



# Why You Should Care About Data-Awareness with DataGravity Discovery Series

Bsides PR 2015 Conference

David Siles – Chief Technology Officer

Enrique Barreto – Sr. Solutions Architect

May 29-30, 2015



# The Cold Hard Numbers.... 2015



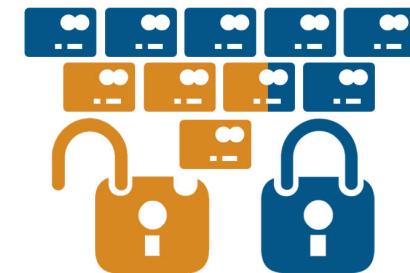
**94%**

*of US organizations polled feel vulnerable to insider threats<sup>2</sup>*



**Over  
78%**

*of data breaches occur from employee negligence or maliciousness<sup>3</sup>*



**36%**

*of breaches involve “inadvertent misuse of data by employees”<sup>4</sup>*

FORRESTER®

Gain insight and control with data-aware storage.

The State of Data Security and Privacy Report - 2014

# Anyone can be a Target



Gregg Steinhafel  
**Ex-CEO**



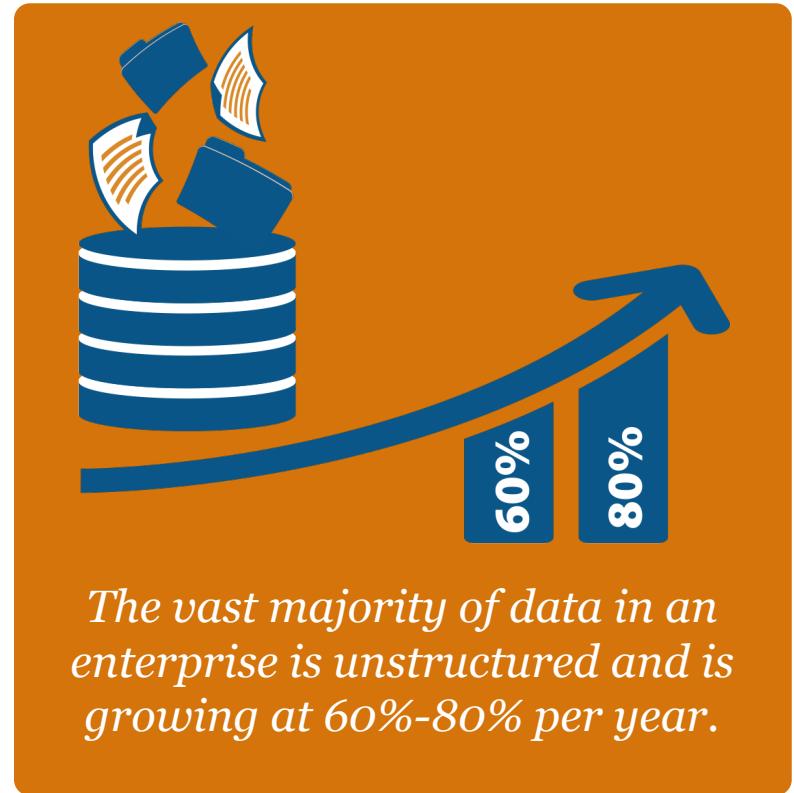
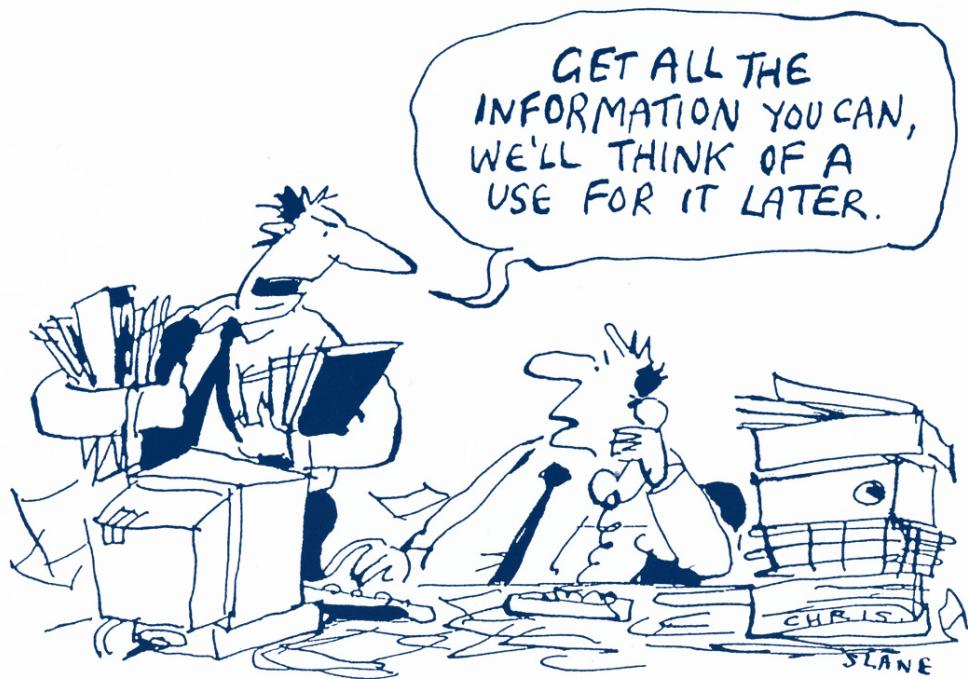
Beth Jacobs  
**Ex-CIO**





