



DataGravity®

Introducing Data-Awareness

Gain Unprecedented Data Security and Visibility
at the Point of Storage

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Chief Technology Officer

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About the Presenter

David Siles

Chief Technology Officer
DataGravity

- Serial start-up junkie
(Novopoint, ITC, Veeam, DataGravity)
- Reforming governmental CIO (5 Years, 4 Days, 3 Hours)
- Frequent presenter at conferences and industry events
- Know a thing or two about storage, data protection,
security and virtualization

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Organizations Today Need Data Security **SUPERHEROS**

The Objective:

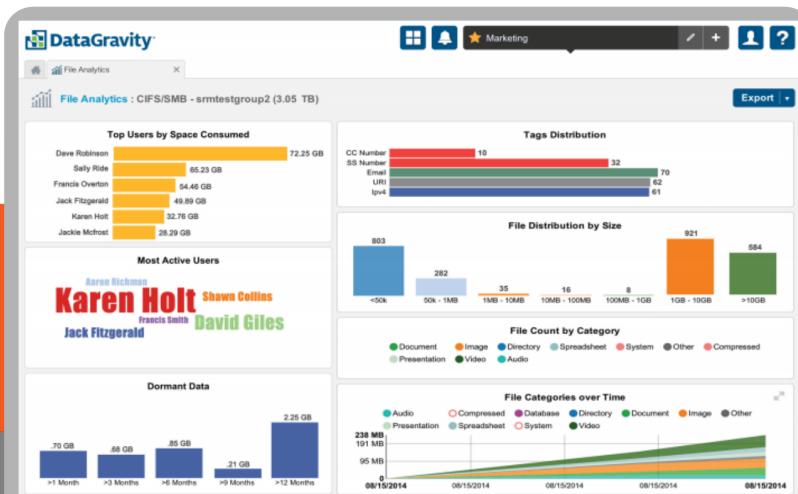
- To keep your sensitive data safe and secure in your virtual environments
- To keep your business running safely and securely

The Tools:

- X-ray vision
- Psychic abilities
- Ability to construct a force field



Use Your X-RAY Vision to Visualize Your Data



"If you don't know what your data is or what you need to protect, you can't do much to protect it properly"

HEIDI SHEY, Security and Risk Analyst,
Forrester Research

Choose Your **ALLY** Wisely

Leverage your **psychic** ability to determine who is accessing sensitive data when they shouldn't.

Conventional Wisdom is Wrong.

External hackers present a danger, but most data breaches originate from within the organization.



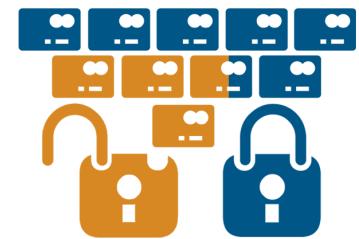
94%

of US organizations polled feel **vulnerable to insider threats**



Over
78%

of data breaches occur from employee negligence or maliciousness

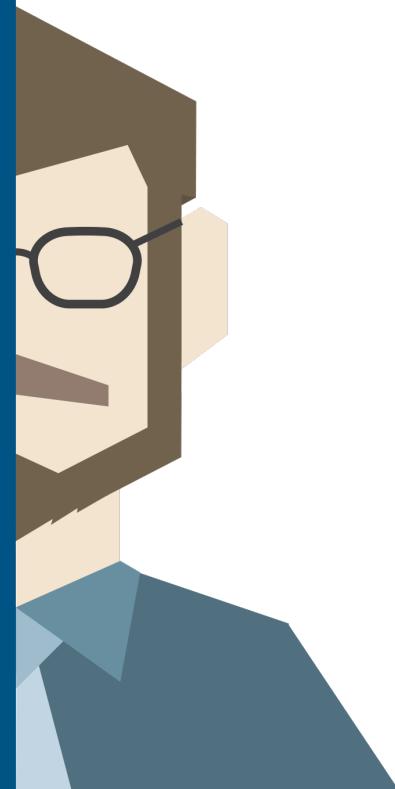


36%

of breaches involve “**inadvertent misuse of data by employees**”

Your Data **MUST** Be Kept Safe

Force
Field
ENABLED



Data theft is not a victimless crime. The cost could be your company, your reputation, your job. The threat is all around you. The crime can be silent or what's trending on Twitter...

