

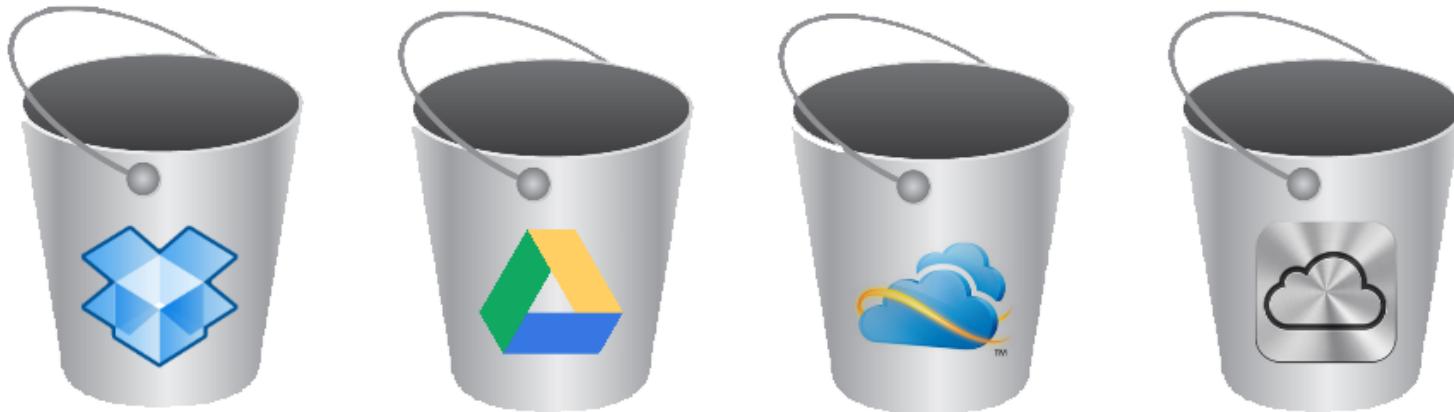


# Bring Your Own Service

The Effects of Cloud Services on Compliance  
and Data Protection

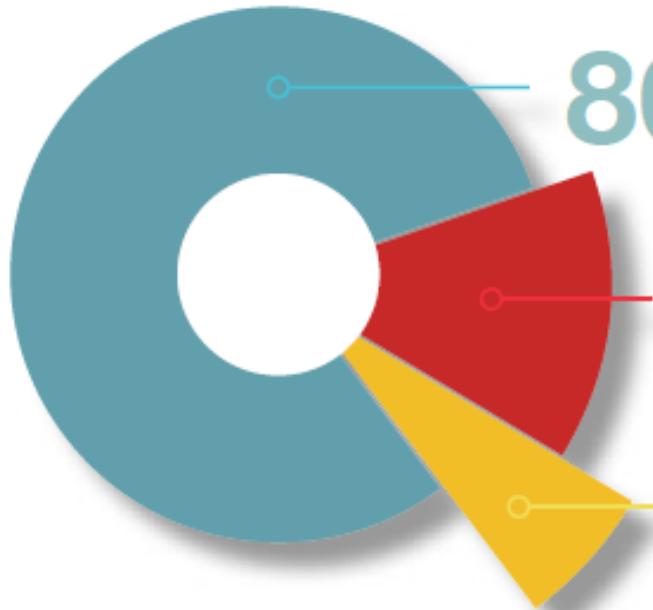
# Cloud Explosion

- Public cloud file sharing has exploded
- As of November 2012, Dropbox claimed to have **100,000,000** customers



# Hey boss, can I use Dropbox?

**Today**



**80%**

of companies at present  
**do not allow** cloud based  
file synchronization

**14%**

of companies **are satisfied**  
with the controls that cloud  
based file sync services  
have in place

