
Fiercely Safeguard your Most Sensitive Communications

Manufacturers face an onslaught of cybersecurity threats to their intellectual property in today's marketplace. Innovation, R&D and first-to-market advantages are critical to success and are huge areas of spending.

Over a third of executives believe that IP theft was the primary motive for cyber-attacks their company fell victim to over the last 12 months, just behind financial theft. And theft of intellectual property ranks as the second most important future cyber threat facing manufacturers, as cited in a recent study on cyber risk in advanced manufacturing conducted by Deloitte and MAPI in conjunction with Forbes Insights.

According to the National Association of Manufacturers, who represent over 14,000 member companies, the manufacturing segment accounts for 75 percent of all private sector research and development in the country – which gives the industry a critical competitive edge. But given the highly connected world that manufacturers, such as automakers, operate in, and the fast pace of technological change, it's clear that powerful cybersecurity tools are needed to protect IP.

And companies are worried. Half of all manufacturing companies have been a victim of at least one data breach over the last year, according to the 2019 Manufacturing and



Distribution Report. The number one challenge manufacturers face today is an increase in cyber-attacks. An overwhelming majority of industry executives are expecting more attacks in the near future, outlined David Brousell, vice president and executive director of the Manufacturing Leadership Council.

LockDown, a disruptive company that is pioneering a new standard for data control and digital ownership, has the solution. “We understand that you want your information to be safe, and you don't want to lose control of that information,” said AJ Auld, CEO of LockDown. “What separates you from your competition is often your proprietary IP. Keeping it secure from cyber-attacks is a key priority.”

Protecting Your IP

Cybercriminals are constantly attacking businesses that use email/texting, team collaboration platforms and cloud-based file hosting services to communicate and share documents. A 2019 Cofense report found that 1 in 10 emails contain malware, and more than half of those malicious emails attempt to phish login information from users. Another problem is that these tools are susceptible to simple user error and irresponsible user behavior.

A staggering 91% of data breaches start at the communication layer and over 80% of data breaches involve stolen or misused passwords. Passwords, which are primarily used for identity authentication and data encryption/decryption, are the Achilles heel of data protection. An entire enterprise can be compromised with a single breached password.

So, with its patented technology, LockDown removed the need for passwords.



**“When the information matters,
use LockDown.”**

CISO, global manufacturing corporation

Built upon its 8,000-bit Atomization™ encryption and leading-edge key handling technology, LockDown is an advanced communication platform that enterprises use to message securely and share confidential files. LockDown provides unprecedented control and security of sensitive information in a completely password-less environment. Since there are no passwords, there is nothing to share, steal, phish or mis-handle.

LockDown eliminates account sharing and prevents unauthorized content access, while empowering businesses to persistently control their data at all times, including after it has been shared with internals (e.g., employees) and externals (e.g., partners, vendors and customers).

A critical piece of any manufacturing operation is securing and controlling the flow of intellectual property internally and across the supply chain. In 2018, the auto industry spent \$125 billion globally on R&D, according to the Global Industrial Cybersecurity Market Report. That’s a lot of proprietary information.

Often, the most important IP for manufacturers is drawings, formulas, designs, financial projections and other information stored as unstructured data.

Other marketplace solutions offer an illusion of security but only protect data temporarily. “LockDown gets to the root of the problem by securing the document itself and allowing companies to move away from policy or trust-based security of intellectual property,” said Chief Information Security Officer Sean Henry, American Showa Inc.

With LockDown, sensitive communication and confidential documents can be shared safely and easily, without concern for the recipient’s behavior or security practices. Whether accessed on secure corporate devices or unsecure personal devices, data is protected at rest, in transit and while in use. Patented encryption and key handling create a zero-trust/zero-knowledge environment.

“Zero trust means that our leading-edge technology enforces security, access, permission and retention/destruction, which diminishes the reliance on written agreements or blind trust,” said Auld. “Zero-knowledge means that our encryption keys are managed by the client, ensuring privacy. No one, including us, can see a client’s data without permission.”

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American Showa Inc.*



LockDown’s Competitive Advantages

Robust data access control, ease of use/ deployment and LockDown’s patented technology are the product’s competitive advantages. It’s simply the safest and best way to share and communicate. With LockDown, you can:

- Communicate privately about R&D, acquisitions, new products, contracts, and other confidential matters.
- Encrypt files (e.g., documents, spreadsheets, etc.) and share those files while maintaining complete permissions (e.g., printing, copying, exporting) and user access control. By default, nothing can be downloaded, printed or copied.
- Share sensitive information with others without having to rely on written agreements or trust to protect your data. You don’t have to trust the other party’s security, devices (including BYOD) or behavior.

- Provide access to information to specific people and for specific periods of time and add watermarks. You control whether data can be forwarded, printed, copied or exported– and you can take back your data at any time.
- Track who views your documents, as well as when and how often, in real time. Set up special considerations for high-risk employee groups handling sensitive intellectual property, ICS, or connected products.
- Safely communicate and access documents while traveling internationally without concern for foreign surveillance.
- Save time and money by enabling dispersed teams to have private discussions on confidential projects without relying on email or teleconference.
- Maintain data protection regulatory compliance (e.g., GDPR, HIPAA, NIST 800-171).



A New Standard for Data Control and Digital Privacy

The bottom line is that industries such as manufacturing are using cutting-edge digital technology to a greater degree than ever before. The number of electronic connections a manufacturer makes in one day, one year is staggering. And the more products, communication and processes are linked electronically, the more exposed they become to cyberattacks. From multibillion-dollar enterprises to smaller businesses, any company that stores or accesses confidential information online is at risk.

LockDown empowers you to confidently protect and control information that's important and rightfully yours. LockDown enables surgical control and leading-edge security of digital information with its patented 8,000-bit Atomization™ encryption and proprietary key handling technologies. Available on Smartphones and computers, LockDown is a revolutionary file sharing and communications app that provides unprecedented control and security of digital information. LockDown is for enterprises that want to protect their intellectual property, ensure private communication or are subject to regulatory data protection laws.

For more information please visit or call:

www.GetLockDown.com

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(1-833-562-5369)

 **LockDown™**