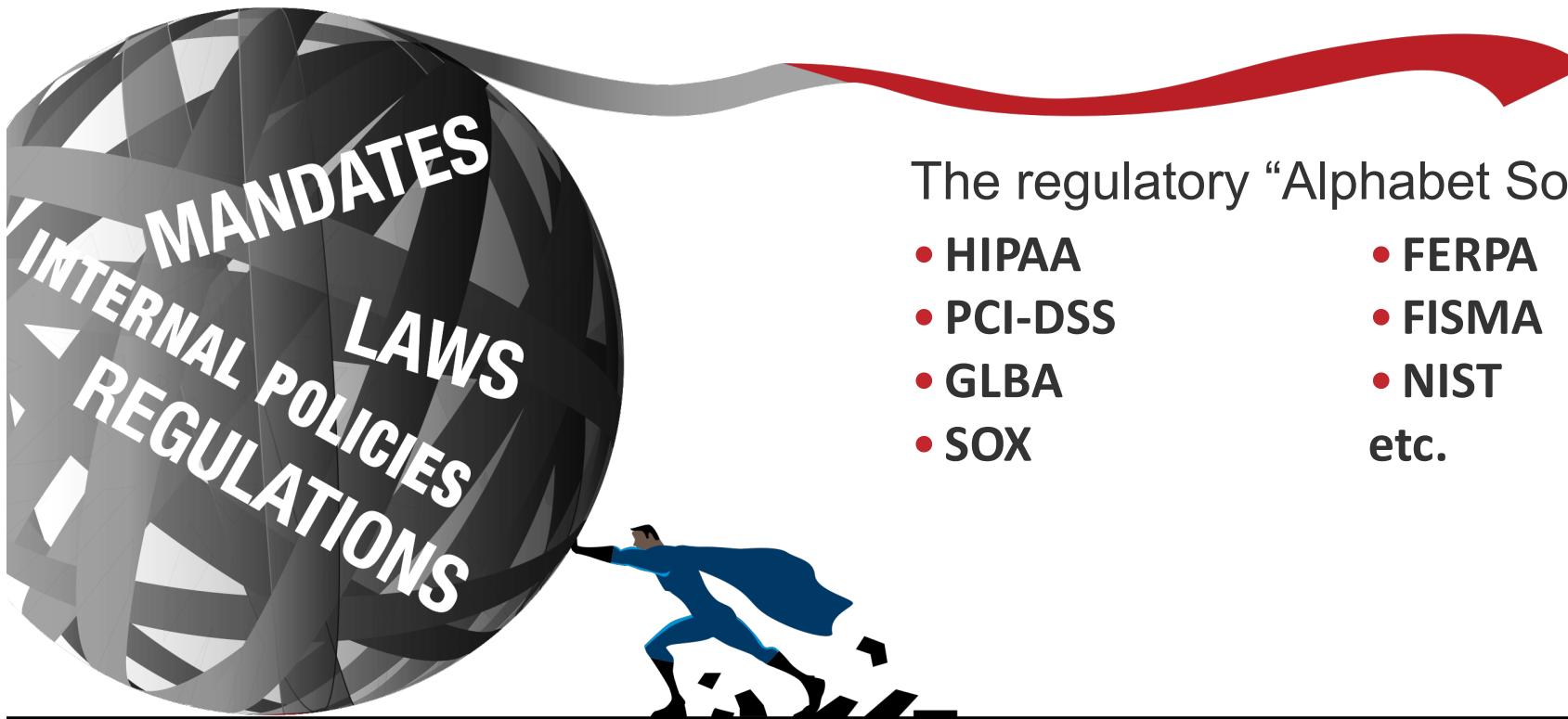
>40%



More than 40% of all U.S. companies experienced a data breach last year, at an average cost of \$5.5M per incident

What is Compliance?

