



DataGravity®

Introducing Data-Awareness

Gain Unprecedented Data Security and Visibility
at the Point of Storage

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Organizations Today 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



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

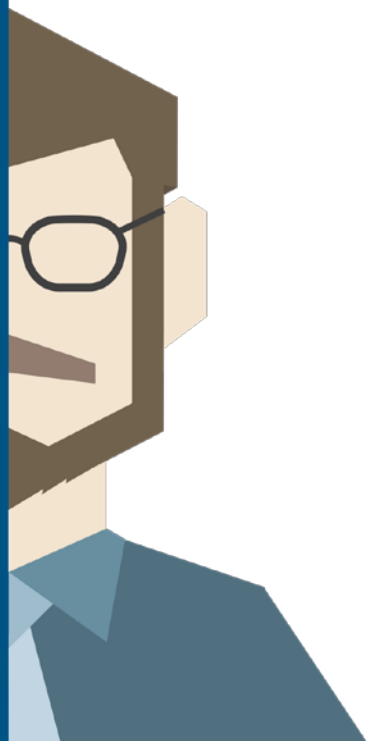


36%

of breaches involve
“inadvertent misuse
of data by employees”

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...

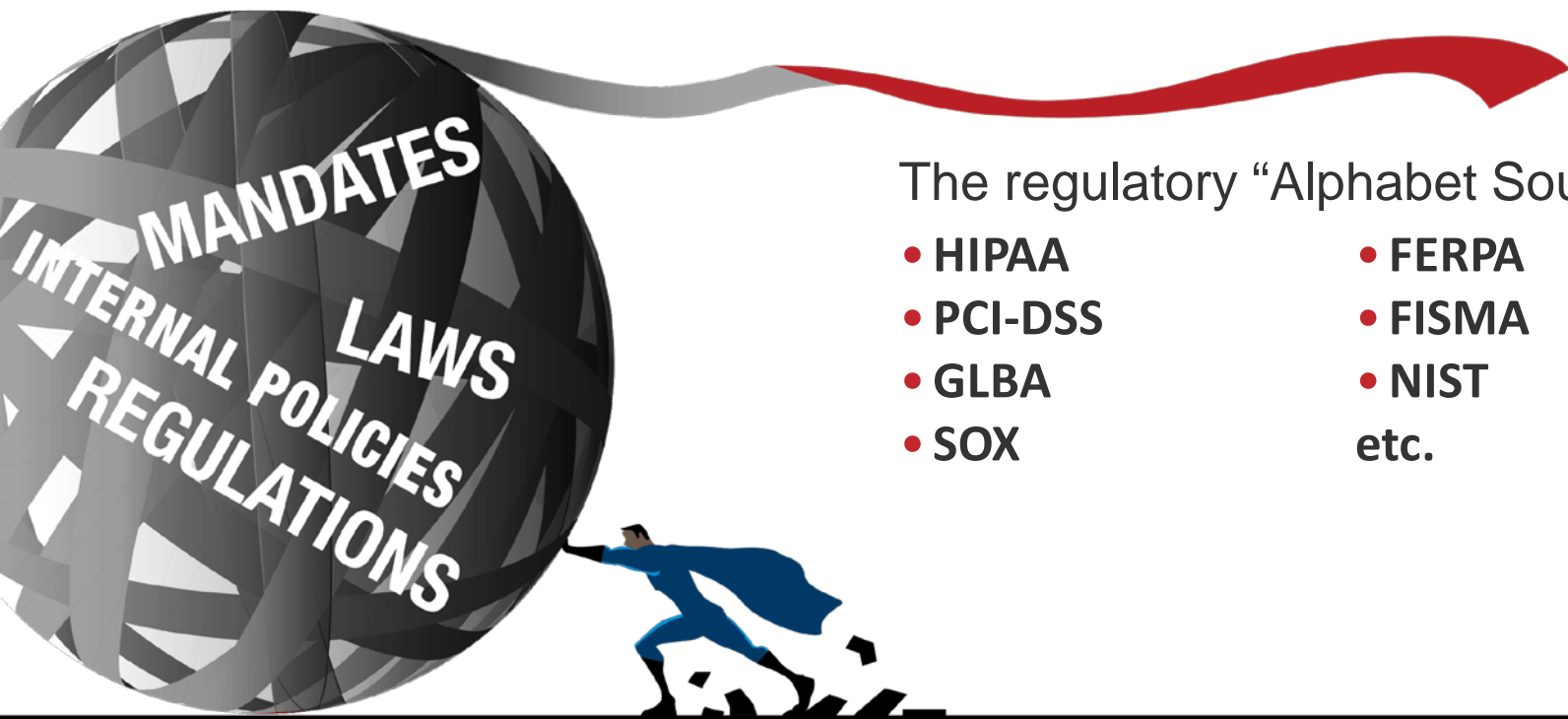
>40%



*More than 40% of all U.S.
companies experienced a data
breach last year, at an average
cost of \$5.5M per incident*

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.

