

Creating Smaller Copies of Production Databases and Enabling Enterprise Data Privacy

INFORMATICA DATA SUBSET AND PERSISTENT DATA MASKING BENEFITS

- Prevent unintended data exposure to unauthorized people
- Reduce risk of data breaches and overall cost of storage
- Enhance test data quality and improve performance
- Create enterprise-level data masking policies across all nonproduction databases
- Enforce data privacy regulations with consistent masking rules and a single audit trail
- Mask sensitive application data
- Share data safely

FEATURES

- Scalable and robust enterprise-grade platform
- Enterprise-wide connectivity
- Comprehensive application-aware accelerators
- Reusable data masking policies and data subset strategies
- Auditing and reporting
- Extensive prepackaged masking techniques
- Integrity preservation at both the application and database level
- User-defined rules for data subsets and data masking

A Powerful Combination

Provisioning nonproduction databases for use in development, testing, and training activities remains a requirement for any organization using enterprise applications. Unless the data in these nonproduction environments is actively managed, organizations run the risk of explosive data growth consuming ever more physical hardware and the potential theft of confidential or sensitive information in what are traditionally less secure environments.

Integrated with the Informatica PowerCenter platform for built-in scalability, robustness, and enterprise-wide connectivity to access any nonproduction database, Informatica® Data Subset™ and Informatica Persistent Data Masking™ offer a comprehensive data management solution for nonproduction environments regardless of database type, platform, or location.

By providing a suite of sophisticated, yet easily implemented tools, the software enables users to decrease their database storage footprint and reduce the risk of a data breach by masking sensitive data across the enterprise.

Subsets of Application Data

As application databases continue to grow, organizations face the challenge of supporting larger and larger production environments. They also have to contend with the overall storage footprint of all nonproduction databases for support activities, such as development, testing and training. Traditionally, IT departments create a full-size copy of the production database for each development and testing initiative. This duplication is inefficient, wasteful, and costly, requiring project teams to wait for the copy process to complete. In addition, a complete database copy will contain huge amounts of extraneous information irrelevant to the project team.

Informatica Data Subset enables organizations to eliminate this problem by creating small, targeted databases for project teams. This production data subset maintains all application and database integrity while consuming only a fraction of the space.

Applicability

- Application development
- Quality assurance
- Outsourcing
- Implementation testing
- Training
- Offshoring

Data Masking Consistency and Integrity

Application databases often have complex relationships between various types of data. Without data synchronization through the use of cascades, users of the masked database will quickly experience data integrity problems. Informatica Persistent Data Masking creates truly effective and consistent masked

data by allowing users to leverage existing database constraints, externally defined data models, or logically created application-level relationships. The masking process satisfies data integrity requirements to ensure that the nonproduction database is fully functional yet masked to reduce the chance of a data breach and comply with data privacy regulations.

Realistic Data Substitution

The application layer will have various built-in data validations. Informatica Persistent Data Masking preserves the data validation and functionality of the overriding application by substituting confidential or sensitive fields with realistic data stored in prepackaged data sets, user-defined data sets, or realistic generated data.

Power of the Platform

Gain parallel processing, scalability, throughput, and seamless connectivity to any enterprise database (e.g., Oracle, DB2, SQL Server, Sybase, Teradata) or platform (e.g., Windows, UNIX/Linux, z/OS) using the power of the integrated Informatica PowerCenter platform. Build an enterprise-wide infrastructure to create data subsets and mask data across nonproduction databases using consistent policies with a single audit trail.

ABOUT INFORMATICA

Informatica Corporation (NASDAQ: INFA) is the world's number one independent provider of data integration software. Organizations around the world gain a competitive advantage in today's global information economy with timely, relevant and trustworthy data for their top business imperatives. More than 4,100 enterprises worldwide rely on Informatica to access, integrate and trust their information assets held in the traditional enterprise, off premise and in the Cloud.

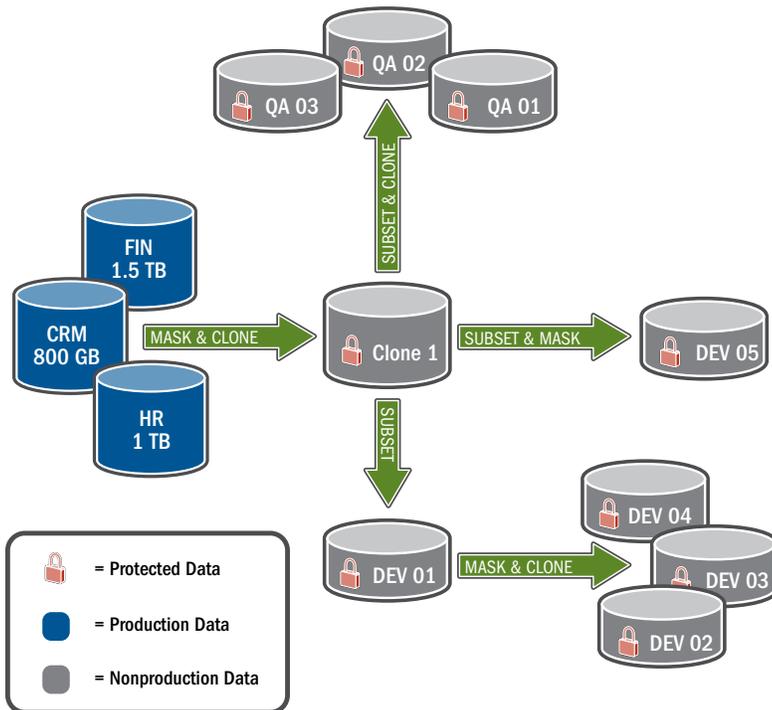


Figure 1: Reduce database size and enable data privacy in nonproduction environments.