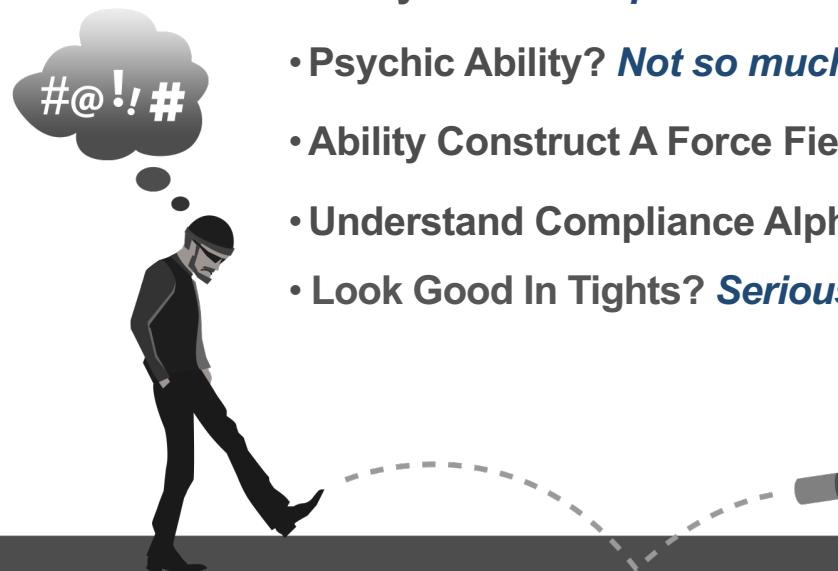
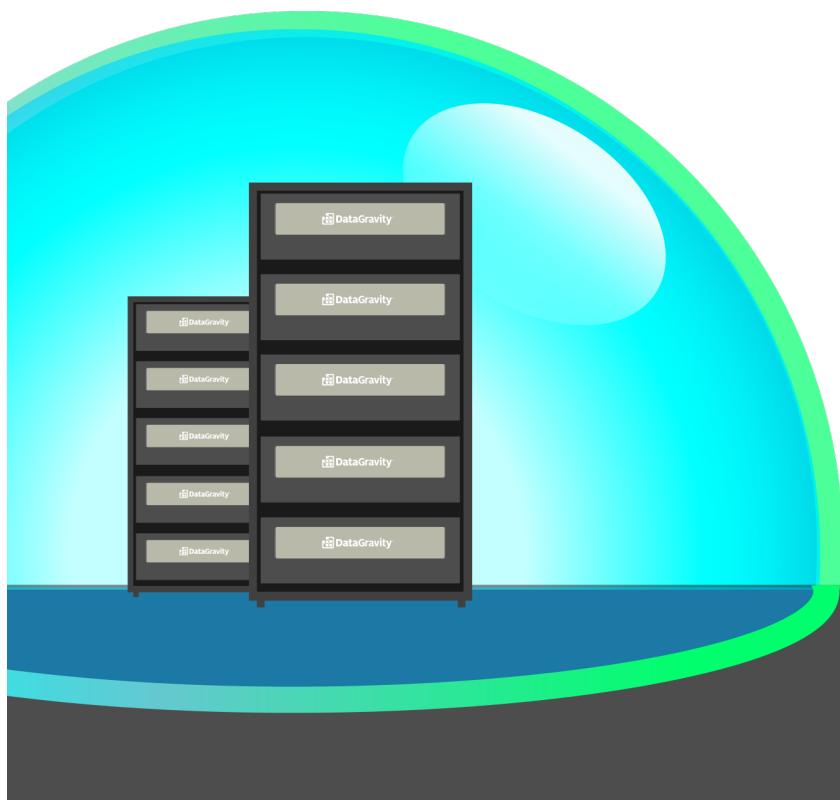
- Protect/secure sensitive information and systems
- Provide audit/activity reports on demand



The regulatory “Alphabet Soup”

- HIPAA
- PCI-DSS
- GLBA
- SOX
- FERPA
- FISMA
- NIST
- etc.