**6%**

of companies are  
**not satisfied** but are  
going ahead anyway

# Why not?

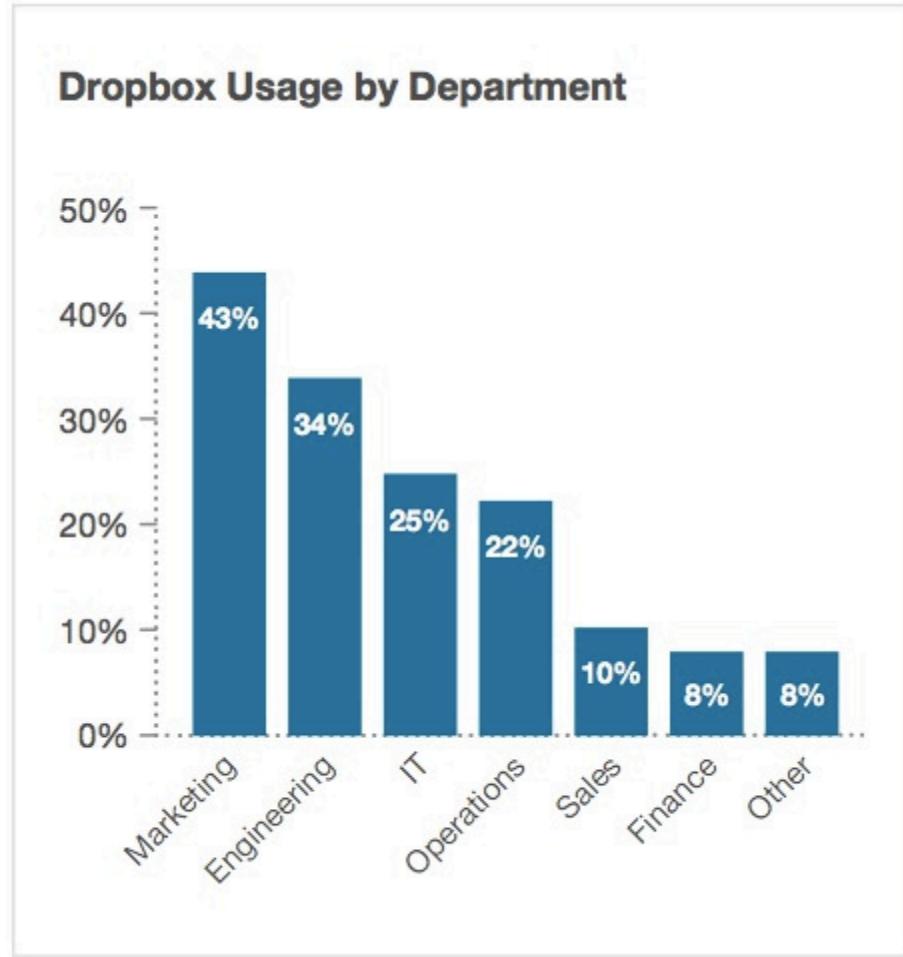
- Risk
- Control
- Complexity



# Too bad! We're doing it anyway

1 in 5

Employees use  
Dropbox for work!



**Source:** Nasuni <http://www6.nasuni.com/shadow-it-2012.html>

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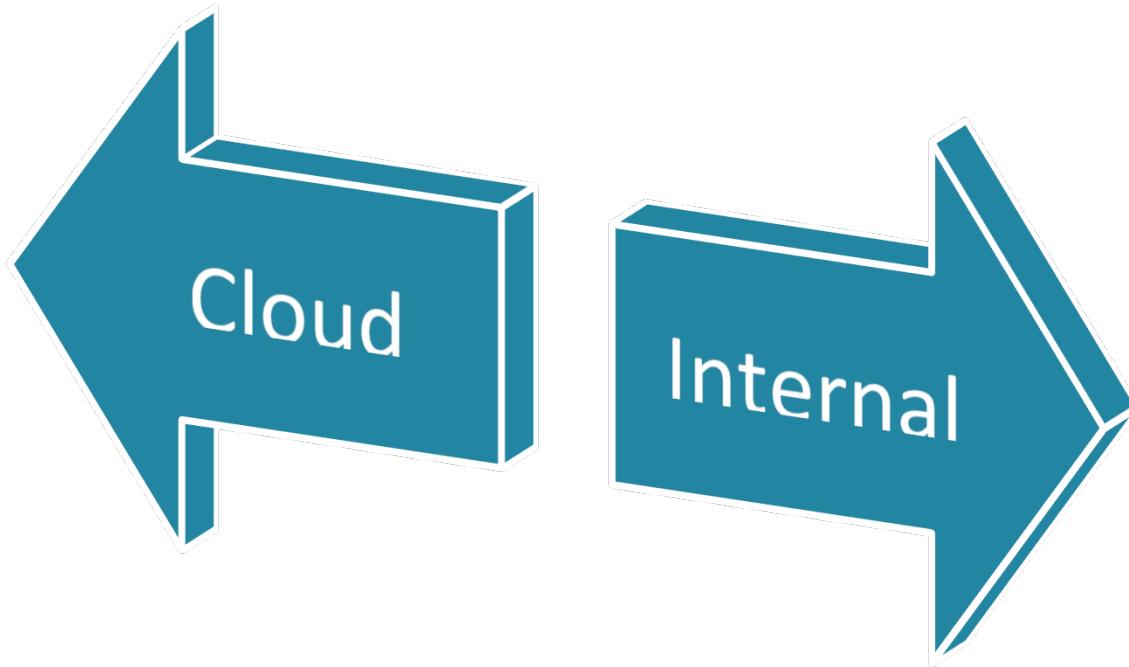
# What can we do about it?

- Given what end-users want:
  - ▶ **Simplicity**
  - ▶ **Accessibility**
  - ▶ **Mobile support**
- And what organizations need:
  - ▶ **Control**
  - ▶ **Compliance**
  - ▶ **Security**

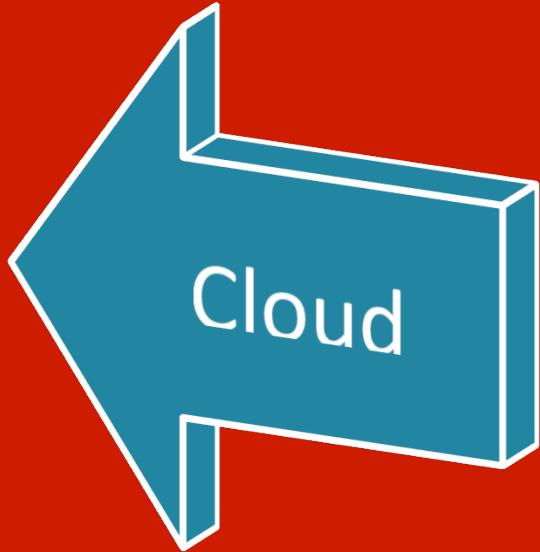
# What are the options?