You are the target. All the time.

# Living in a Data-Driven World



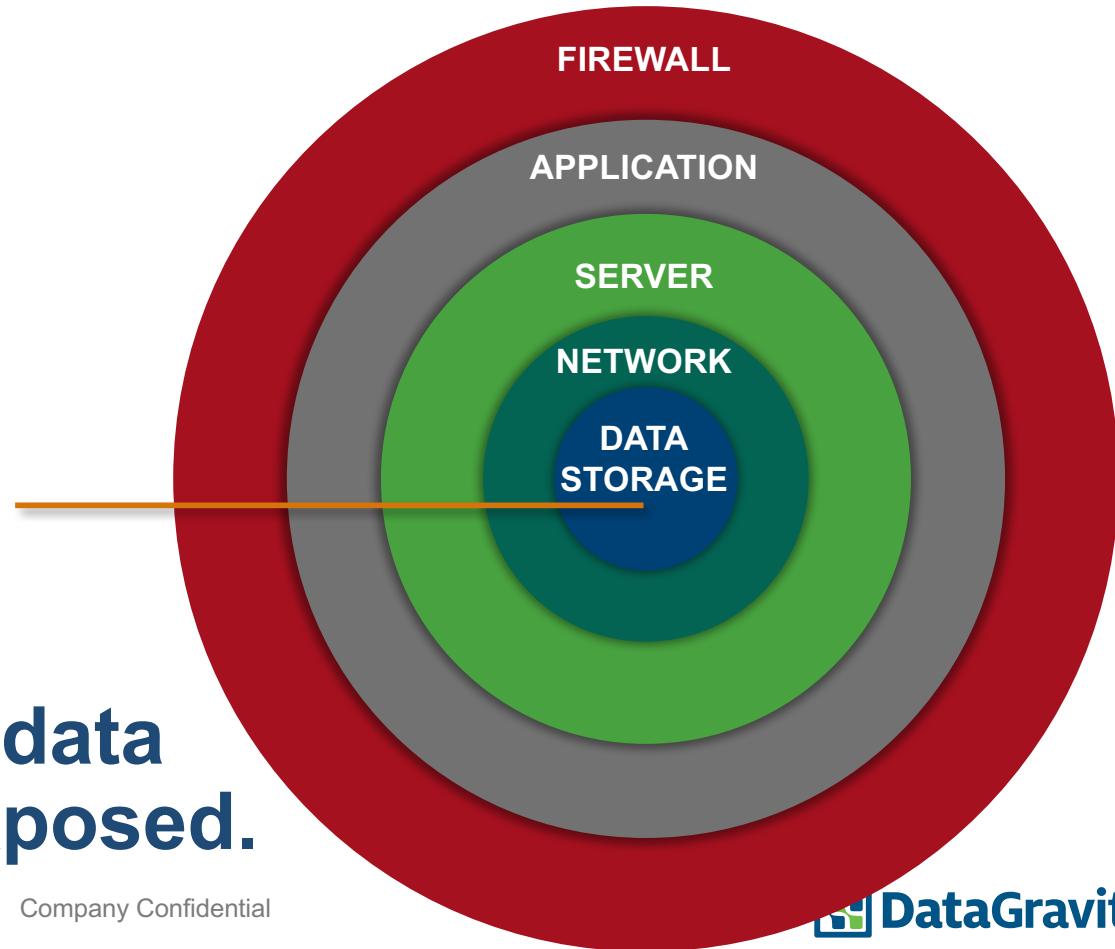
*The vast majority of data in an enterprise is unstructured and is growing at 60%-80% per year.*

# External Threats Are Not Thwarted at the Perimeter

All layers of the infrastructure must be fortified

Security begins at the point of storage

Understand your data before you are exposed.



