



WANTED:

Guardians of the vData

(Know what's hiding inside your VMs)

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#vBrownBag – VMworld 2015



Virtualized Organizations 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

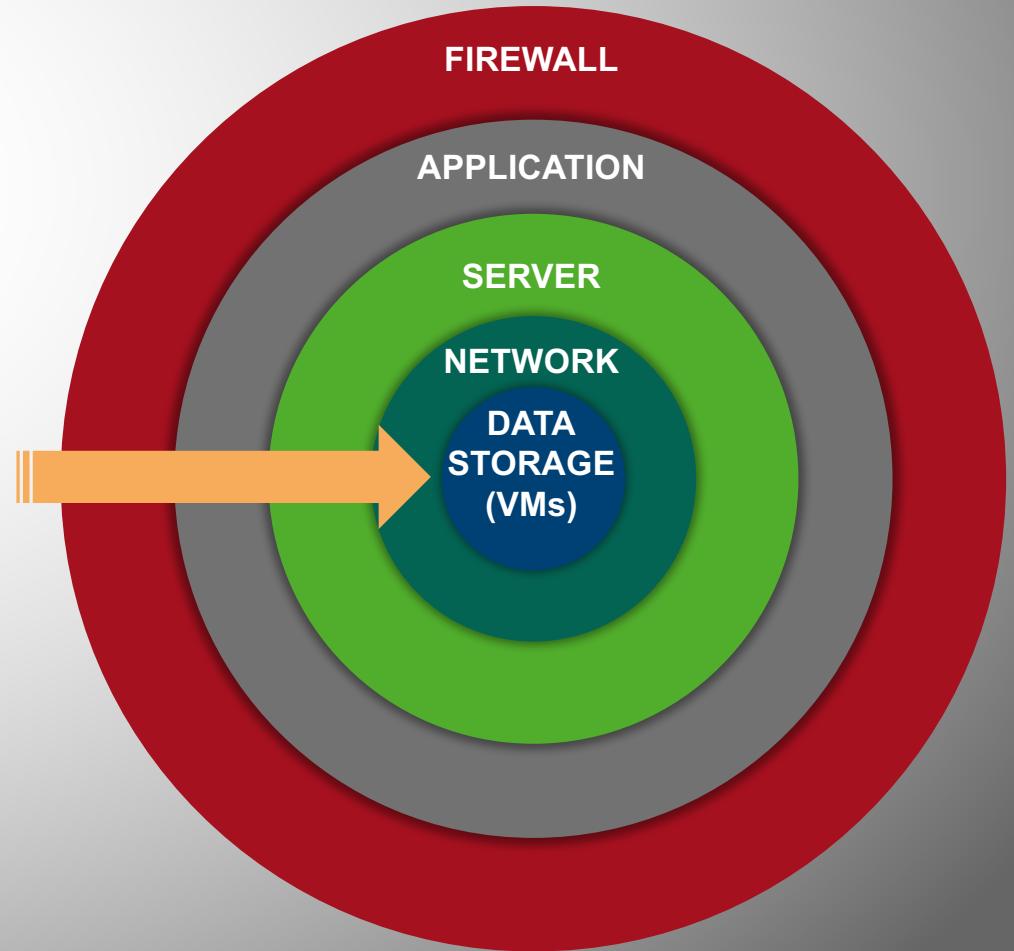


External Threats Are **Not Thwarted** at the Perimeter **at the Perimeter**

All layers of the infrastructure must be fortified

Understanding what data is on your storage and in your VMs is key to preventing data loss.

Pre-empt your exposure before you are exposed.



Use Your X-RAY Vision to Visualize Your Data inside Your VMs



"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

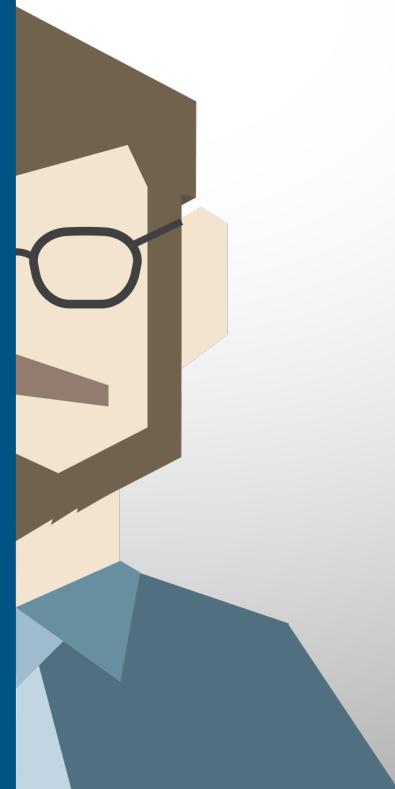


36%

of breaches involve “inadvertent misuse of data by employees”

