Digital Exhaust

The Impact of Unmanaged Digital Exhaust on the Enterprise

Could unmanaged digital exhaust be the next big cyber threat to your organization?

Digital exhaust, digital trail, digital breadcrumbs: no matter what terminology or buzzword of the day is used, your digital persona is crafted by the passive and active trail your browser leaves behind.

The active trail includes your daily actions that you are aware of: websites visited, online forms completed, or the latest item you purchased online. The passive trail consists of cookies and tracking methods largely deployed by the ad ecosystem that most users are largely unaware of. When your passive and active trails are combined, your "digital footprint" is revealed, containing much more information about your online persona than you could ever imagine.

Most users today have become accustomed to highly targeted online ads and willingly give up a certain level of privacy in the name of internet-supplied convenience. However, this digital footprint is no longer being used merely by ad networks, but has become a prime target for hackers and those looking to profit illegally from a user's online presence.

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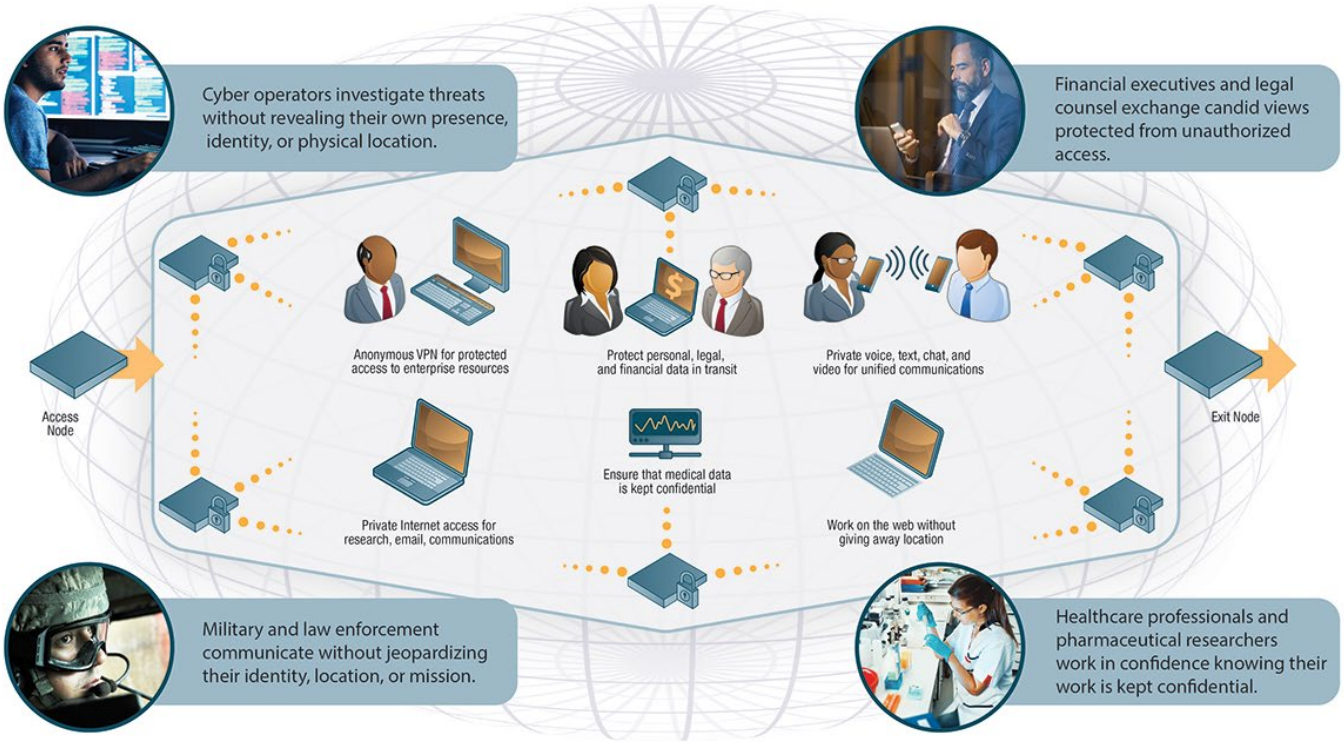
When applied to the enterprise, a user's uncontrolled digital exhaust and footprint can spell disaster. An enterprise user's digital persona, comprised of that user's digital footprint, leaves a trail of breadcrumbs. This trail leads hackers directly to your most valued corporate assets. Just imagine a user's digital footprint containing malware or access controls to your most valued enterprise portal, or a user's digital exhaust containing a roadmap to your enterprise's intellectual property.

The solution: Managed attribution and non-persistent computing.

The only solution for removing digital footprints and containing digital exhaust is a strict policy of managed attribution and non-persistent computing. In order to obtain managed attribution, a multi-nodal, secure infrastructure must be put into place that enables a user to perform their daily job without suffering the objectionable latency.

Telos Ghost® from Telos Corporation is an integrated, end-to-end cloud mobility solution that provides ubiquitous, secure mobile connectivity, transit, and storage. Its capabilities include eliminating your digital exhaust and creating the personas you want to be seen.

Telos Ghost allows users to globally manage their attribution with no impact on performance. A user sitting in an internet café in Maine is able to log on to their preferred computer device and appear to the outside world as though they are currently present in London, with no traceable connection back to Maine. This allows for more fine-tuned control of that user's digital footprint.



Obfuscation and Managed Attribution

- Eliminate your digital exhaust (digital footprint)
- Create the personas you want to be seen

Manage Your Presence

Technical attribution: control all details associated with the physical device, including IP addresses, type of machine being used, information about browsers and applications, etc.

Personal attribution: to establish a convincing online persona and ensure all of your activities are consistent with this persona.

Additionally, by deploying a Telos Ghost non-persistent desktop (through our Ghost VirtualAccess), the user's digital exhaust is limited to that specific computing session and that session only.

Further, specific personas for each user can be established that intentionally leave behind the digital footprint that the user wants to. This ensures that the only evidence left is associated with that unique persona rather than with the user.

Contact us for more information about Telos Ghost.

Telos Ghost provides obfuscation and managed attribution for totally secure and anonymous communications for private network access, web access, and mobile communications.

If you would like further information or a demonstration of the capabilities of Telos Ghost, please contact Telos Sales at 1-800-70-TELOS or at sales@telos.com.

Learn more at www.telos.com/ghost

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