

WANTED: Guardians of the Data

Improving Security, Compliance and ROI
through Data Awareness

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Chief Technology Officer



Raleigh, NC – November 11, 2015



Anyone can be a Target



Gregg Steinhafel
Ex-CEO



Beth Jacobs
Ex-CIO



A superhero in a blue suit and red cape is shown from the waist up, carrying a large, dark rectangular sign above his head with both hands. The sign has white text that reads "GOVERNANCE" on the first line, "RISK" on the second line, "MANAGEMENT" on the third line, and "COMPLIANCE" on the fourth line.

GOVERNANCE
RISK
MANAGEMENT
COMPLIANCE

GRC Enhances Your Superpowers

GRC is best understood as a process that allows your organization to reliably achieve objectives (**Governance**) while addressing uncertainty (**Risk Management**) and acting with integrity (**Compliance**).

Organizations Need Data Security **SUPERHEROS**

The Objective:

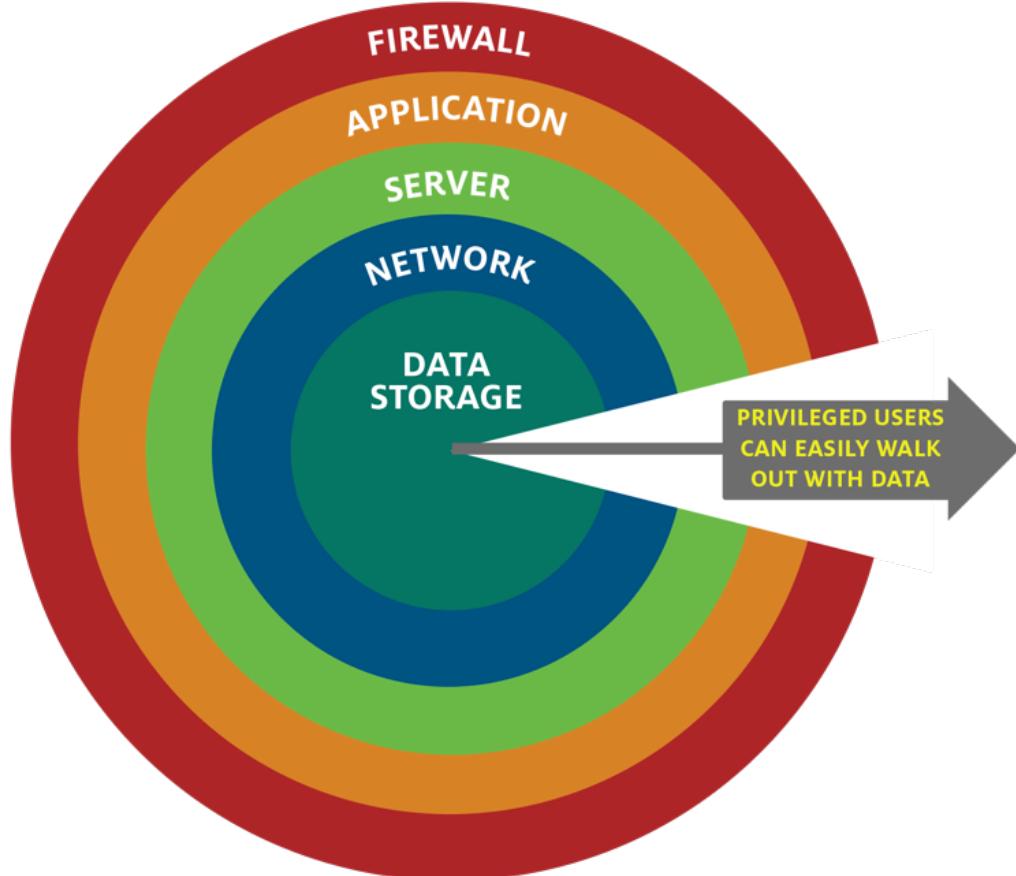
- To keep your sensitive data safe and secure
- To keep your business running

The Tools:

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



Most Threats Are **Not Thwarted** at the Perimeter



All layers of the infrastructure must be fortified

Understanding and securing your data at the point of storage is key to preventing potential loss.

Pre-empt your exposure before you are exposed.

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.