# Every business is different

CHOOSE YOUR  
OWN ADVENTURE®



# To the cloud!



# How does this affect data protection?

- You're still responsible according to the Information Commissioner's Office (ICO)
- Unless you are getting rid of all internally stored data, you'll need to extend your controls and processes:
  - ▶ **Backup & recovery**
  - ▶ **Entitlement reviews**
  - ▶ **Classification**
  - ▶ **Retention**
  - ▶ **Access auditing**
  - ▶ **Change control**

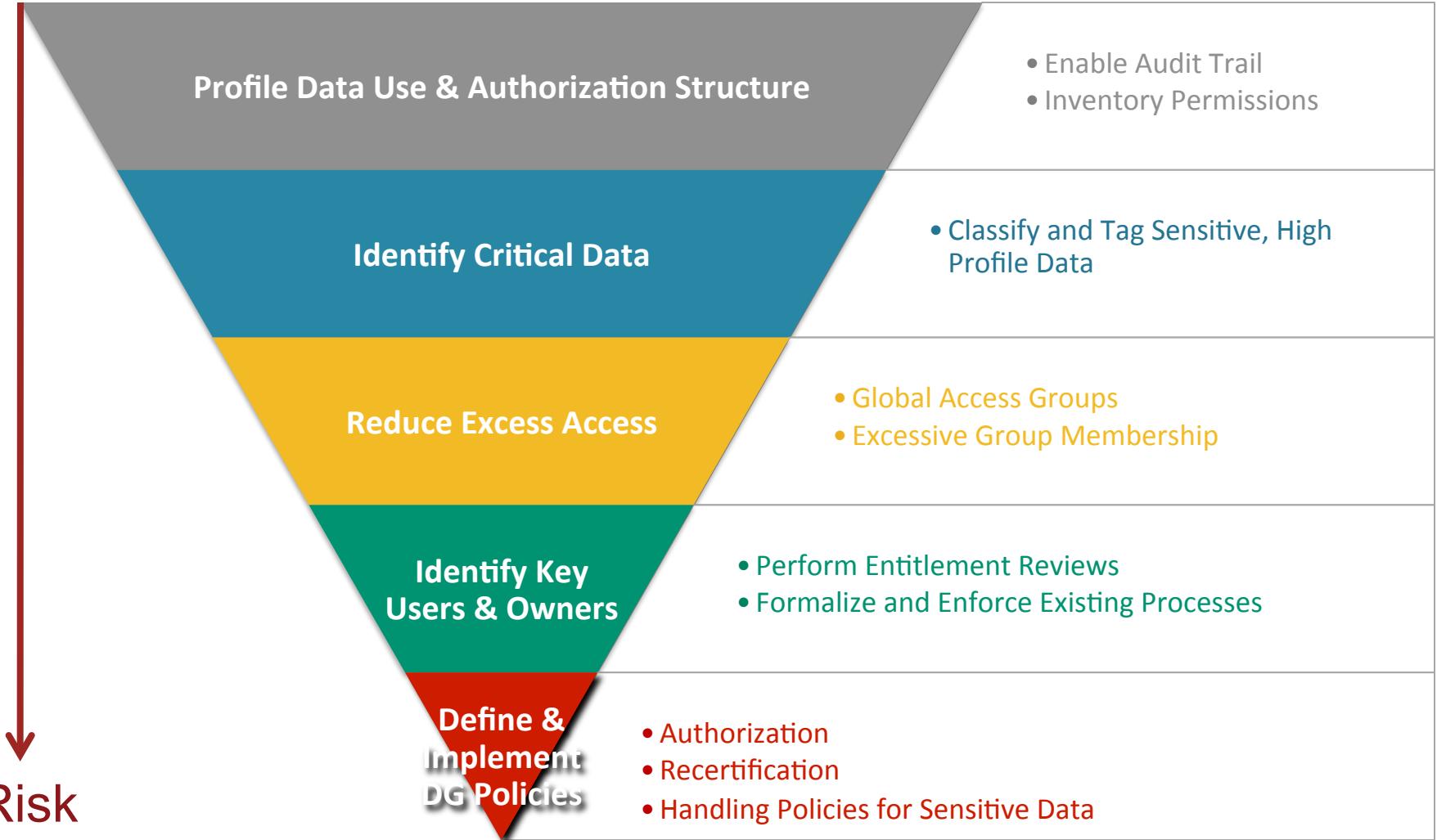
# What about compliance?

- Will vary by country
- Regulations can be complicated:
  - ▷ **EU – 1995 Data Protection Directive (DPD) provides framework for separate laws in EU member nations**
    - In 2012 , EU introduced a revision to DPD to make laws more uniform – e.g., personal data identifiers vary by nation – and placed under single authority.
  - ▷ **US – Personal data protection spread across different agencies (SEC, FTC, & HHS) and based on different legislation. Some key ones:**
    - HIPAA, FCRA (Fair Credit Report Act), Gramm-Leach-Bliley, COPPA, Sarbanes-Oxley.

