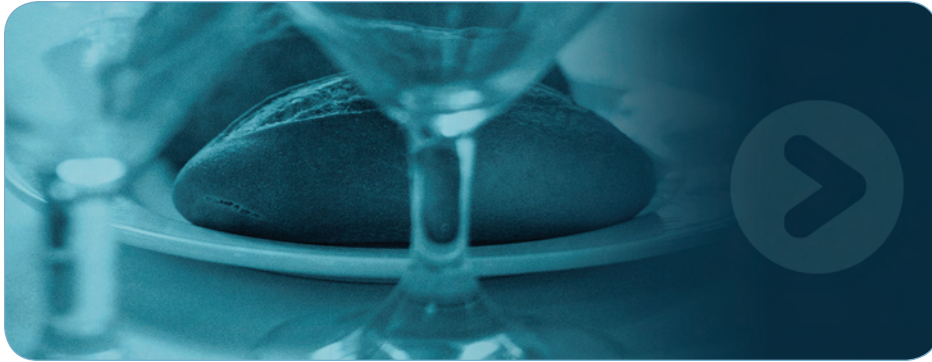


# Case Study: Outback Steakhouse



## Outback secures outbound email with Proofpoint

### Outback needed solution to protect customer data

A longtime Proofpoint customer, Outback Steakhouse is an Australian steakhouse concept restaurant with nearly 1,000 locations in the U.S. and abroad. The restaurant chain is owned by OSI Restaurant Partners Inc., which was founded in 1988 and is headquartered in Tampa, Florida. OSI also owns and operates Carrabba's Italian Grill, Lee Roy Selmon's, Cheeseburger in Paradise and Bonefish Grill.

As with other restaurants, Outback must process a high volume of customer credit card information. Many of its customers email Outback restaurant locations with their credit card numbers in order to secure reservations. For Outback, it would be disastrous if this information were to be accidentally emailed to the wrong person or otherwise leaked out of the company, because it could result in liability issues as well as a loss of customer trust.

Outback decided to look for a system that would automatically encrypt all outgoing emails that contain credit card numbers. Fortunately, the company didn't have to look very far to find a solution.

"We had been using the Proofpoint Messaging Security Gateway for about two years to stop spam and viruses at the network gateway, and were seeing amazing results with the appliance," said Steven Romero, Systems Engineer, Outback Steakhouse. "We decided to test Proofpoint's outbound modules and were impressed by the accuracy with which Proofpoint detected private information and the ease with which we could automatically encrypt messages based on customizable policies."

**"It's ideal for us to have Proofpoint handle both our inbound and our outbound email security, as it results in much less management time and a lower cost for us."**

**Steven Romero  
Systems Engineer  
Outback Steakhouse**

### automatic encryption for sensitive email

Outback Steakhouse added the Proofpoint Regulatory Compliance and Proofpoint Secure Messaging modules to its Proofpoint appliance deployment to secure ensure the security of outbound email. The Regulatory Compliance module detects any outgoing email messages that contain sensitive customer information, such as credit card numbers.

Once the Regulatory Compliance module has identified email with credit card numbers, the Proofpoint Secure Messaging module encrypts that email before it is sent out of

## Business challenge

Outback Steakhouse handles a large volume of sensitive customer information each day, as its customers often email credit card information to the company in order to secure reservations. However, Outback realized this practice presented risks, as customer credit card information could be accidentally leaked out of the network via email. Outback needed a solution that could automatically detect the presence of sensitive financial information in outbound email and block or encrypt those messages before transmission.

## Proofpoint solution

Outback had already been using the Proofpoint Messaging Security Gateway since 2004 to protect its inbound email stream from spam and viruses. The solution worked so well that Outback decided to test—and ultimately deploy—two of Proofpoint's outbound modules as well. The Proofpoint Regulatory Compliance module detects sensitive information in Outback's outbound email and applies Outback's custom policies to those messages. Email that contains private customer information (such as credit card numbers) can be quarantined so it doesn't leave the network or can be automatically encrypted with the Proofpoint Secure Messaging module before being transmitted.

## Results achieved

The Proofpoint outbound modules went to work right away, detecting any emails that contained credit card data and encrypting them before they were sent out of the network. By taking advantage of Proofpoint's comprehensive solution for both inbound and outbound email security, Outback has been able to stop spam and virus and protect critical customer data at much lower costs and with much easier administration than if they had deployed separate solutions.

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the network. This ensures that the credit card numbers are not accidentally exposed, protecting the confidential information of Outback's customers and protecting Outback from any liability issues.

"Keeping our customers happy is of paramount importance to our business, so we need to do everything we can to keep their data safe," said Romero. "Identity theft is a top concern for consumers right now, so we can't let their credit card information get into the wrong hands. Proofpoint is extremely accurate at detecting any sensitive information that's being sent out and it allows us to automatically encrypt that data so it's always safe."

### comprehensive messaging security

Outback also values Proofpoint because its outbound modules, coupled with its Spam Detection and Virus Protection inbound modules, provide the company with a complete messaging security solution that requires very little ongoing maintenance.

The Proofpoint Spam Detection and Virus Protection modules scan all inbound email at the network gateway for unsolicited messages and viruses and quarantine them before the messages reach users. Romero said that Proofpoint is currently blocking nearly 20,000 email messages per hour with near-perfect accuracy.

As Outback has grown as a company, its Proofpoint deployment has grown as well. Over the past two years, in addition to deploying outbound email security capabilities, Out-

**Proofpoint Products Deployed**  
**Proofpoint Messaging Security Gateway**  
**Proofpoint Spam Detection**  
**Proofpoint Virus Protection (McAfee Version)**  
**Proofpoint Regulatory Compliance**  
**Proofpoint Secure Messaging**

back has added additional appliances to support increased email capacity. The company has also taken advantage of new Proofpoint features—such as outbound virus scanning to stop and track down virus infections—as they have been introduced.

"It's ideal for us to have Proofpoint handle both our inbound and our outbound email security, as it results in

much less management time and a lower cost for us," said Romero. "We continue to be extremely impressed with Proofpoint. The product is incredibly effective and the company continues to stay on the leading edge of technology, anticipating our needs and providing the most cost-effective solution to our messaging security challenges."

Romero said he is also impressed with the customer service that Proofpoint provides. "Proofpoint has always been responsive to our needs and makes sure that someone quickly and effectively answers any questions we have. Proofpoint is an excellent example of a company that we're proud to do business with."

For information on Outback Steakhouse's use of Proofpoint to eliminate spam and virus issues, see the original case study at:

<http://www.proofpoint.com/downloads/CS-Proofpoint-Outback.pdf> 

### About Outback Steakhouse

Headquartered in Tampa, Florida, OSI Restaurant Partners Inc. was founded in 1988 and today operates 926 Outback Steakhouses (domestic and international), 205 Carrabba's Italian Grills, 103 Bonefish Grills, 40 Fleming's Prime Steakhouse & Wine Bars, 21 Roy's, 32 Cheeseburger In Paradises and four Lee Roy Selmon's restaurants.

### About Proofpoint, Inc.

Proofpoint provides messaging security solutions for large enterprises to stop spam, protect against email viruses, ensure compliance with corporate policies and regulations and defend against leaks of confidential and proprietary information via email and other network protocols. The company's flagship products, the Proofpoint Messaging Security Gateway™ and Proofpoint Protection Server® provide future-proof messaging security using Proofpoint MLX™ technology, an advanced machine learning system developed by Proofpoint scientists and engineers.

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