Are You Ready To Be Data Security **SUPERHEROS?**



- X-Ray Vision? **Nope**
- Psychic Ability? **Not so much**
- Ability Construct A Force Field? **Nada**
- Understand Compliance Alphabet Soup? **?**
- Look Good In Tights? **Seriously?**

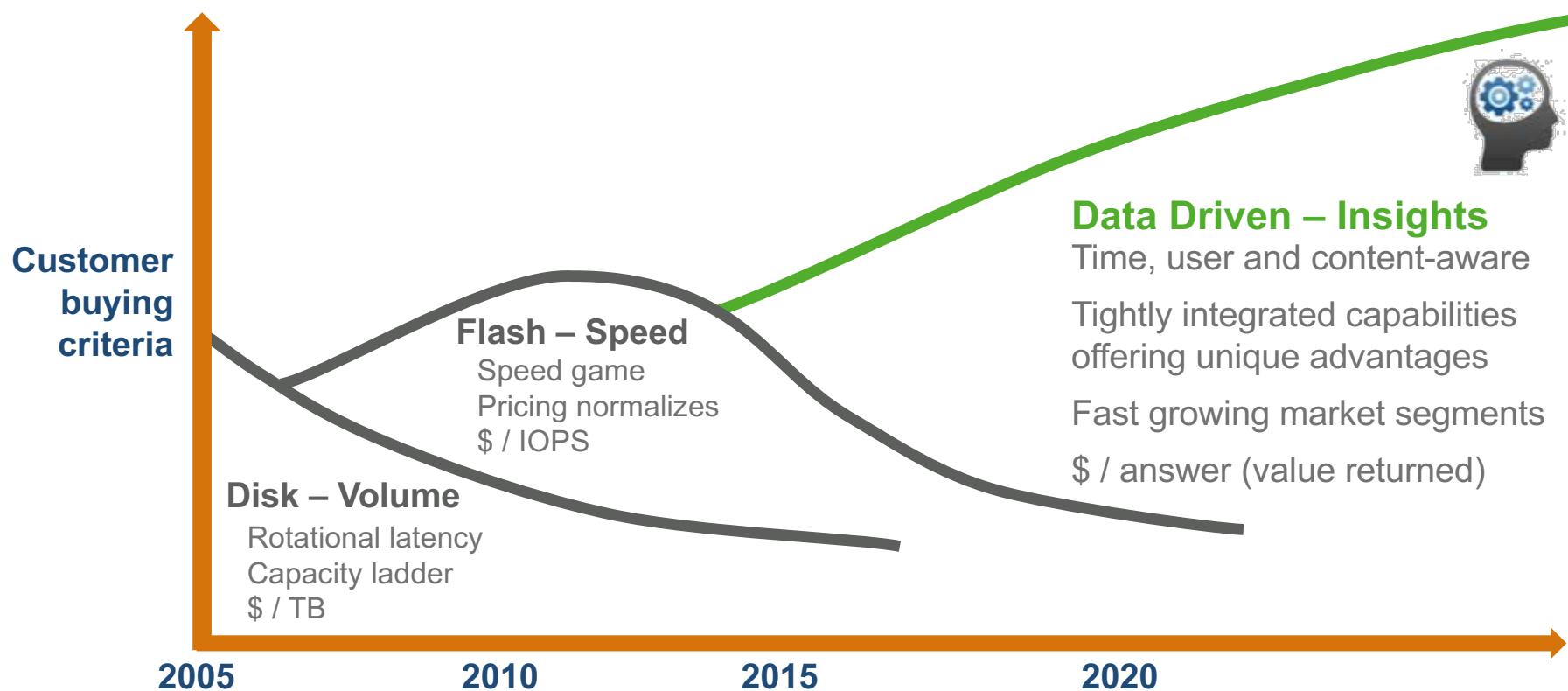
Data-Aware Storage EMPOWERS IT Administrators With Data Security **SUPERHERO CAPABILITIES**



Data-Aware Storage integrates GRC capabilities into the storage appliance:

- **Visualization:** Ability to “virtually” see your data in the storage system and inside your virtual machines
- **File Analysis:** 360 degree view of your data: consumption, activity and demographics
- **Information Discovery:** Search and discovery across people, content and time
- **Activity Tracking:** Understanding who, what, when, and how data is changing
- **Data Security:** Proactively protecting data and VMs through data protection, encryption, and policy management

Storage Market Needs to Evolve to Insights



Data storage was historically concerned with “**FIVE 9’s**” availability.