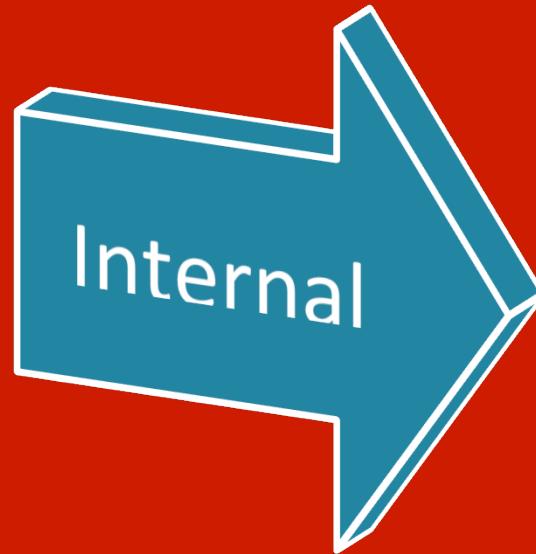
# Key strategic decisions

- Which data are we moving? All, some, most?
- How do we *select* the data we're going to move?
- Do we keep a duplicate copy inhouse?
- If so, which is the master copy?
- How do internal users synchronize with external users?
- How do we get the data back out of the cloud?
- How do we ensure compliance if we can't monitor access?

# 5 phase process to ensure cloud readiness

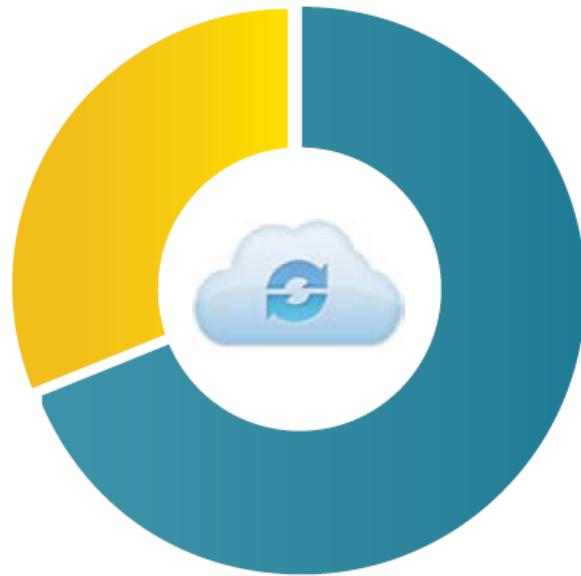


# Extend your existing infrastructure



# 69% want to keep data inhouse

IT plans to allow the use of cloud based file synchronization service



No **69%**

Yes **31%**

# Why is that?

## Concerns about cloud based file synchronization



# What to look for in a solution

- Do I have to move my data?
- Can I use my existing Active Directory users/groups?
- Do I have to re-permission data?
- Can I quickly identify who has access to what?
- Can I monitor and audit who is touching data?
- Can I detect when sensitive data is being synchronized?
- Can I safely make changes to permissions?