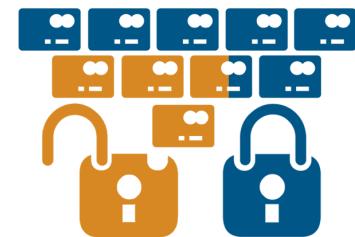
94%

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



Over
78%

of data breaches occur from employee negligence or maliciousness



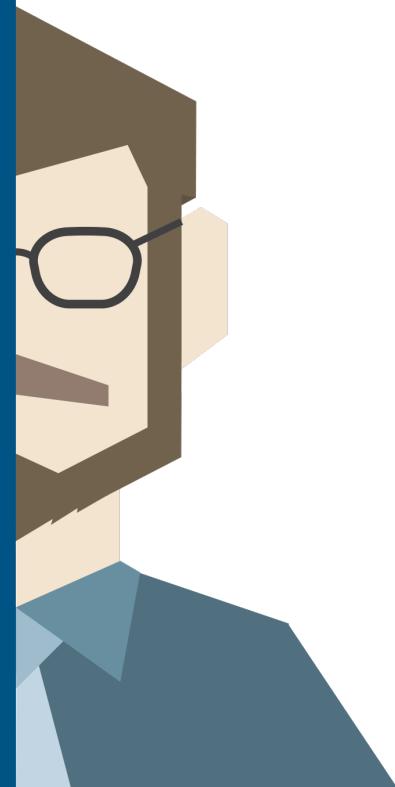
36%

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

Ponemon
INSTITUTE

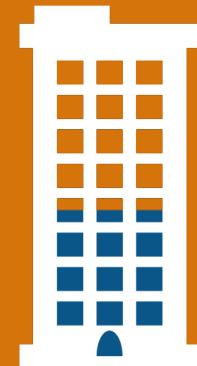
Your Data **MUST** Be Kept Safe

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**

*Source: IDC Research

What is Compliance?



- Protect/secure sensitive information and systems
Ensure information is available to the people who should have it and protected from the people who should not.
- Provide audit/activity reports on demand
Monitor who accesses files to detect any irregularities.

The regulatory “Alphabet Soup”

- | | |
|-----------|----------|
| • HIPAA | • FERPA |
| • PCI-DSS | • FISMA |
| • GLBA | • NIST |
| • SOX | • Etc... |

WHAT YOU CAN DO

To Meet Your Compliance Goals

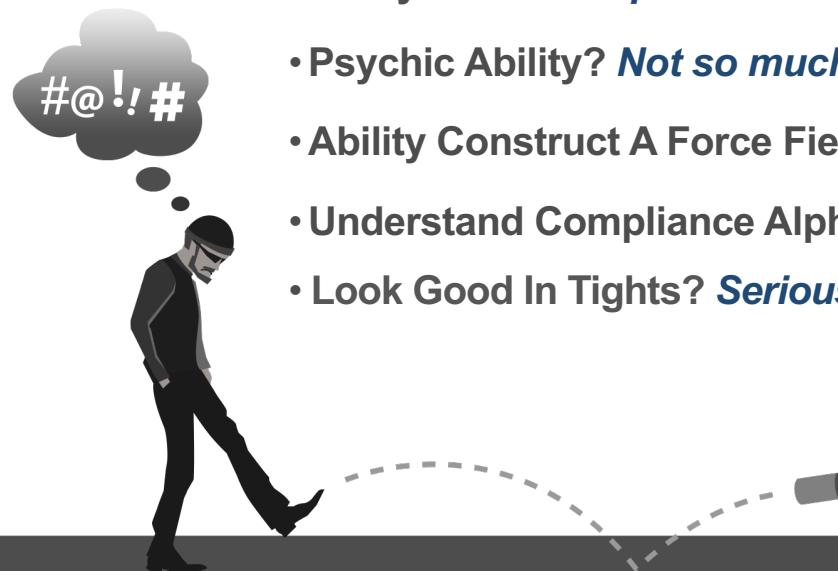
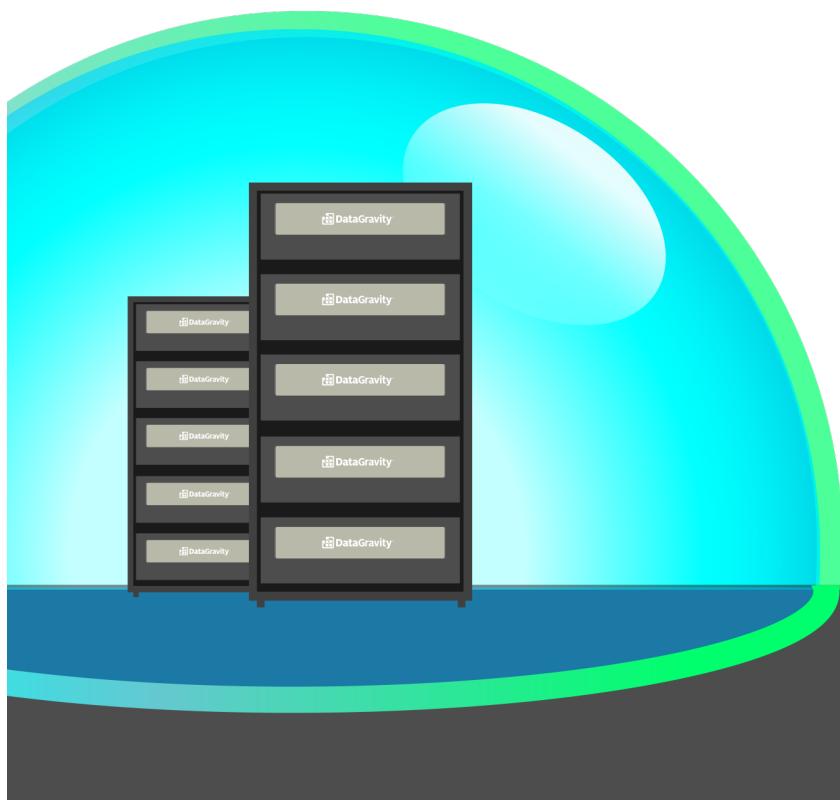


