CoSoSys Brings Data Security Awareness via Comics

August 02, 2013

By Ashok Bindra, TMCnet Contributor

With the widespread proliferation of smartphones and tablets, bring your own device (BYOD) is becoming a global trend across organizations around the world. As a result, mobile device management (MDM), data loss prevention (DLP) and other related data security efforts have become a high priority for companies worldwide. This has resulted in a deluge of information to be digested by IT professionals, decision makers, and users alike.

To effectively convey the ideas behind data security, DLP and MDM solutions to the IT world, Romanian security expert CoSoSys has a unique plan. The company wants to bring about awareness using humor and creativity. Using this approach, the software developer wants to tell IT professionals and technology users that simple concepts lie behind all of their solution, and how daily situations can lead to data loss.

To bring these points home, the company has release a set of comics. These comics are divided into four different scenarios. First is data security in the BOYD environment. The second deals with security threats coming from the use of mobile devices at work. The third addresses issues resulting from the use of mobile apps within the company. Lastly, data breaches caused by the loss of smartphones and tablets is explored.

Using illustrated characters, the comic series shows that mobile devices can be easily tracked and located using an endpoint protector, an MDM solution, thus, saving the company from trouble in case of the loss or theft of a mobile device.

The comics are available in six different languages: English, German, French, Spanish, Hungarian and Romanian.

In a statement, CoSoSys CEO Roman Foeckl said, "Bringing humor and creativity in IT security is not something easy to accomplish, but it is definitely something worth trying, since it has previously brought us results in terms of data security awareness and how people digest the information. We are committed to make things easier, not only through our products, but also through the way we communicate with our clients, partners and users. "

Edited by Blaise McNamee