# Varonis DatAnywhere

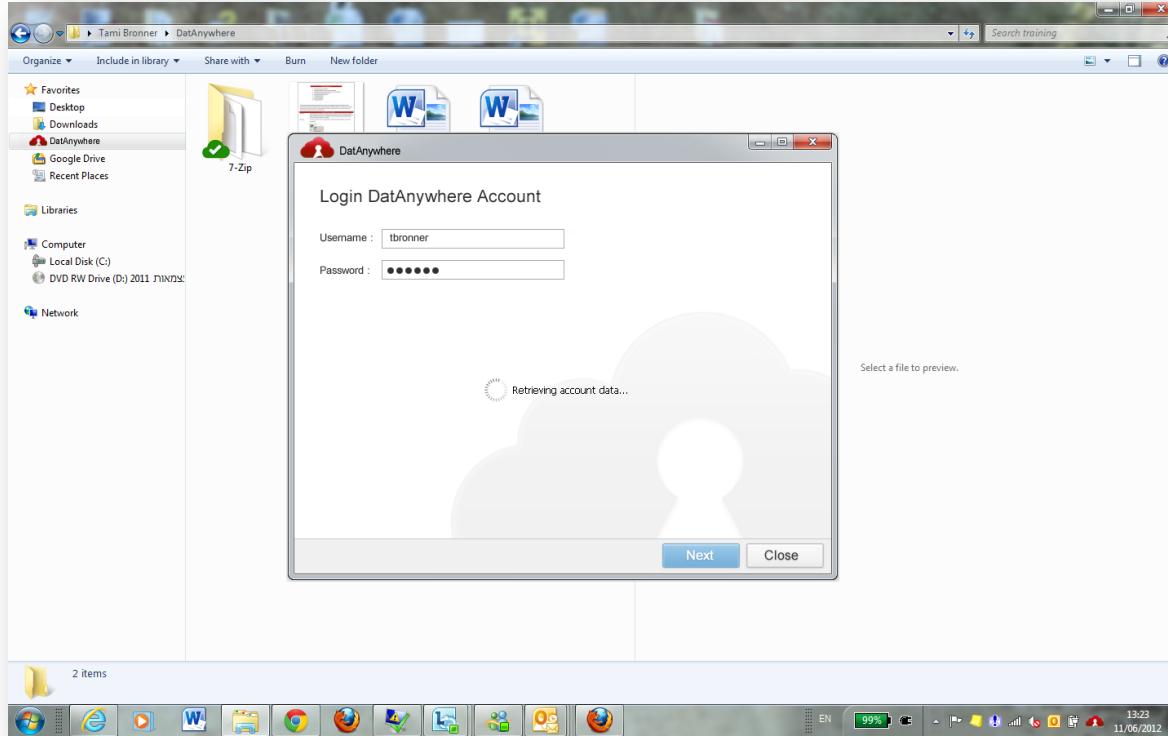


DatAnywhere

Provide cloud *usability* using only existing infrastructure:

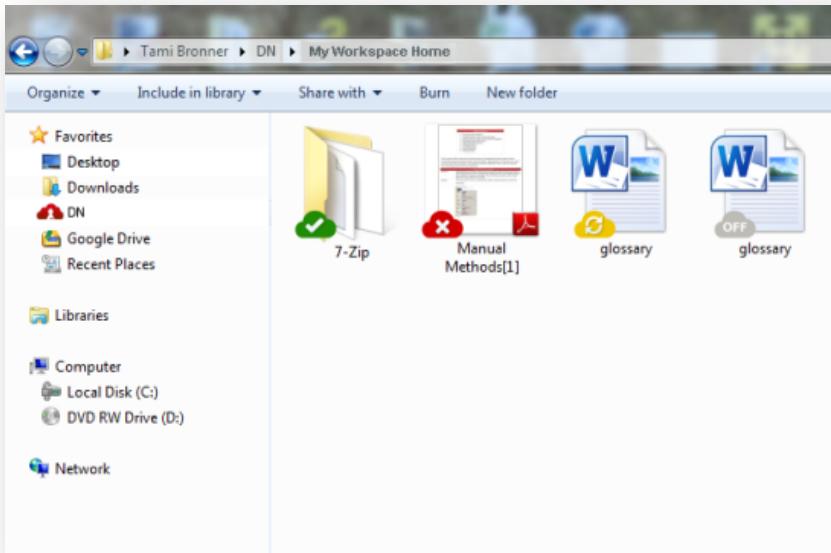
- There's a folder
- You put stuff in it
- It syncs...
  - ▶ *With your existing storage (NAS, file servers, SharePoint)*
  - ▶ *Using Active Directory credentials*
  - ▶ *Using your existing file system permissions*

# Step 1: Login



Login with your domain credentials (Active Directory) and/or multi-factor authentication