The TOP 5 activities include:

- | | |
|------------------------------------|-----|
| Assessing Risk..... | 83% |
| Monitoring Compliance..... | 63% |
| Developing Strategies..... | 61% |
| Reporting to Senior Management ... | 60% |
| Implementing New Technologies.... | 50% |

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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
- **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

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.

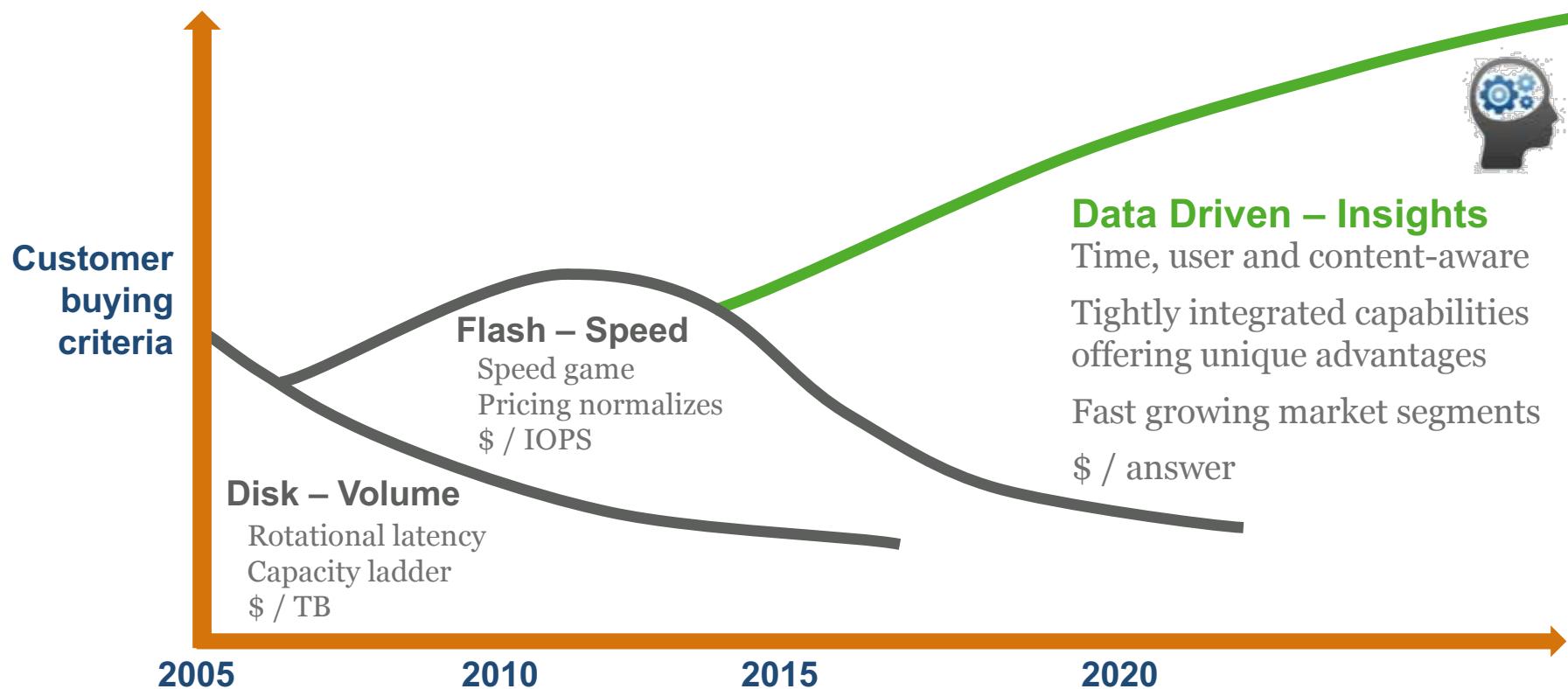
Whatever the threat, preventing data security breaches starts with *defining* what you have and *detecting* risks so you can *defend* your sensitive, confidential data.

