



Planning Considerations Guide Classifier

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About this Guide

This document guides you through a set of steps typically required to create a Classifier deployment. These steps will help you to fulfil your organisation's information classification objectives.

For more information on installing and configuring Classifier software components, please refer to the Starter and Advanced Evaluation Guides.

This document is divided into three stages:

1. Planning and understanding what information to gather and the decisions that need to be made before deploying and configuring the Classifier solution. Identifying the aspects of Classifier Administration that are applicable to meeting your objectives.
2. Preparing by converting your information classification objectives and plans into a Classifier Configuration.
3. Deciding how to deploy Classifier to your target community.

Audience

This document is aimed towards those planning for the deployment of the Classifier client products (Microsoft Outlook, Office and Outlook Web Access). Although other Classifier products (for example, Exchange Classifier or SharePoint Classifier) are not explicitly mentioned, those products may have bearing on some headings in this document (for example, should I use labels to control the exchange of information?).

HelpSystems recommend that you read the Suite Overview document to familiarise yourself with the terms used in this guide.

NOTE: Throughout this document, Administration Guide means Administration Guide or Administration Server Guide depending upon whether you are using the Administration Console or Administration Server environment.

Classifier Document References

Various documents can be found under the Classifier Administration / Classifier Administration Server folder (Base bundle) or via the Start menu after Administration installation.

1. Administration Guide / Administration Server Guide
2. Suite Overview / Suite Overview (Server Administration)

Planning your Classifier project

Prior to introducing Classifier to your user community, it is important to think about:

- the nature and purpose of your classification policy.
- what the users will be expected to do.
- how the users will utilise the Classifier solution.

Label structure

You must decide on the structure of the label that will be used to classify your information. The elements of your label will be displayed as choices in the form of selectors (presented in Microsoft Outlook and Word, Outlook Web Access (OWA) or Lotus Notes).

In deciding on a label structure, consider the following:

Ask	Answer
Do I need to follow any Governmental or Industry standards and guidelines for labelling?	You can follow external guidelines (such as the UK Government Protective Marking Scheme, GSC, or the US Controlled Unclassified Information, CUI). However, these may only dictate part of your labelling scheme and there is flexibility for you to choose other labelling elements specific to your needs.
What label selectors do I need?	<p>Classifier allows you to establish a label with one or more selectors. A Selector can represent a hierarchy of values (for example, to represent a scale of “sensitivity”) or maybe more informational (for example, to indicate a particular project). The Selectors and their corresponding values must meet the objectives of your business, as well as being meaningful to the users who are classifying the information.</p> <p>Your administrator defines the Values that may be selected by a user. Classifier supports the following Selector types: Single selection list, and (subject to licence control) Multiple selection list, Text entry, Date Picker and Date offset list selectors.</p>

Ask	Answer
<p>Do I need more than one label structure?</p>	<p>Establishing a common label structure within your organisation is an advantage. However, some communities may have very distinct labelling needs that can only be met, for example, with a distinct Label Selector or specific values of a common Selector. Wherever possible, maintain a core label structure that is common to all users and then manage a small number of exceptions.</p> <p>You can create separate Policies for communities that have different labelling needs. All the Selectors will still be defined in the Selector Library and you can then apply different sets of Selectors to the separate Policies.</p>
<p>What do I want to do with my label?</p>	<p>Determine what information you wish to mark and in what way. Remember that you can mark information assets visually, for example within the header of a Word document, and also mark with metadata, which is hidden marking used by other applications.</p>
<p>Which assets should I label; that is which of my desktop applications (or OWA Classifier or Notes Classifier) need to be enabled for labelling?</p>	<p>Determine which of the following information assets you wish your users to label: Outlook emails, Word documents, Excel spreadsheets, PowerPoint presentations, Project Projects, Visio diagrams, Web emails, Notes emails, CAD files. Depending on the assets you have chosen to label, deploy and enable the Classifier products for the relevant applications. For example, Microsoft Outlook and Word must be enabled in order to label emails and documents.</p>
<p>What visual markings should I apply and to which asset types?</p>	<p>You can visually mark your assets in different locations and formats to reflect the label applied to the asset. For example, you may choose to apply the First Line of Text (FLOT) marking to emails and a Header marking to your Word documents. The application of markings is achieved through the definition of Rules within a Policy.</p>

Ask	Answer
<p>Are there other systems that I wish to control using labels?</p>	<p>Markings can be used to control other systems that handle the labelled information. This can be achieved using specific visual markings, for example, an email subject line prefix marking of "ENCRYPT:" may be used to trigger the action of a gateway email encryption system.</p> <p>Alternatively, you can use metadata markings to apply hidden triggers for other systems. For example, an email X-header containing a retention period may be added to direct the actions of an email archiving system. In general, it is preferable to use metadata to control these other systems, as the content is neither visible to users nor directly modifiable.</p>

Label users

Consider who will be labelling information, and how and when they will use the labels.