# Step 2: Collaborate



Your sync'd folders appear in explorer

Changes sync to your CIFS servers

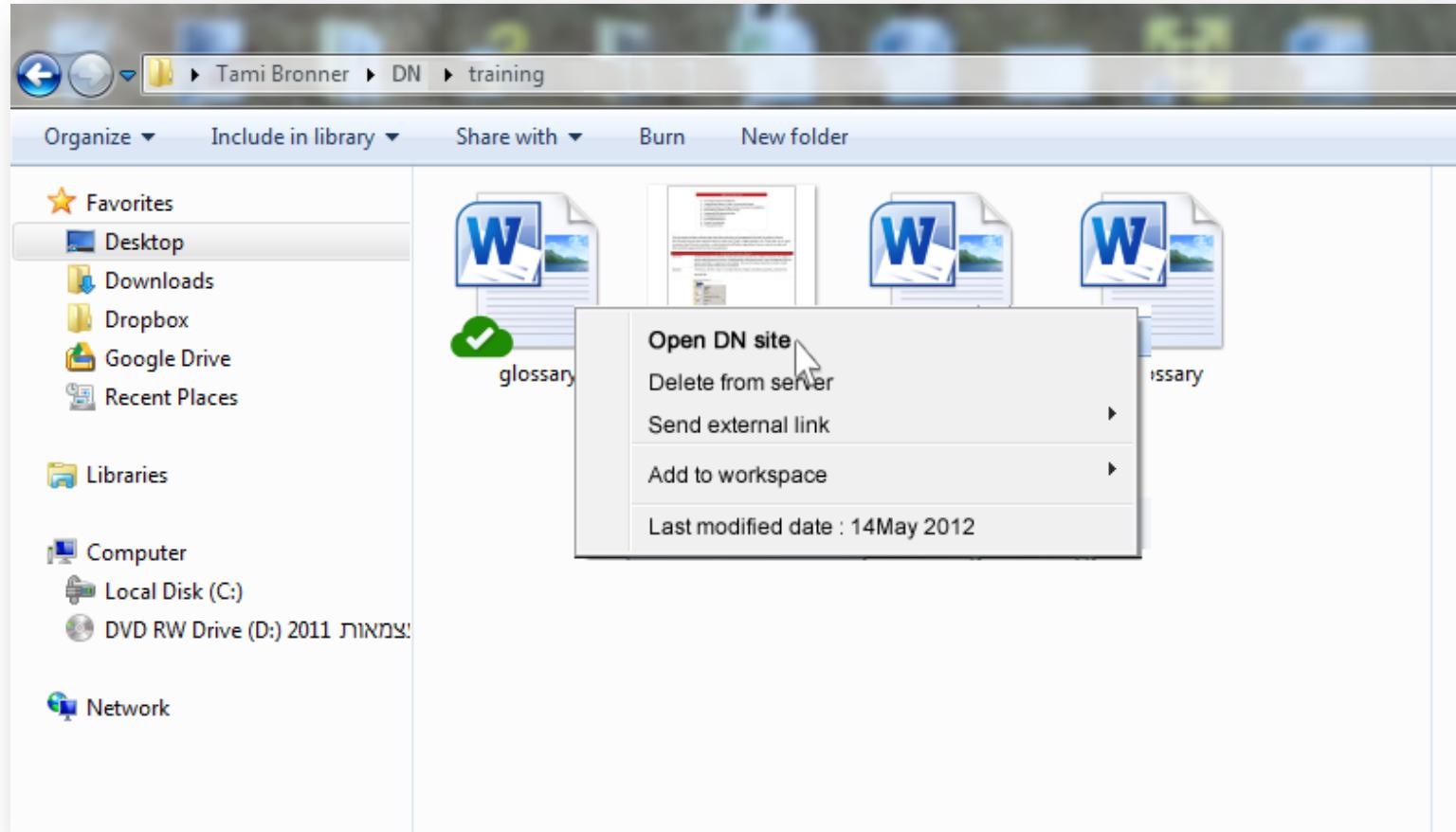
# See Sync Speeds and Notifications



# Mobile Apps



# Right click for instant Extra-net



# Secure Collaboration with 3<sup>rd</sup> Parties

The screenshot shows the DatAnywhere web interface. At the top, there's a navigation bar with icons for 'My Workspaces' (a briefcase), 'My Activity' (a share icon), and links for 'Welcome Tbronner' and 'Help'. Below the navigation is a header bar with 'My Workspaces - Search and add folders to your workspace'. On the left, there's a sidebar with a tree view under 'My LapTop' showing 'Folder Name' and several 'Folder Name comes here' entries. A 'Send Link' button is highlighted with a cursor. To the right of the sidebar is a main content area with a 'Send Link' dialog box. The dialog box has fields for 'Sender : Tbronner tbronner@varonis.com', 'Link type : Upload link (unchecked) Download link (checked)', 'Send to:' (empty field), 'Link Exp. date: 30 days', 'Link Mode: Public' (with a note 'Addressee can forward this link !'), 'Mail Subject: Shared link from Tbronner/Varonis', 'Comment: Hi ,', and 'Send' and 'Discard' buttons. To the right of the dialog is a sidebar titled 'External collaboration' with two 'Read only' checkboxes. At the top right of the main content area is a 'DOWNLOAD CLIENT' button.

Set Permissions and Expiration dates

Share with partners, customers, vendors, and clients

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# Integrates with Data Governance Suite

- Use DatAdvantage to manage permissions
- Use DataPrivilege to automate authorization
- DatAnywhere activity is recorded by DatAdvantage

The screenshot displays two windows side-by-side. The left window is titled 'Existing Users and Groups' and shows a list of users and groups under 'Org. units: All Domains'. A user named 'Eve' is selected. The right window is titled 'Directories' and shows a list of directories with columns for 'File System Permissions', 'Violation Count', 'Size', and 'DCF Notes'. A magnifying glass highlights a row for 'HumanResources' with a note: 'US SSN (0/1) American Express (0/33)'. Handwritten text on the left side of the image says: 'Click on a user or group to see everything they can touch.'

Directory	File System Permissions	Violation Count	Size	DCF Notes
..	F M R W X L	0	540.35 MB	
DataShare1		7	34.14 GB	American Express (0/2).U...
dsl		0	2.05 GB	
Embd-Engineering		0	1.86 GB	
ERP-Arc		40	136.73 GB	American Express (0/18)....
finance		2	1.15 GB	American Express (0/1).U...
Fondue		6	521.01 GB	American Express (0/1).U...
groups	R W X L	0	27.16 GB	American Express (0/1).U...
HR		1.85	US SSN (0/1)	
HR-Private		0	5.55	American Express (0/33)....
HumanResources	F M R W X L	1	1758	US SSN (0/1)
legal		1	7.6	US SSN (0/1).Visa (0/1)...
Market		2	2.76 GB	Visa (0/1)
Market_Budget		0	413.39 GB	American Express (0/24)....
Market-Cost		77	3.26 GB	
Mobile		0	190.71 MB	
OEM Sales		0		
PRS		0		

# Governance Suite – Real World Example:

Data owners can review DatAnywhere activity just as they would for any normal file share.

