

Xerox® and McAfee® Security Frequently Asked Questions



On February 14, 2012 Xerox® and McAfee® announced a new partnership to deliver a higher level of security for embedded devices.

A recent survey commissioned by Xerox® and McAfee, reveals that more than half (54 percent) of employees say they don't always follow their company's IT security policies (33 percent) or aren't even aware of the policies (21 percent) – leaving the security of customer credit card numbers, financial reports, and HR and tax documents at risk.

This FAQ document will further address questions you may have regarding the Xerox® and McAfee partnership announcement.

For more information, visit:

news.xerox.com/pr/xerox/Xerox-and-McAfee-team-up-to-secure-confidential-data.aspx

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Xerox® and McAfee Security

Frequently Asked Questions

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1. What is the relationship between Xerox® and McAfee?

Xerox® has always been the leader in bringing security to printers, copiers and multifunction devices. Consistent with our continued emphasis on security, Xerox® is partnering with McAfee, one of the industry's premier security leaders. Together Xerox® and McAfee are joining forces to stay in front of the increasing threats to embedded systems.

2. What is an embedded system?

An embedded system is a computer system designed for specific functions. Embedded systems span all aspects of modern life and there are many examples of their use. Embedded systems are found in automobiles, medical devices, mobile phones, video game consoles, GPS receivers, and printers.

3. How will McAfee technology complement the current security functionality on Xerox® devices?

Xerox® will incorporate McAfee “whitelisting” technology into our devices to defend against new and emerging threats.

With the embedded McAfee technology on Xerox® devices, customers of all sizes—from small and medium businesses with limited IT resources to large enterprises—can have peace of mind knowing that their MFPs are secure out of the box against zero-day attacks.

Together, Xerox® and McAfee will keep customers aware of new and emerging threats and keep them up to date on how to safeguard their data.

4. What is whitelisting technology and how does it differ from anti-virus?

On a more advanced level, Xerox® and McAfee offer dynamic whitelisting technology that ensures only safe, executable code can run on protected systems. The technology is used to protect servers, ATMs, point of sale terminal, embedded systems such as printers, and mobile devices.

The McAfee embedded solution maintains the integrity of the MFP system by allowing only authorized code to be run and authorized changes to be made. It automatically creates a dynamic whitelist of the “authorized code” on the embedded system. Once the whitelist is created and enabled the system is locked down at the known good baseline, no program or code outside the authorized set can run, and no unauthorized changes can be made.

Whitelisting ensures that the only functions those devices perform are exactly what you want to deliver. Whitelisting technology narrows the scope of many embedded systems to ensure that an attacker can't install malicious code.

Instead of saying “Here's a list of all of the bad stuff we want to prevent,” we're saying “Here's a list of all of the good stuff we're going to allow.” It's a much cleaner, more scalable and more effective solution.

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5. How does whitelisting protect against zero-day attacks?

An attack for which a countermeasure does not exist.

A zero-day attack takes advantage of device vulnerabilities that do not currently have a solution. Typically, when a software company discovers a bug or problem with a piece of software after it has been released, they will develop and offer a patch to fix the issue. A zero-day attack will take advantage of that problem before a patch has been created. By finding these software vulnerabilities before the software makers find them, a programmer can create a virus or worm that exploits that vulnerability and harms systems in a variety of ways. McAfee whitelisting technology on the Xerox® devices detects and protects against these unknown vulnerabilities.

6. When will this technology be available?

Products with this technology will start shipping in 2012.

7. How do I enable McAfee on my MFPs?

As shipped from the factory, McAfee will be on as default, offering protection against unauthorized system changes.

8. Are today's Xerox® devices unprotected?

No.

Xerox® devices currently on the market are protected, offering today's best security. We offer a wide range of security features, making it easy to find a device with the right level of security to fit your needs.

Xerox® products provide a robust level of protection against today's threats. All indications are that the threat level will continue to increase and require new approaches to security. Particularly with the explosion of personal devices, sensitive data is everywhere — on smart phones, printers, cars, etc. This is requiring us to further strengthen the way we're addressing security; thus, the partnership with McAfee, a leader in security.