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



Storage Needs to Evolve to Insights



Where's My Data?



What's In My Data?



Dormant Data Eats Your Storage Resources



BEWARE
The Dormant Data
Blob!

Our Customers Are 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 hollywood movies on file share

Students stored personal music collections on school servers

Storage Efficiency



Data Loss Is Inevitable

All Companies Face It



Anthem

ASHLEY MADISON.COM

CFIndustries

eBay

FAHRENHEIT group
TALENT THAT TRANSFORMS THE WORLD OF BUSINESS.



THE HOME DEPOT

IRS

JPMorganChase

KATY
Katy Independent School District

Michaels
Where Creativity Happens

Microsoft

Neiman Marcus

SCIENT
Federal Credit Union

Spotify

STAPLES

SONY

TARGET

TRUMP
HOTEL
COLLECTION

Walgreens



UNITED STATES
POSTAL SERVICE

ups

UNITED STATES AIR FORCE

?

From Inside And Out

500,000
Cryptolocker victims

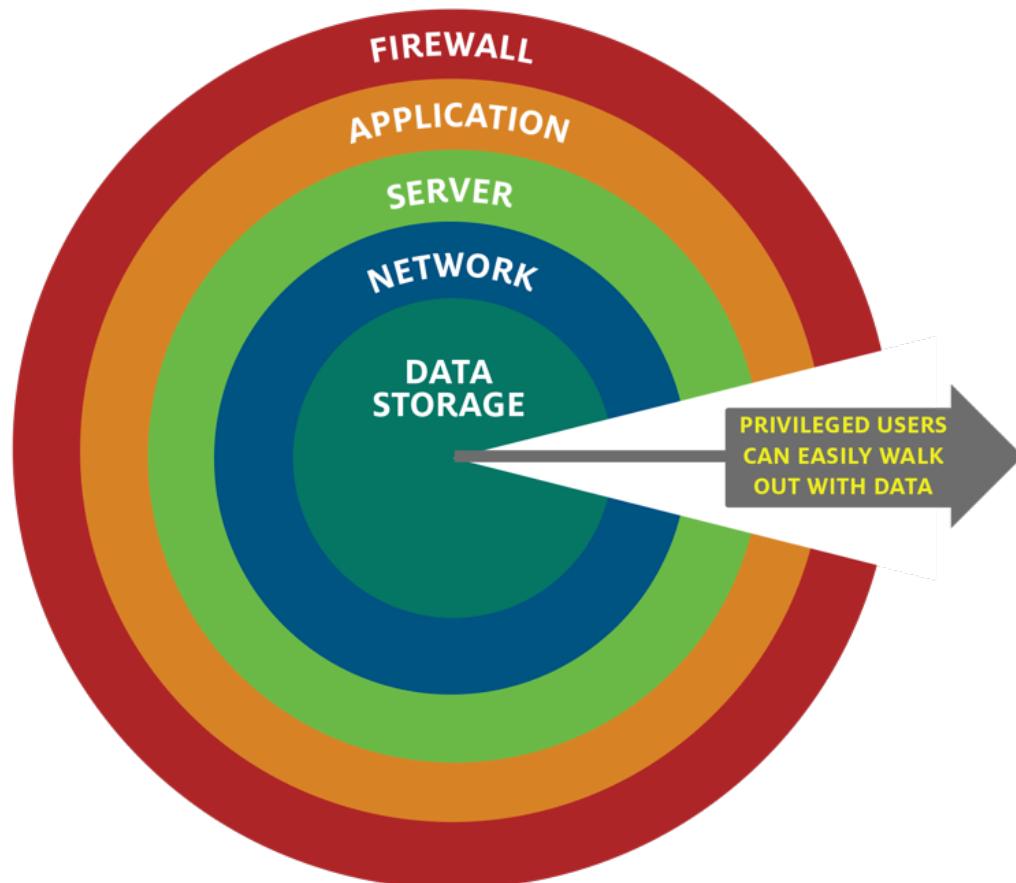


OVER 78%
of data breaches are internal –
they occur from either employee
negligence or maliciousness

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DataGravity

Your Data Is Not Safe



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

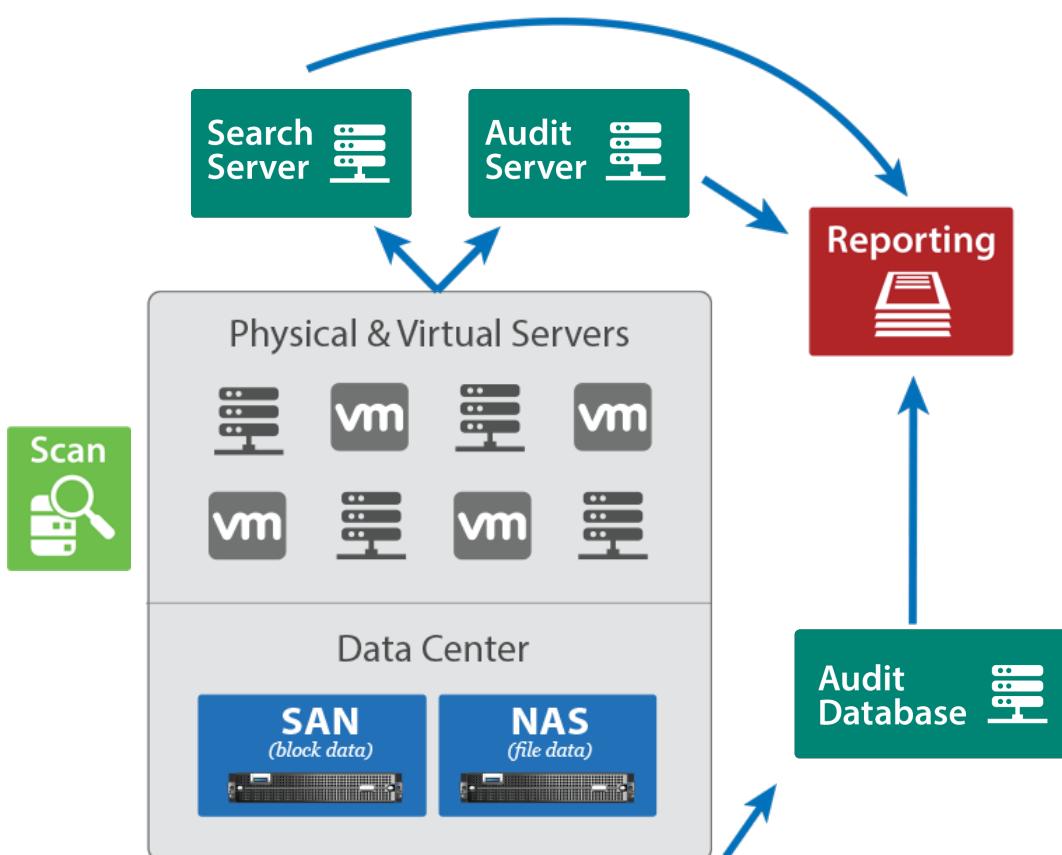
*All infrastructure
layers must be
fortified*