Ask	Answer
<p>Who will be involved in the labelling of information?</p>	<p>You should decide which users will apply labels and handle labelled information. This may be all of the users in your organisation or a specific community. Having established the relevant labelling configuration and Policies, you will have to ensure that users are configured to use the correct policy.</p>
<p>Will all users share a common labelling policy?</p>	<p>If you have identified a common label structure to use across your organisation, then you should only need a single labelling Policy. However, if you want to vary the presentation of any aspect of the labelling interface for particular groupings, or to apply different actions to certain communities, then you will need to consider defining separate Policies for such communities. A user can only operate under a single labelling policy. You should, therefore, ensure that any groups requiring distinct Labelling Policies do not have overlapping members. Each configured OWA server will apply a single Classifier Policy to all users of that server.</p>

Ask	Answer
<p>Will my users understand labelling terminology?</p>	<p>Ensure your users understand the terminology used in the labels. Consider their region and language as Classifier supports multiple languages.</p> <p>The user interface of Classifier is simple and intuitive. However, users will still need to understand the principles of your labelling policy and how they are expected to use labels. Consider establishing an intranet website describing the principles of labelling and what you expect from your users. The Suite Overview document can be used as the basis for such a website.</p>
<p>Would any users benefit from a quick method of selecting between a set of labels?</p>	<p>Single Click label selection is a licence-controlled feature to provide users with quick shortcuts to pre-set labels. This can help users who will only have a limited number of label choices or where a particular community of users require the simplest possible labelling interface. The Administrator can use the Single Click feature to configure up to twelve separately coloured buttons to appear in the Classifier Label Ribbon Bar, each representing a different label choice.</p>
<p>Will users know which label to use?</p>	<p>Assisted Labelling is a licence-controlled feature that can help guide a user through the selections needed to choose a label. For example, if the primary classification of an email is to be “Personal” then other business-specific label selectors is unnecessary and can be avoided. The value chosen for one selector can be used to control the values presented for another selector – thus preventing the choice of inappropriate combinations of label values.</p>
<p>Can users choose their favourite labels?</p>	<p>The Favourites and Recently used features are licence-controlled features that allow each user to maintain their own set of Favourite labels, and/or allow the system to maintain recently used label values. These features allow users to more easily select the labels that they use most often or that are most significant to their work.</p>

Label control

Ask	Answer
<p>Should I focus on creating awareness of asset handling responsibilities?</p>	<p>A significant benefit from an information classification system is that it connects users directly with your information security policy and can serve to remind users of their responsibilities when handling information assets. You should decide to what extent you want your Classifier solution to intervene and inform users of actions that may contravene your security policies, and also to what degree you want Classifier to help educate your users. You may decide to adopt phases of deployment, starting with a focus on creating user awareness, followed by monitoring of behaviour before finally applying closer control of specific user actions (see also Staged Introduction).</p> <p>You can tailor the terminology and textual messages used by Classifier when presenting feedback to your users. Rules can also be used to determine if you wish to warn users of potential policy violations, rather than preventing those actions.</p>
<p>Do I need to control what my users can do with labels?</p>	<p>Your classification policy should identify whether the labelling of an asset is essential and to what extent you should restrict the ability of users to change existing labels. You can ensure assets are labelled by mandating the use of some or all of the Selectors of a label. Such a mandate can be flagged in the user interface and also enforced by Rules. Where information assets have already been labelled, you can control whether labels can be changed and if you use hierarchic selectors, whether these can be “downgraded” to a lesser value.</p> <p>You can apply various supported actions to information by defining Rules. These Rules can be general or only applied if the label matches specific values.</p>
<p>Should I check that the content of an email or Word or Excel document is appropriate to the label?</p>	<p>Content Checking is a licence-controlled feature that allows you to check that the content of an email (including attachments), and / or Word and Excel documents, contains only content that is appropriate for the label chosen. Where you have important content that can be identified by keywords, phrases or regular expressions, then Content Checking rules can be used to ensure that users give such content an appropriate label.</p>

Ask	Answer
Should I use labels to control the exchange of information?	<p>One of the benefits of consistent information classification is that you can control the flow of information by requiring those receiving labelled information to have an appropriate clearance (or privilege) to handle that information. One of the obvious areas to consider for such control is the external organisations with which you exchange information.</p> <p>You can control the exchange of email with external organisations by setting clearances against email domains (address spaces) and defining Clearance Checking Rules to determine which organisations can receive information-bearing specific label values. You can prevent such actions or warn users of potential contraventions.</p>
Should the control of information exchange extend to internal users?	<p>You can use labelling and Dynamic Clearances to apply “need to know” principles within your organisation in order to constrain certain information to specific user communities and privileged individuals.</p>