Xerox® continues to engineer and design all of its products to ensure the highest-possible level of security at all potential points of vulnerability. We're committed to safeguarding your data so you can focus on the pursuits and activities that make your business or organization as successful and safe as possible.

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9. I'm thinking of purchasing an MFP, with this announcement should I wait until can order these protected devices?

It may depend on the customer. First and foremost, with the most comprehensive and benchmark security capabilities, today's Xerox® are unsurpassed by the competition.

Every product and service we offer today is designed with security in mind. Security is managed throughout the entire product life cycle from design and development, to proactively managing the risks of device disposal — giving customers more protection and peace of mind. Xerox® MFPs have the most robust and advanced set of standard security features available in the market, including data encryption, image overwrite, SNMPv3, SSL, IPsec, IP filtering and audit logs, just to name a few. In addition, we seek and obtain third party independent certification that our devices are protected. As new threats emerge every day, we keep a close eye on the latest risks for any new vulnerabilities and proactively provide security patches when necessary, keeping your equipment up to date and your data safe.

If your customer has a very high security profile or policy, is acutely concerned about emerging threats and intrusions into their network, or already has made significant investments with McAfee to protect all embedded devices, it could be worth waiting for Xerox® products with McAfee software.

10. So only experts / large enterprises will benefit from this technology?

No.

As explained earlier, Xerox® has always considered customers of all sizes, including those who do not have the luxury of IT expertise, simple standard features such as 256-bit hard disk encryption and image overwrite, which are already standard with most Xerox® MFPs and printers, along with a number of other simple-to-implement solutions. Our partnership with McAfee is no different; the embedded McAfee offering gives you protection against intrusion, whereas the optional Integrity Control Kit offers an additional level of access controls and monitoring.

For small businesses and large enterprises alike, the Xerox®/ McAfee integration will help secure sensitive information and protect networked devices. We understand that not all organizations have the luxury of having IT expertise on staff. Because the embedded McAfee offering runs on your Xerox® device, it gives you protection against intrusion without the need for staff or software. For our enterprise customers, we can integrate with McAfee's ePolicy Orchestrator using a custom plug-in. This enables customers to connect security solutions to their enterprise infrastructure to increase visibility, gain efficiencies, and strengthen protection.

11. I don't use McAfee as my security vendor.

Regardless of your current security vendor, you still will benefit from built-in Xerox® and McAfee security features as mentioned before. No additional software is required.

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12. Why McAfee?

McAfee is the world's largest dedicated security technology company. Delivering proactive and proven solutions and services that help secure systems and networks around the world, McAfee protects consumers and businesses of all sizes from the latest malware and emerging online threats.

13. In many cases small companies can't afford IT support or software, so how does this offering help?

When considering security, whether for an SMB or large enterprise, there are three things to keep in mind: people, technology and processes.

People have to be part of the security solution and properly safeguard data they handle every day. For example, don't leave post-it notes with passwords on them or leave documents lying around, and always password protect access to critical business information.

On the technology side, it is critical to ensure all of the PCs, printers, tablets, and applications are properly configured, maintained, and disposed of, when necessary.

When it comes to business operations, it's important to ensure sufficient network security safeguards are in place to prevent intrusion, exploitation, and data breaches, and to stay current with evolving threats.

As the use of technology rises for all businesses of all sizes, so does the threat rate. As security is getting tighter at larger companies, small businesses are looking increasingly tempting to attackers. These threats are real, no one is immune, and SMBs must respond and take action to protect their information, systems and networks.

We understand that not all organizations have IT expertise on staff. That's why the embedded McAfee offering provides protection against intrusion without the need for staff or software.

Xerox® is the industry's security leader and continues to engineer and design all of its products to ensure the highest-possible level of protection at all potential points of vulnerability. We're committed to safeguarding your data so you can focus on the pursuits and activities that make your business or organization as successful as possible. Xerox® and McAfee are teaming up to deliver a new level of protection to help companies protect against threats to their confidential data.

For more information about the many security advantages offered by Xerox®, and about the Xerox® partnership with McAfee, visit xerox.com/security.