Now, it needs to expand
and also include the
FIVE W's of the data:

*Who, What, When,
Where and Why*

There is – without a doubt –
sensitive data hiding
in your files and
virtual machines.

End users inadvertently save personally identifiable information (PII) to the wrong place, or disgruntled employees try to

wreak havoc
on their way out the door.

Whatever the threat, preventing data security breaches starts with *defining* what you have and *detecting* risks so you can *defend* your sensitive, confidential data.

Today's Challenge: More Data, More Problems



Your problem isn't your storage, it's your data.



[of all organizations] do not know where [sensitive] unstructured data resides

Ponemon
INSTITUTE

 **DataGravity**®

Where's My Data?



What's In My Data?



100%

of DataGravity customers have found
sensitive data hiding in their file shares

Realities of Being Data-Aware

Government agency found 600 files with exposed PII

Manufacturer recovered from CryptoLocker without paying fine

Compliance & Security



Disgruntled employee copied files to Dropbox before leaving

Admin inadvertently copied exec credit card # into public share

Risk Management



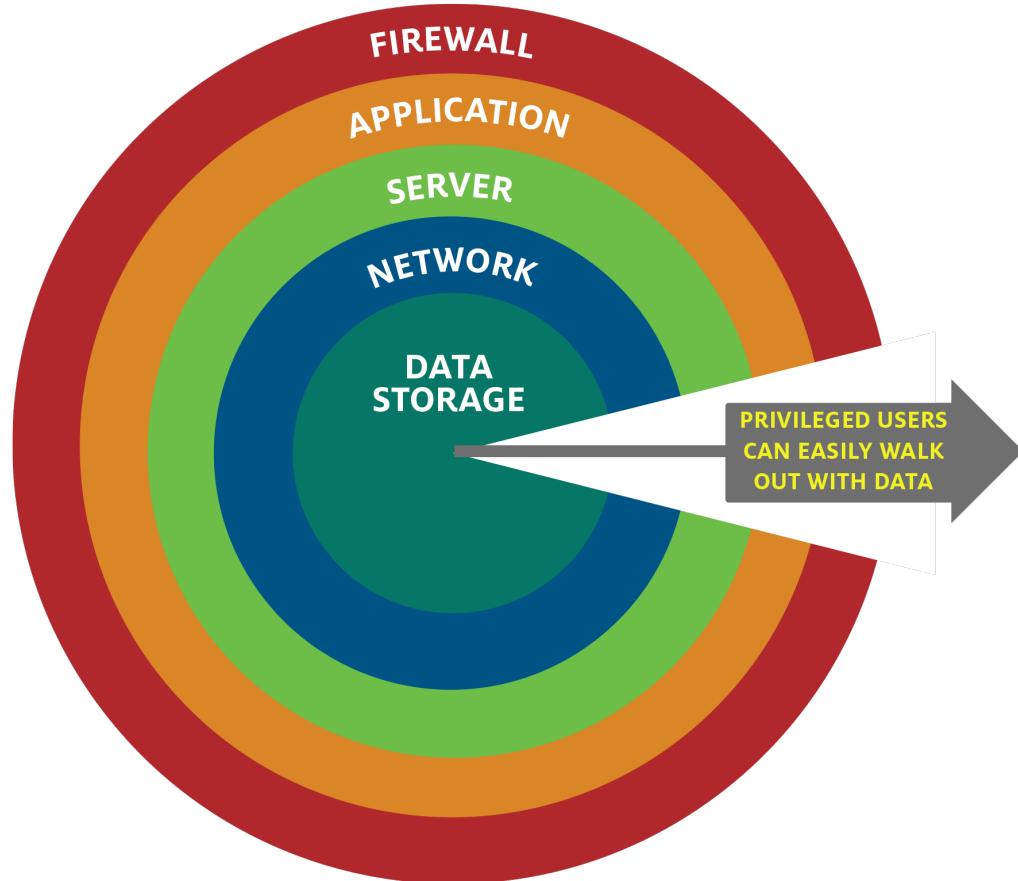
Government employee stored Lego movies on file share

Students stored personal MP3s on school servers

Storage Efficiency



Your Data Is Not Safe



***Authenticated access
and firewalls are not
enough***

***All infrastructure
layers must be
fortified***

Data Loss Is Inevitable

All Companies Face It



Anthem

ASHLEY MADISON.COM

CFIndustries™

ebay™

FAHRENHEIT
group
TALENT THAT TRANSFORMS THE WORLD OF BUSINESS.