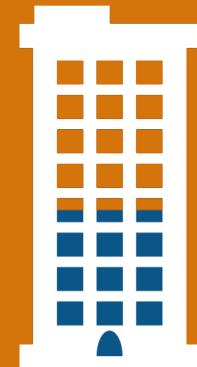
Your Data **MUST** Be Kept Safe

vForce
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?

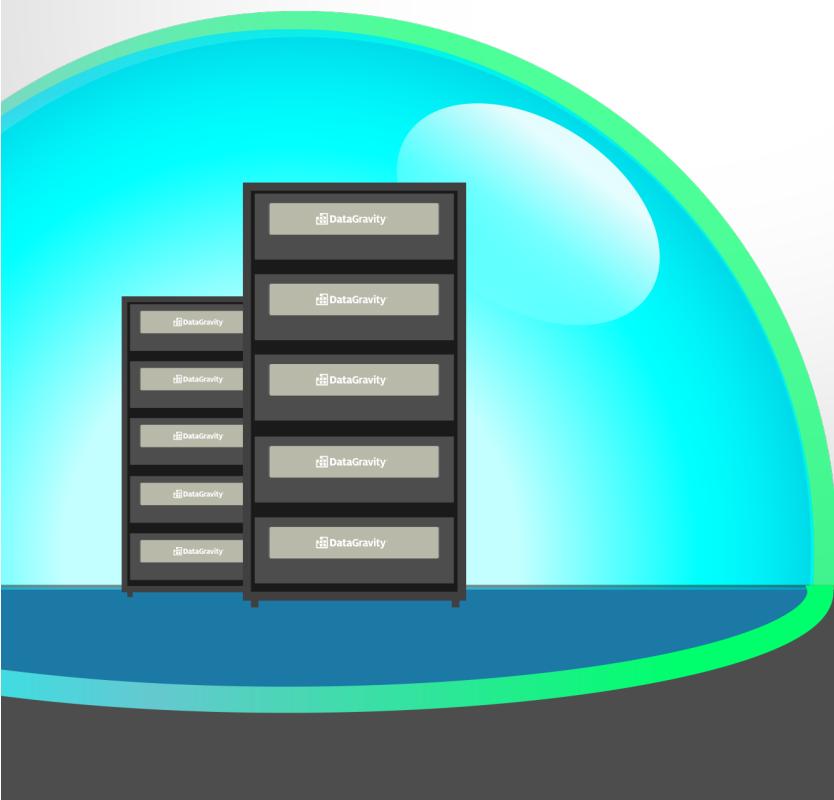
- Protect/secure sensitive information and systems
- Provide audit/activity reports on demand



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

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



Bringing Data Intelligence to the Modern Data Center

The screenshot displays the DataGravity interface integrated with VMware vRealize Operations Manager. On the left, the DataGravity interface shows 'File Analytics' for a VM named 'vServer2' (39.10 GB). It includes a chart for 'Top Users by Space Consumed' and a 'Tags Distribution' chart. Below these are sections for 'Most Active Users' (listing Linda Potts, Bernia Black, Wilma Bailey, Doctor Lucas, David Goebel, Thomas Cooke, Elenor Keeter, James Caudle, Lorenzo Norton, Gladys Wilson) and 'Dormant Data' (a bar chart showing 19.78 GB for >1 Month, 17.60 GB for >3 Months, 16.03 GB for >6 Months, and 4.42 GB for >9 Months). On the right, the vRealize Operations Manager interface shows a tree view of hosts and virtual machines, with 'vServer2' selected. It displays discovery series for Datastore, Virtual Machine, and vSphere Solution's Default Policy. A separate window shows an alert for 'DataGravity VM - Critical PII Detected - SSN'. To the left of the main interface are two smaller windows for 'VMware vRealize Operations 6' and 'VMware vRealize Log Insight'.

Now with full integration for **VMware® vRealize™ Operations** and **VMware® Log Insight™**



Your Quest To PROTECT THE DATA in your VMs Never Ends

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

- ✓ 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**

