

## POWERED BY PROTEGRITY

# Simplify data security - even in the cloud

## Overview

To turn your data into valuable insight, you need a fast, flexible, and easy-to-operate data warehouse that only a cloud or hybrid-cloud solution can provide. However, increased security requirements and regulatory pressures—which bring increased auditing and reporting responsibilities—can limit your ability to take advantage of cloud-based technology.

## Joint solution with Yellowbrick and Protegrity

With Yellowbrick's modern data warehouse and Protegrity's ability to extend internal data-security policies to keep sensitive data private no matter where it is, you can have the best of both worlds.

Yellowbrick delivers the best price/performance in a data warehouse platform, along with all the agility and flexibility you need to grow, adapt, and innovate over time in data centers, in the cloud - or both.

Protegrity ensures you can protect and keep confidential the customer data your users are accessing. The Protegrity Data Protection Platform works in tandem with cloud security controls to ensure that, even if there's a breach, your data remains uncompromised.

Through our partnership with Yellowbrick, we are delivering on our commitment to secure sensitive data wherever it resides, **freeing enterprises to unlock the true value** of their data.

**Rick Farnell**  
CEO, Protegrity

## Using Protegrity on Yellowbrick, you can:

### Democratize data access

Provide real-time analytics without compromising security.

Yellowbrick shatters ceilings on price/performance, achieving 100X performance versus alternatives at a fraction of their cost.

And with Protegrity helping your organization effectively meet security and compliance regulations, you have the confidence to pursue data-driven initiatives and the ability to uncover valuable insights in your data.

### Support hybrid cloud

Get the benefits of the cloud while keeping your organization secure.

Yellowbrick's unified hybrid cloud architecture gives you freedom to deploy anywhere with the same data and performance everywhere, de-risking cloud migrations and unlocking multi-cloud innovation.

Protegrity's centralized policy management ensures you can enforce governance wherever your data lives.

### Scale to future demands

Meet the needs of your evolving business and stay in compliance with ever-changing regulatory laws.

Yellowbrick scales from terabytes to petabytes and supports thousands of users. Also, with predictable pricing, you don't need to worry about higher costs as your business grows.

Protegrity's data governance and policy management helps your enterprise comply with stringent privacy laws and future-proofs your business from future regulations.

## Original vs. De-identified Record

### Pseudonymization

First	Last	DoB	City	State	SSN	Medical Code	Account Balance
John	Smith	10/2/78	Detroit	MI	490-22-3789	89K	4,000
↓	↓	↓	↓	↓	↓	↓	↓
First	Last	DoB	City	State	SSN	Medical Code	Account Balance
ksle	Smith	6/28/35	sndyepns	cu	290-37-4902	89K	4,000

### Anonymization

First	Last	DoB	City	State	SSN	Medical Code	Account Balance
John	Smith	10/2/78	Detroit	MI	490-22-3789	89K	4,000
↓	↓	↓	↓	↓	↓	↓	↓
First	Last	DoB	City	State	SSN	Medical Code	Account Balance
REDACT	REDACT	1978	REDACT	MI	REDACT	89K	4,000

## Key Features of the Protegrity Data Protection Platform

**Compliant:** The platform closes the gaps of ever-changing regulations and simplifies the management of policies.

**Empowering:** Able to protect and anonymize data, your business can take advantage of advanced analytics, machine learning, and AI with confidence.

**Collaborative:** You can integrate enterprise data protection into the data-pipeline process, enabling initiatives such as DevOps, through the platform's programming interfaces.

**Unparalleled:** "Good-enough masking" doesn't cut it for us; the platform protects actual data anywhere and everywhere your business requires.

For additional questions, contact:

## PROTEGRITY

**Protegrity USA, Inc.**

Protegrity safeguards privacy, ensures data is protected everywhere, and fuels innovation with secure AI.

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## Solution Details

Cloud computing has delivered remarkable technologies that offer your enterprise the ability to thrive in the digital age. But it also presented the need for a robust, security strategy that keeps your data protected. To-date this has come at the cost of performance—diminishing some of the benefits of those same cloud technologies.

You no longer have to compromise performance for security with Protegrity's data-security solutions that ensure your modern Yellowbrick data warehouse operates at peak performance while keeping your data safe. Protegrity puts your organization in the best possible position to gain insight from your data because it allows you to choose how you want to protect data and make it private. Thanks to the centralized management and transparency of the Protegrity Data Protection Platform—a "single pane of glass"—your teams can see where data resides and what its purpose is. Unlike other data-protection platforms, the Protegrity platform clarifies the state of data so you can choose how to safeguard it and comply with privacy laws.

Fully protected data allows you to pursue AI, analytics, DevOps, containerization, and any other data-

driven initiative that will provide faster, better business insights.

By integrating Protegrity with Yellowbrick, you get the best price and performance in a data warehouse while keeping all of your data secure—empowering your organization to make faster decisions with data.

## Yellowbrick: The only modern data warehouse for hybrid cloud

Yellowbrick Data provides the world's only modern data warehouse for hybrid cloud. Enterprises rely on Yellowbrick to do the impossible in data analytics: get answers to the hardest business questions for improved profitability, better customer loyalty, and faster innovation in near real time, and at a fraction of the cost of alternatives.

Yellowbrick offers superior price/performance for thousands of concurrent users on petabytes of data, along with the unique ability to run analytic workloads on premises, in a private cloud, and/or in any public cloud and manage them in a simple, consistent way—all with predictable fixed-cost pricing via annual subscription.

Learn more at [yellowbrick.com](http://yellowbrick.com)