IRS

JPMorganChase

KATY
Katy Independent School District

Michaels
Where Creativity Happens®

Microsoft

Neiman Marcus

SCIENT
Federal Credit Union®



STAPLES

SONY

TARGET

TRUMP
HOTEL
COLLECTION™

Walgreens



From Inside And Out

500,000
Cryptolocker victims



OVER 78%
*of data breaches are internal –
they occur from either employee
negligence or maliciousness*

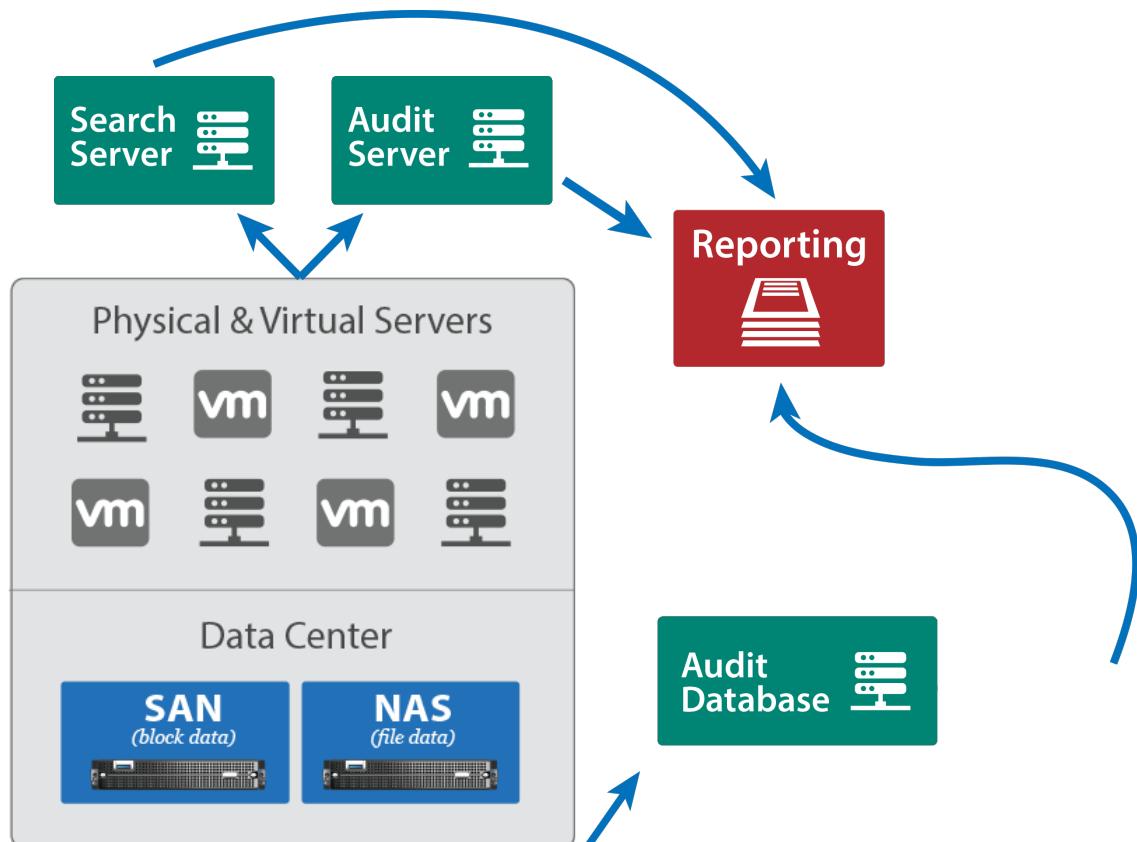
Ponemon
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Best Way To Preempt Data Loss