# Who is DataGravity?

*Re-imagining storage to unlock the value of your data*



## Leadership team



**Paula Long**  
CEO, Co-Founder



**John Joseph**  
President,  
Co-Founder



**David Siles**  
CTO



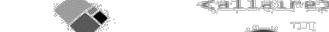
**Kevin Durkin**  
CFO



**Rich Shea**  
VP,  
Sales and Channel



**Jeff Boehm**  
VP, Marketing



"The DataGravity approach is **transformational...**"  
Laura Dubois, VP Storage



"DataGravity has the ability to not only replace our current storage vendor, but also **enhance how we run our law practice by providing insights into data** we couldn't easily search before."  
Chris Berube, IT manager

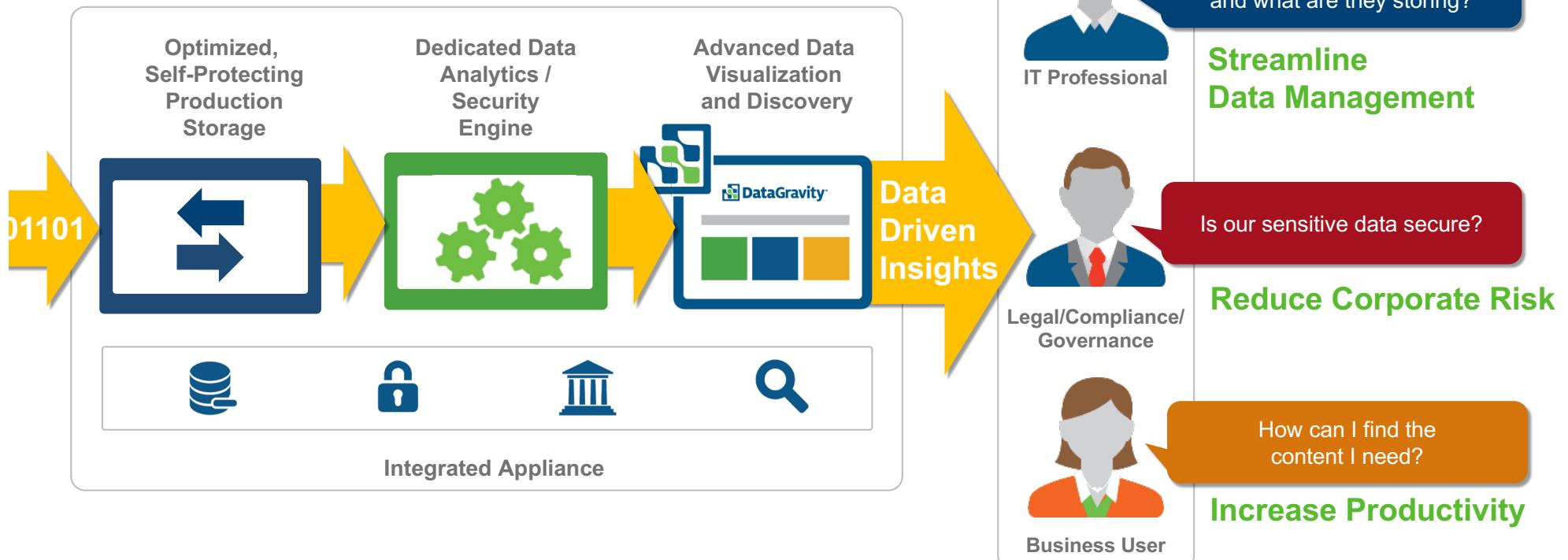


"DataGravity is **redefining what storage can do** at an opportune time for our market,..."  
Joe Paquet, V.P. Vendor Alliances



# Turning Storage Into a Data Insights Security Engine

*The industry's 1<sup>st</sup> data-aware storage*



# Why at the Point of Storage?

## *Data Security Begins at Data Creation*

### Optimized, Seamless Management

One Application  
to Manage:  
Protection  
Security  
Governance

### No “Install and Crawl”

Zero Impact to  
Production  
Operations:  
Storage  
Networking  
Servers

### Correlated View of Users, Content, and Activities

Find Relevant  
Information  
Faster

### Core Element of Infrastructure

No Additional Line  
Items  
No License Fees  
No Software  
Maintenance  
Contract

