsors acquire full SecureZIP PartnerLink licenses for themselves to share with their Partners. Why? They very quickly understand that the operational obstacles they perceived as Partners were non-existent: with SecureZIP PartnerLink, securing the data is simple rather than complex.

**An added financial advantage for Sponsors.** Most security solutions are billed according to the number of endpoints being served. SecureZIP PartnerLink does not follow this practice. While the application can scale from one to an unlimited number of endpoints, it is a practical solution that is priced economically. Pricing does not depend on the number of Partners in the exchange.

## Identifying the Practical Challenges

**False assumptions and misconceptions about securing exchanged data.** Often, simply achieving agreement on a course of action within a company is difficult; to reach agreement among parties outside the company can be even more challenging. The difficulties are magnified when exchanging data because Partners subscribe to different priorities. Furthermore, Partners mistakenly assume obstacles must necessarily exist when securing data that moves back and forth among enterprises. Partners anticipate that soft and real costs, as well as additional labor, resources, and time must be invested to gain security measures. With SecureZIP PartnerLink, an extension of SecureZIP, those investments are minimal, as current SecureZIP PartnerLink customers can attest to.

## Debunking False Assumptions and Misconceptions

### 1. There will be cost to Partners.

False. The only costs associated with SecureZIP PartnerLink are costs involved with deployment and testing. These “soft costs” have been described as negligible by companies that have implemented SecureZIP PartnerLink. The Sponsor who purchases the SecureZIP PartnerLink license freely distributes the application to its Partners. This arrangement benefits both parties. The Sponsor is able to control the security process, extending its data security policy to its Partners. The Partners secure their data, but the security product costs Partners nothing.

### 2. Securing data will add complexity—and slow operations.

False. SecureZIP PartnerLink does not reverse hard-won gains in productivity. Partners can create and send secured data as well as receive, authenticate, and decrypt the information. However, no infrastructure alterations are necessary to facilitate the processes, as points 3 through 7 explain.

### 3. Infrastructure will have to change to accommodate the security process.

False. No matter how an enterprise transfers data, the SecureZIP PartnerLink application will fit seamlessly into the process. Enterprises familiar with the simplicity of ZIP products will understand immediately that they do not require complex infrastructure. ZIP applications are flexible, operating across computing platforms, with true scalability that ranges from desktops to mainframes in any number or configuration.

### 4. Security standards and policies will conflict among enterprises.

False. Neither key management nor policy administration is required of Partners. All details are managed by the Sponsor through the specially designed deployment package which Sponsors distribute to Partners.

### 5. Training and education will be required.

False. The ZIP file format has established itself as the industry standard, one of the most widely used file formats in the world. For virtually all partners, SecureZIP PartnerLink will simply represent an upgrade to a product they are already accustomed to using.

### 6. Processes must be re-engineered, and workflow will be disrupted.

False. For 20 years, the ZIP family of products has been contributing to computer productivity around the globe. Currently, more than 25% of the world’s data centers use ZIP technology. In all likelihood, businesses with mainframes that automatically transport files are already using ZIP technology. Therefore, incorporating SecureZIP PartnerLink becomes a simple upgrade for Partners, without changes in process or workflow regimens. With SecureZIP PartnerLink, business will continue “as usual.”

Businesses new to the SecureZIP application will be pleasantly surprised by the accelerated productivity

that SecureZIP and its SecureZIP PartnerLink deployment create. One company reduced its mainframe processing time by 75%, a common occurrence.

#### 7. There will be inconvenience.

False. The extraordinary value of SecureZIP PartnerLink lies in its adaptability: the elegance of a solution that incorporates itself into Partners' operations without disturbance, addressing all of the issues in this white paper. Regardless of the operational details or the management constraints, SecureZIP PartnerLink unobtrusively becomes part of the Partners' process.

SecureZIP PartnerLink provides an easy-to-use solution for securing data outside the corporate perimeter. Whether at an operations or management level, SecureZIP PartnerLink does the following:

#### Within Operations

- Works compatibly across all major computing platforms, regardless of the operating systems used in the process or the number of circumstances/variables involved
- Operates seamlessly whether data is transported via automated scripts on a mainframe or sent "interactively" from desktops that call up an encryption program as needed
- Uses both public key infrastructure and passphrases in the encryption-decryption process
- Offers an authentication option to identify instances of tampering
- Offers contingency key capability to ensure data recoverability

#### Within Management

- Eliminates the reluctance of Partners to participate in any way that will cost them money, productivity, or time during set-up or data processing
- Relieves Partners of the management or administrative responsibility for securing data

The design of SecureZIP PartnerLink enables the Sponsor to assume control of the data-exchange process and protect their reputation in the marketplace. At the same time, SecureZIP PartnerLink respects the interests of Partners, enabling all parties involved to work with independence—preserving the integrity of each and the good of all.