Become Data Aware



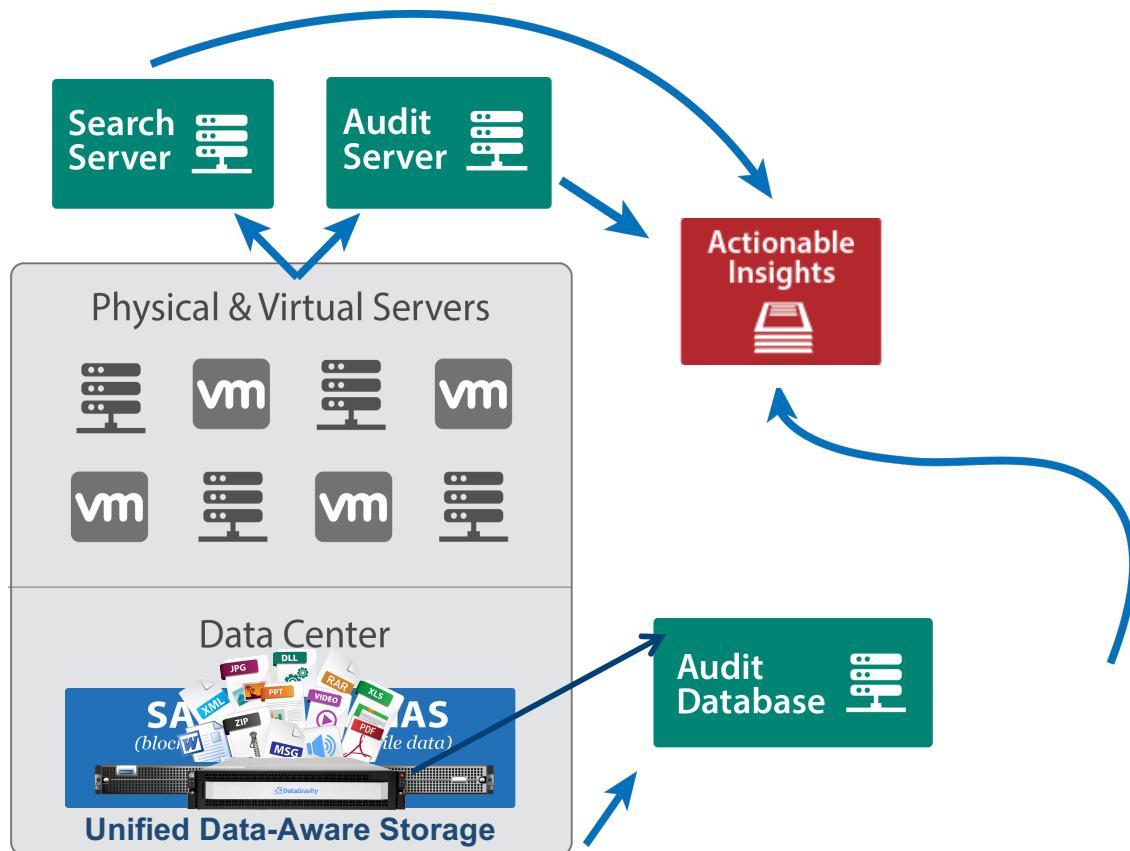
Traditional Approach: Complex Software



- ✓ **A la carte**
- ✓ **Can span across multiple storage systems**

- **\$\$\$\$\$\$\$\$\$\$\$\$\$\$**
- **Delayed Discovery**
- **Requires Dedicated Resources**
- **Storage & Network Performance impact**

Modern Approach: Data-Aware Storage



- ✓ Near real-time analytics
- ✓ Can coexist with existing storage
- ✓ No impact on network performance
- ✓ Plug and play simplicity
- ✓ Low cost of ownership
- ✓ No dedicated resources required
- Is a primary storage array

Sensitive and
critical data can
now be managed
at the point of storage.

Data-Aware Storage Is Simple and Effective

“Content in Context”



Data-Awareness Delivers

100%



Simplified sensitive data management relies on *data-aware storage* that:

- Combines production storage, data security, search and discovery, and data protection
- Manages security at the point of storage
- Provides visibility into data as it's created



 **DataGravity**

Thank You / Contact Info

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