Today's Challenge: More Data, More Problems



"911!"

Your problem isn't your storage, it's your data.



*[of all organizations] **do not**
know where [sensitive]
unstructured data resides*

Ponemon
INSTITUTE

Where's My Data?



What's In My Data?



100%

of DataGravity customers have found
sensitive data hiding in their file shares

Realities of Being 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**



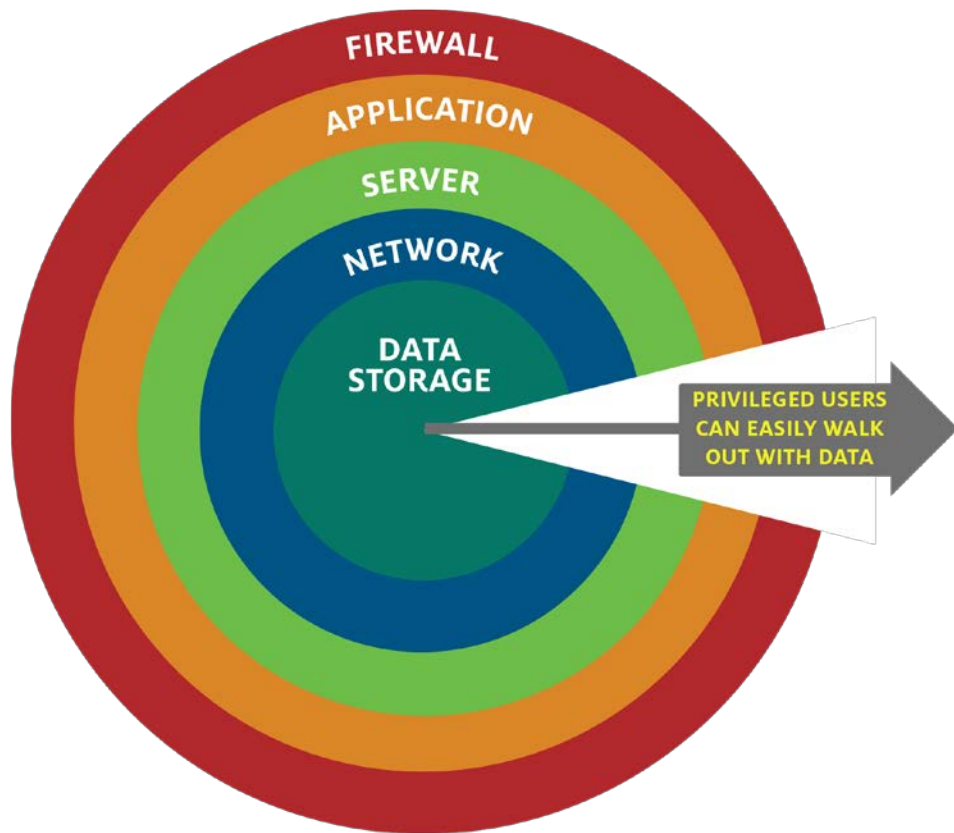
**Government employee
stored Lego movies
on file share**

**Students stored
personal MP3s on
school servers**

**Storage
Efficiency**



Your Data Is Not Safe



Authenticated access and firewalls are not enough

All infrastructure layers must be fortified

Data Loss Is Inevitable

All Companies Face It



From Inside And Out

500,000
Cryptolocker victims



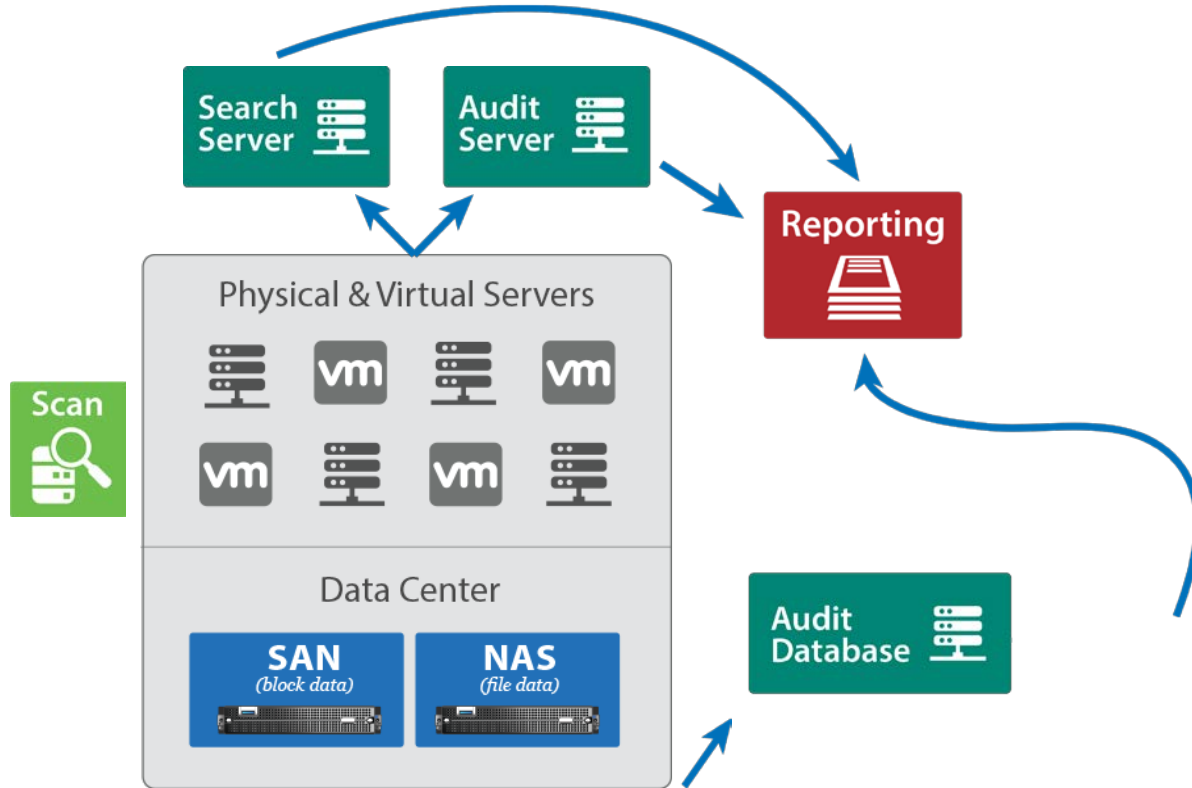
OVER 78%
*of data breaches are internal –
they occur from either employee
negligence or maliciousness*