Sales

VARONIS

MARKETING

HOMEFOLDERS4NOW

INTERDEPARTMENTALSHARES

SHARED

ARCHIVE

BOX GRAVEYARD

CUSTOMER MARKETING

EDUCATION

INBOUND MARKETING

MARKETING ASSETS

MARKETING MATERIALS

MARKETING OPERATIONS.NEW

OUTBOUND MARKETING

PARTNER MARKETING

SALES OPERATIONS

TECHNICAL MARKETING

TECHNOLOGY PARTNERSHIPS

Display Name

Display Path

Permissions Authorizers Auth Rules Automatic Rules Log/History Statistics

Type User Access From: December 06, 2012 To: December 13, 2012 Relative

Represents the distribution of events per user on the specified folder

94.69%

SVC DN(VARONIS)

1.09-1.16% of events, 2 users

Frank Martinez(VARONIS)

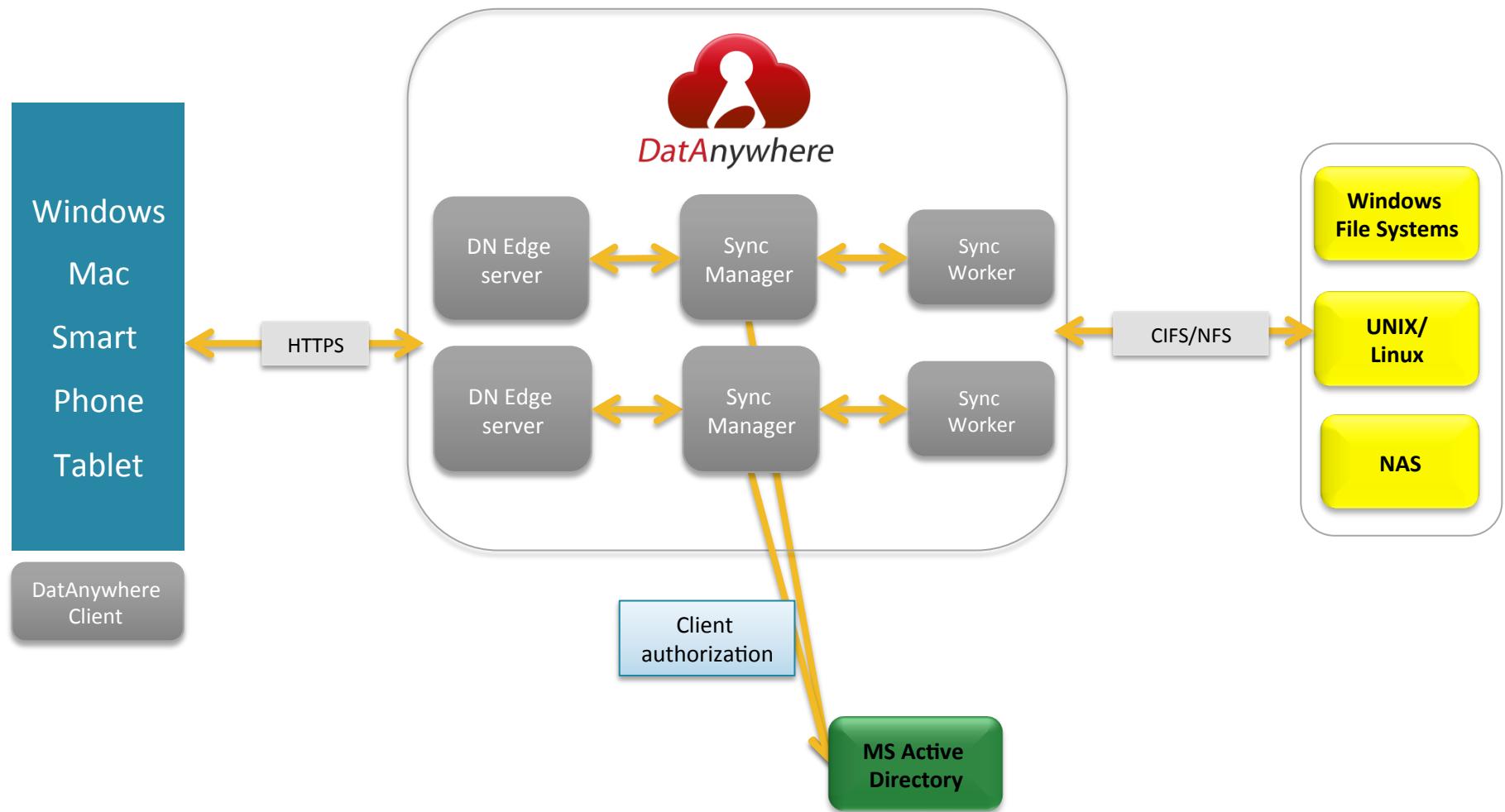
Carolyn Hollowell(VARONIS)

