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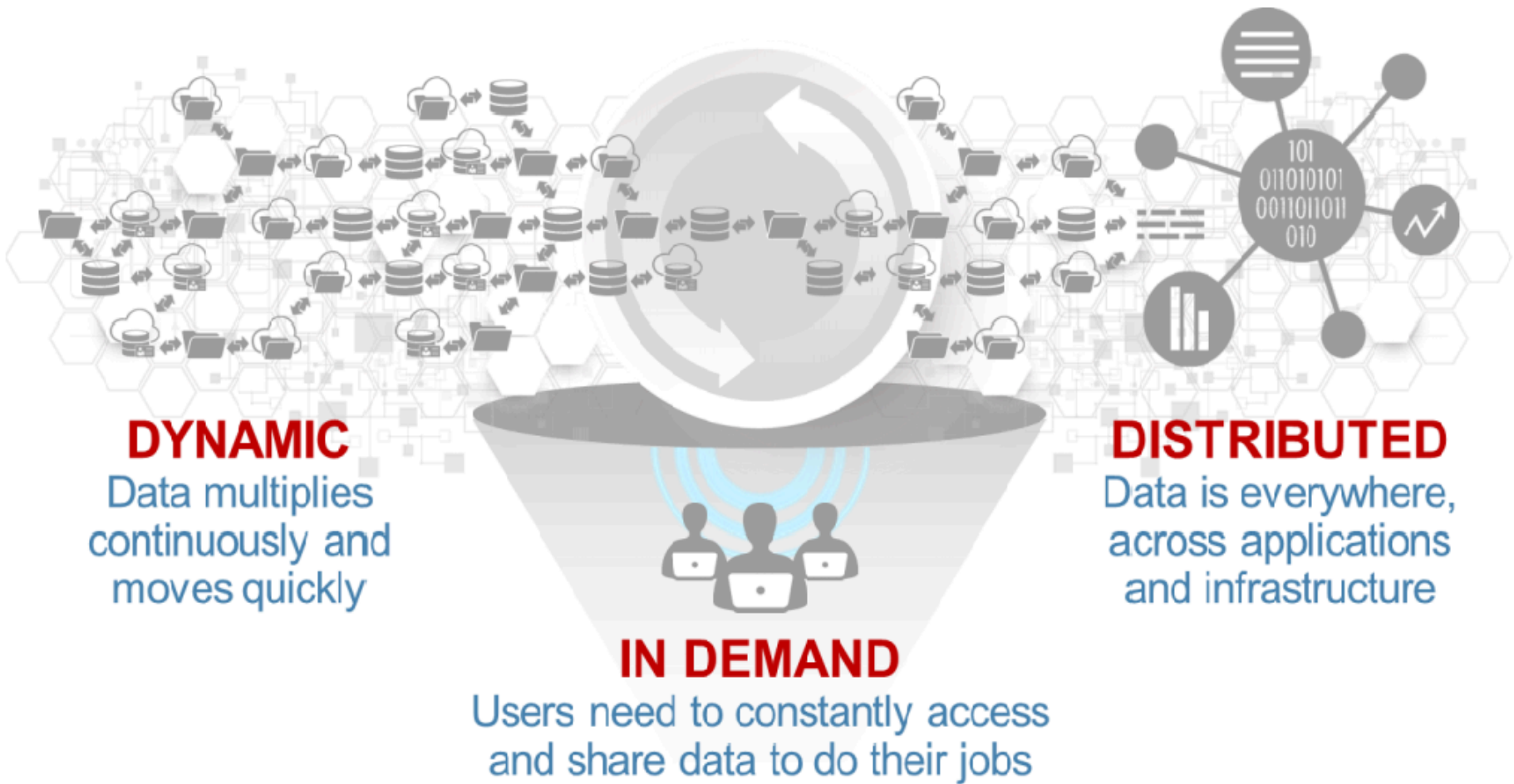


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Why Data is Challenging to Secure

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Because it's hard .. It's a complex journey (to secure the data) ... understand where it is, handled by different people, establish policies and controls, etc. The fact that data is everywhere and is moving everywhere also makes it hard. If you can coral the data and control it, you have the upper hand. List of reasons that it's hard to deal with data.



- Dynamic nature of the data - Data is multiplying, it's dynamic (moving around - all over the place) - in and out of your infrastructure
- Disparate and distributed data - Disparate data platform s and formats (normalizing the data), Small security teams, lots of applications; Developers lack secure coding skills.
- Demand for the data is increasing - Bottleneck trying to control the usage; data is everywhere; needs to be accessed

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