Best Way To Preempt Data Loss

Become Data Aware



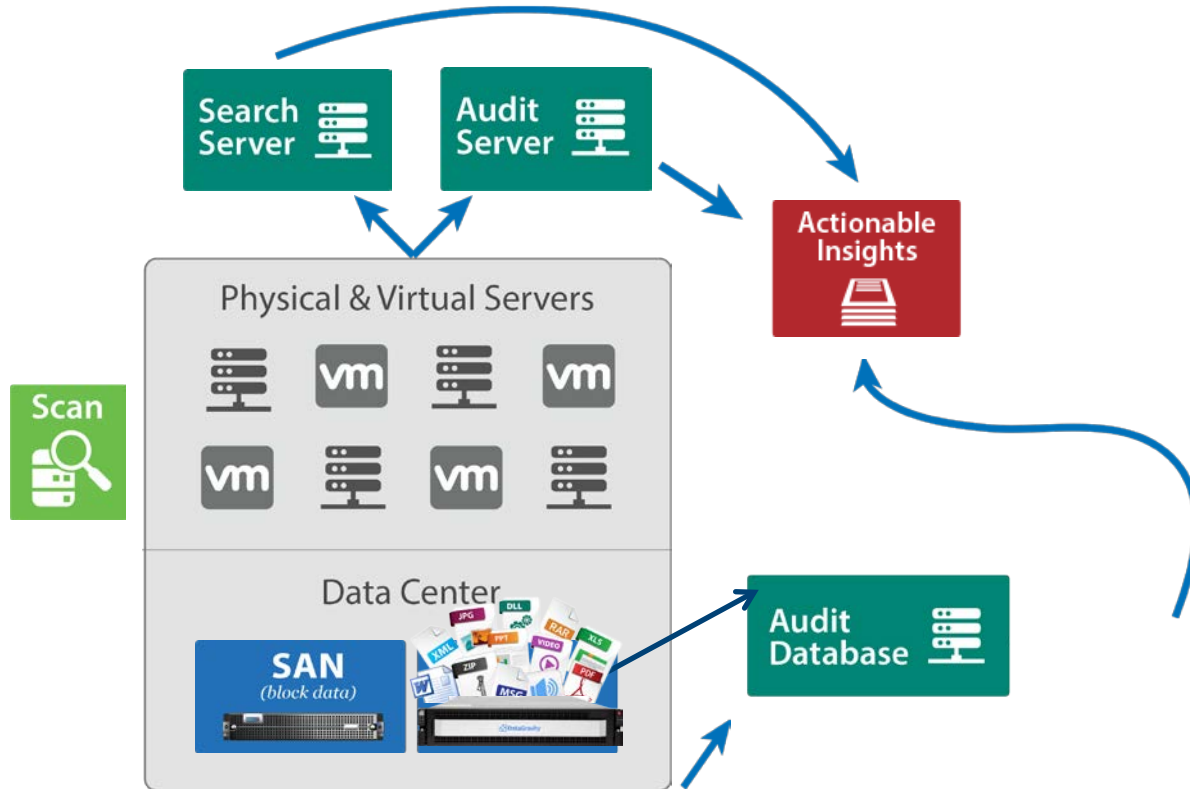
Traditional Approach: Complex Software



- ✓ 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
- Is a primary storage array

Data-Aware Storage Is Simple and Effective



Data-Awareness Delivers

100%