Orchestration

Ask	Answer
Should labelling be used to direct the actions of other systems?	<p>You can invoke the use of other protective technologies based on particular label values. This can also be extended to retention solutions such as email archiving systems. The invocation of some desktop protective technologies is built into Classifier. Other technologies that sit within the flow of information can be controlled by the addition of markings that the target technology can recognize and react to.</p>
Which Protection and Retention systems?	<p>Data Loss Prevention (DLP) and Archiving</p> <p>Where there are systems that act on an email that is “in transit”, for example, Email Guards, Gateways and Archiving systems, you may elect to use labels to direct the actions of these systems. In this way, you can achieve a finer level of control over these systems. For example, a specific label value can be used to set an archiving retention period.</p>

Ask	Answer
What about Digital Rights Management - RMS?	If your organisation uses the Microsoft Windows Rights Management Services (RMS) then Classifier has inbuilt support to drive the application of RMS to the desktop. You should consider which assets will need RMS protection and which specific label values will invoke the use of particular RMS templates.
What about Email encryption and a digital signature - S/MIME?	Where information of high sensitivity is to pass outside your organisation (or be exchanged within an internal “need to know” group) then you may wish to encrypt and/or digitally sign such emails. The Classifier can drive the application of email encryption and digital signature at the desktop by invoking the use of S/MIME security. Having the application of encryption determined by the selection of particular label values removes the need for users to remember when to use encryption. In order to use this facility, you will need to ensure that users have suitable digital certificates installed on their systems.
Do I need to interact with the labelling schemes of other organisations?	<p>You may receive information from other organisations to which labels have been applied. Such labels, or parts of labels, may be relevant to your organisation and should be mapped into your own labelling scheme.</p> <p>You can configure Classifier to look for these label values in specific locations, which may be different to the locations configured in your organisation’s label policy.</p>

Infrastructure

Ask	Answer
How will I deploy the Classifier software to my users?	You can use automated and silent installation mechanisms to deploy the Classifier Client software to end-users. The most common approach is to use the standard Group Policy mechanism (.MSI file).
How will I publish the Classifier configuration to my users?	Your Labelling configuration can be published to users either through Active Directory or using shared File Store. The choice largely depends on your IT infrastructure.

Ask	Answer
Should I gather and analyse Classifier activity?	One of the valuable outputs from Classifier is the detailed knowledge of how your users behave with respect to your security policy. This knowledge is generated in the form of Windows Event logs that you can tune to reflect the precise behaviours you wish to monitor. Using standard event aggregation tools, these log entries can be analysed by a wide variety of reporting packages to provide you with feedback on the label-related activities of your users. Such reports can be used for compliance monitoring and provide you with an indication of where to focus on awareness training.

Configuring your Classifier project

Develop a Classifier Configuration to implement the policy elements identified in the Planning stage. You should also consider what will help your users understand their responsibilities in classifying information. Refer to the Administration Guide for information on how to configure Templates, Selectors, Multi-Language Support, Markings, Rules, Policies, and User Messages.

Deploying your Classifier project

In planning your deployment project for Classifier you may wish to consider a phased approach to the introduction and the migration to your full target policy.

Piloting

When introducing Classifier to your organisation, consider establishing a pilot user community and gathering feedback from this group on your classification policy before expanding the deployment to your full target community. If you intend to use multiple Classifier policies tailored to different groups of users, then you could involve a subset of users from each group in this pilot stage in order to gather feedback from a spectrum of users.

Collecting user and organizational feedback

In developing your information classification policy, you will need to liaise closely with those areas of your organisation that will be directly involved in operating the policy. Gathering direct feedback from pilot users or sampling your initial user community will provide valuable guidance on any adjustments to your policy or the Classifier implementation.

Collecting and using audit information

NOTE: To improve the parsing of individual selector values, the marking prefix and suffix of selector elements in the marking format, should not be a space character.

As well as gathering direct feedback from your user community, you should consider using the Classifier audit data to provide objective information on user behaviour and to compare this with the other user feedback.

Rolling out

You will have had the chance to refine your Classification policy and the Classifier configuration based on feedback and monitoring of your pilot community. In addition, your awareness programme will have prepared users for the roll-out of the Classifier solution. The roll-out to your full target community can be conducted in whatever manner best suits your organisation e.g. as a mass deployment or staged in waves.

If a lengthy roll-out period is expected, you should anticipate the effects of the transitional situation where some users may be equipped with Classifier and others are not. The exchange of emails between such users will continue to propagate the use of unlabelled information and so you should prepare your users for this transition to avoid unnecessary support queries.

Increasing control

The objective of your classification policy may be to apply restrictions on certain user activities; however, you may choose to adopt a phased approach towards applying such controls by migrating your Classifier configuration between the following stages:

- starting with establishing user awareness, introducing labelling to the organisation and monitoring user behaviour (e.g. focussing Classifier rules on audit-only actions and providing online help to users).
- moving to provide direct warning feedback to users on policy contraventions (e.g. migrating rules from audit-only actions to applying warning actions, and/or making Selectors mandatory).
- finally adopting preventative controls (for example, migrating rules from warning actions to applying preventative measures).