Best Way To Preempt Data Loss

Become Data Aware



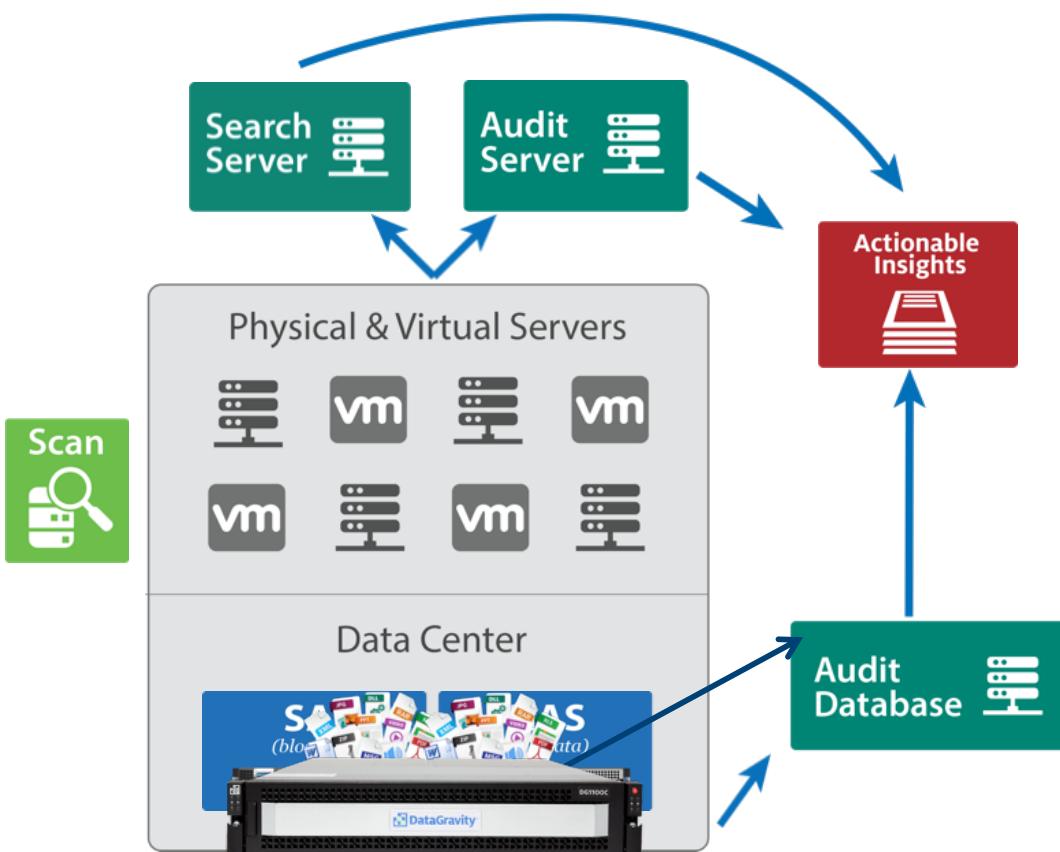
Traditional Approach: Complex Software



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

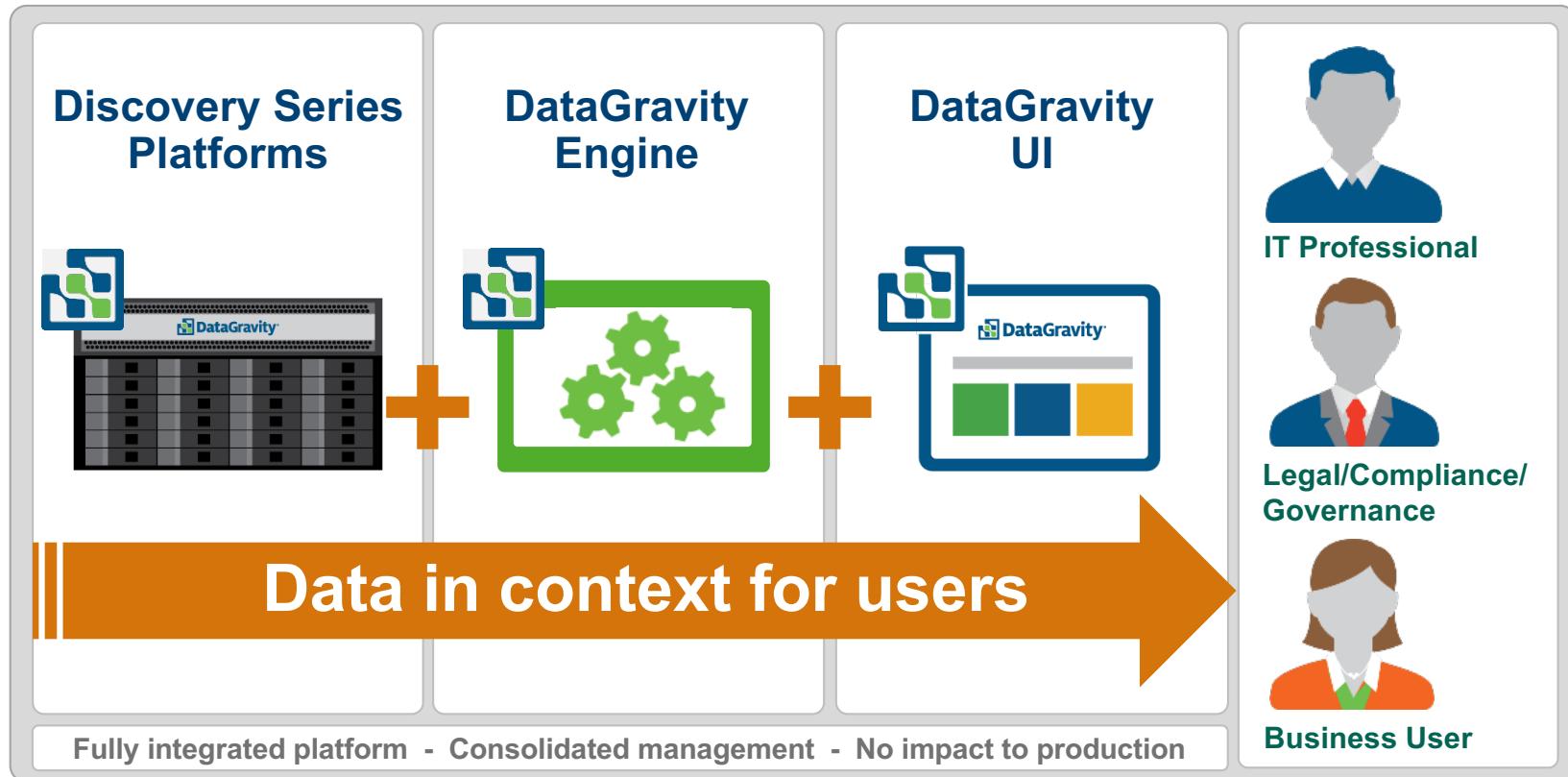
- **\$\$\$\$\$\$\$\$\$\$\$\$\$\$**
- **Delayed Discovery**
- **Requires Dedicated Resources**
- **Storage & Network Performance impact**

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
- Data must be stored on array to enjoy benefits

DataGravity Discovery Series



Data-Aware Storage

Put Files On



Get Insights Out



Demo

What is your most sensitive data?



Where does it reside?

Is it exposed?

DataGravity Discovery Series

*Data-Aware Solutions To Address
A Range of Business Needs*



DG1100

18 TB

\$45,000 US MSRP



DG2200

48 TB

\$75,000 US MSRP



DG2400

96 TB

\$95,000 US MSRP

**Complete Feature Set
Across Entire Product Line**

Data-Awareness Delivers

100%



DataGravity® | Data-Aware Ecosystem

BE
DATA
AWARE



Outer
Edge



Client
Edge



Core
Infrastructure





Your Quest To PROTECT THE DATA Never Ends

Remember...it's up to you to Guardians:

- ✓ Identify the most at-risk areas of your organization's data and provide a process by which regulations and policies can be adhered to.
- ✓ Ensure information is only available to the people who should have it and protect it from the people who should not.

For more information on data-aware storage and how it can help you protect and secure your sensitive and confidential information visit: DataGravity.com

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 **DataGravity**



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