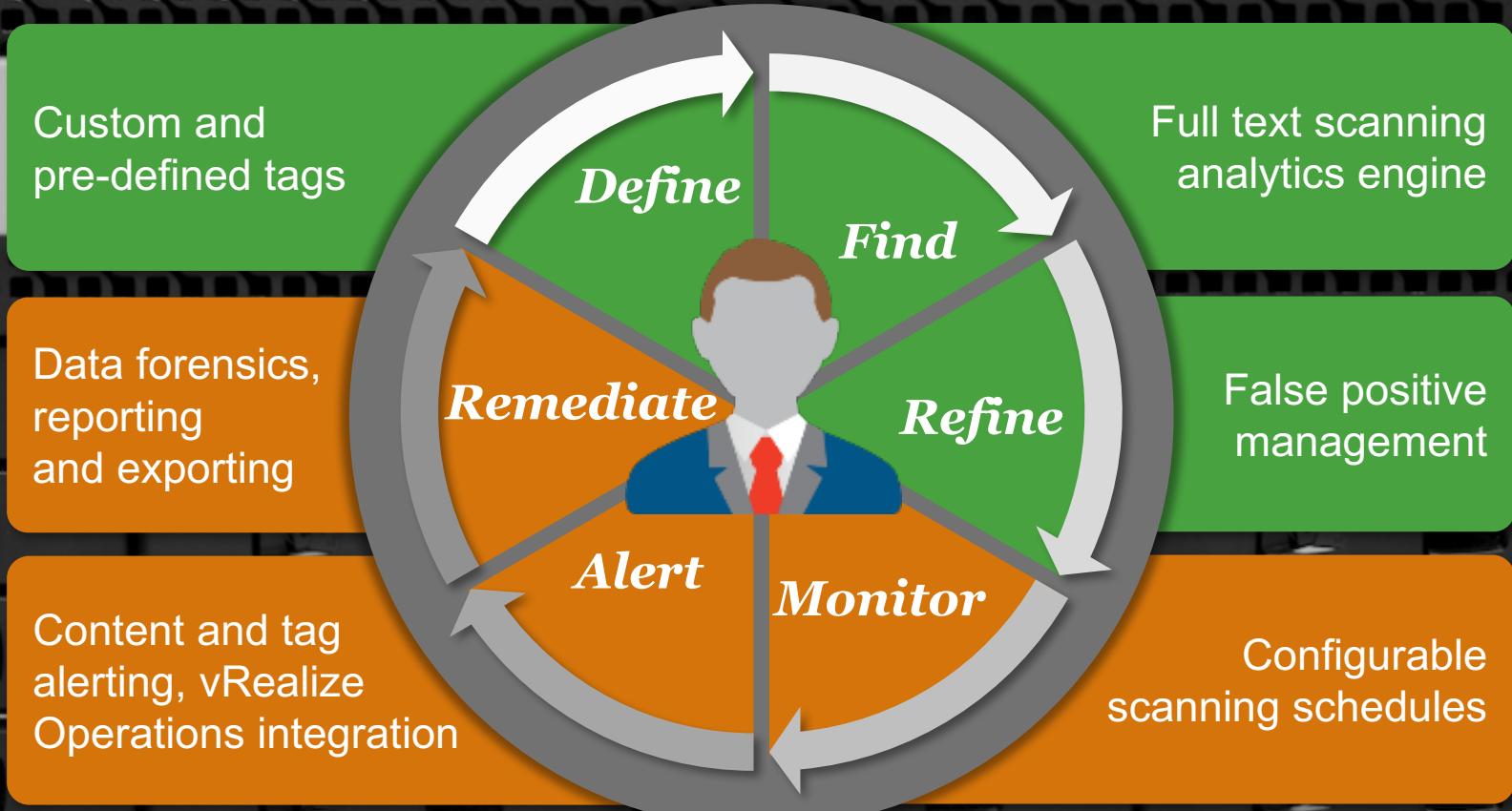


See Live Demo

Enter to win a GoPro Hero!



# Awareness at the Point of Storage



DG2400C

You are now all DATA Aware. Thank you.

*"Big Data"*