0.15-0.25% of events, 5 users

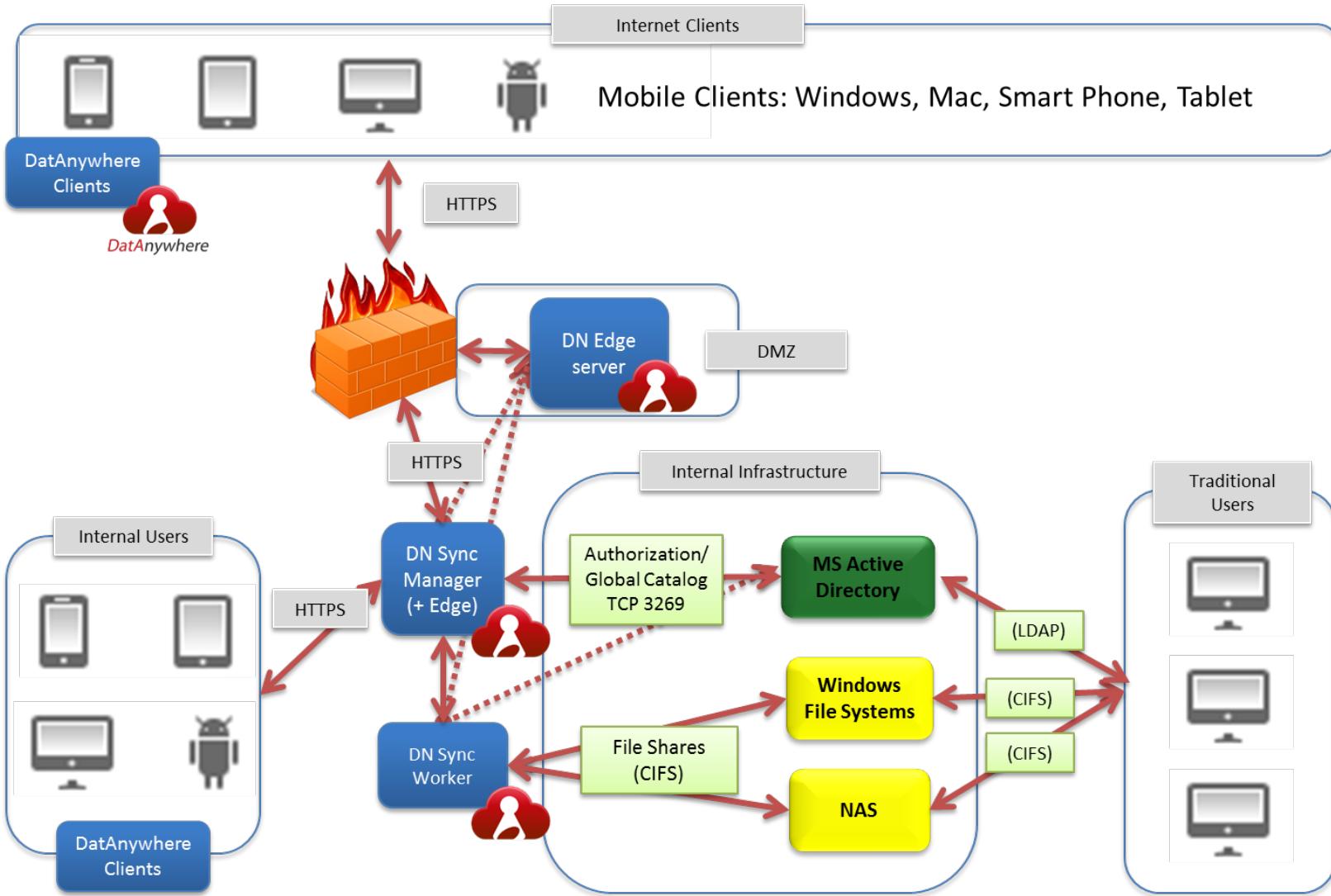
0-0.05% of events, 11 users

Display Name	Event Count
Manuel Roldan-Vega(VARONIS)	11953
Steve Franco(VARONIS)	11273
Frank Martinez(VARONIS)	9802
Carolyn Hollowell(VARONIS)	8361
Brian Vecci(VARONIS)	2606
David Leung(VARONIS)	2585
Laura Johnson(VARONIS)	2440
Vathana Seui(VARONIS)	2235
Cindy Ng(VARONIS)	1546
Christopher Hill(VARONIS)	516

# DatAnywhere Architecture



# Sample Deployment



# Summary

- Cloud-style sharing and BYOD may be inevitable
- Organizations must choose a direction before the employees choose one for them
- Organizations have a choice between moving data to the cloud, or extending their existing infrastructure to provide cloud-style capabilities in-house
- Whichever direction your organization chooses, governance will be instrumental for secure collaboration

# One more thing...

- Do any of these questions look familiar?
  - ▷ Who has and should have access to which folders?
  - ▷ What folders does a user/group have access to?
  - ▷ Who uses all this data & what are they doing?
  - ▷ Who does it belong to?
  - ▷ What's stale?
  - ▷ What's sensitive? And exposed?
- Are your authorization processes manual?
  - ▷ Granting access?
  - ▷ Reviewing access?
- Are retention and migration projects manual?
  - ▷ New NAS? New Domain? Cross platform?
  - ▷ How do we find the data we're supposed to move? Delete?

# Varonis Solutions for Human Generated Content

## Governance, Risk, & Compliance

- DatAdvantage
- DataPrivilege
- IDU Classification Framework

*Ensures that only the right people has access to the right data at all times, access is monitored and abuse is flagged*

## Accessibility & Collaboration



*Extends existing infrastructure to provide private cloud file synchronization and sharing, while ensuring all data remains within the organization, and existing permissions are enforced.*

## Electronic Retention



*Intelligently automates data disposition , archiving and migration process using the intelligence of the Varonis Metadata Framework*

# Thank you!