

Dynamic Data Masking

Benefits

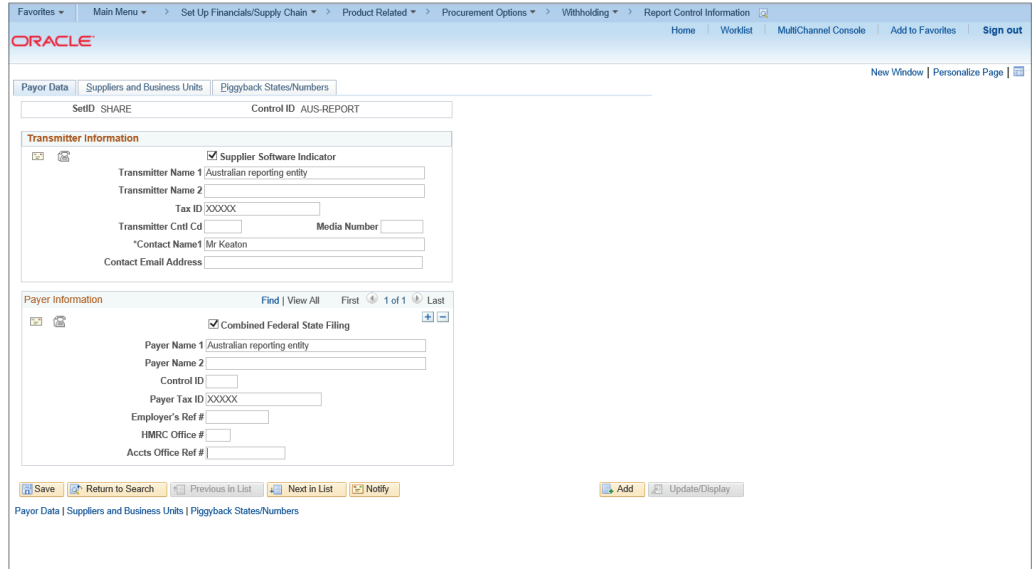
- Ensure the protection of critical information for data privacy and security
- Cost-effectively protect business applications and production databases from data breaches without impact
- Quickly customize security solutions for maximum ROI
- Support analytics, big data, cloud, and outsourcing initiatives while protecting sensitive information

Data Protection for Data Privacy and Security

Informatica® Dynamic Data Masking de-identifies data and controls unauthorized access to production environments, such as customer service, billing, order management, and customer engagement. Dynamic Data Masking masks or blocks sensitive information to users based on their role, location, and privileges, can alert on unauthorized access attempts, and provides logs for compliance and audit.

Built on a patented database network in-line proxy, Dynamic Data Masking is transparently installed between applications and databases. Acting as a database listener, the proxy processes all inbound application requests coming from application screens, canned reports, and development tools. Once the proxy analyzes or acts on the requests, Dynamic Data Masking then sends the requests to the database for prompt execution.

Your IT organization can apply sophisticated, flexible data masking rules based on a user's authentication level. An intelligent rules engine uses specified criteria to identify which SQL statements or SQL results should be modified. When there is a match, Informatica Dynamic Data Masking applies one or more actions in real time to prevent unauthorized access to sensitive information. These actions include masking, hiding, rewriting, blocking, and redirecting sensitive data. Armed with a comprehensive set of application accelerators and prebuilt privacy rules, organizations can implement this award-winning technology to secure their applications rapidly—sometimes within a matter of days.



Informatica Dynamic Data Masking anonymizes names, account numbers, Social Security numbers, and other sensitive information in real time when accessed by authorized users—either inside or outside your organization.

Key Features

Policy-Driven, Role-Based, Real-Time Data Protection

Informatica Dynamic Data Masking applies data privacy and security actions in real time to dynamically mask, hide, block, audit, and alert to unauthorized access. Dynamic Data Masking can be customized to restrict access based on screen, table, column, row, and cell access level.

Scalable and Easy to Install and Configure

The software scales to support hundreds of databases with a single installation, and enables quick and consistent access restriction across tools, applications, and environments by defining data masking policies once and applying them multiple times. You can apply data-masking algorithms to any sensitive data, in any format.

Versatile and Nonintrusive to Applications or Databases

Dynamic Data Masking supports virtualized, traditional, big data and cloud computing environments, and prevents unauthorized access to custom applications, packaged applications, data warehouses, and operational data stores without impact to performance. Dynamic Data Masking does not require changes to applications or databases.

Integration With Authentication Software

Informatica Dynamic Data Masking provides visibility to business-critical information only to those who meet the security requirements you select. The software also leverages your existing identity management software to speed implementation time and increase your security footprint on applications and tools.

About Informatica

Digital transformation changes expectations: better service, faster delivery, with less cost. Businesses must transform to stay relevant and data holds the answers.

As the world's leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead—in any sector, category, or niche. Informatica provides you with the foresight to become more agile, realize new growth opportunities, or create new inventions. With 100% focus on everything data, we offer the versatility needed to succeed.

We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption.

Real-Time Data Masking and Blocking

The software never changes or modifies the original data and maintains the functional appearance and integrity of masked data for complex applications by synchronizing data values across rows and tables.

Key Benefits

Cost-Effectively Protect Personal and Sensitive Data

Informatica Dynamic Data Masking cost-effectively protects your data from internal and external data breach threats without impacting the application or performance. Dynamic Data Masking is easy to install and makes anonymous sensitive information in real time.

Quickly Customize Privacy and Security Solutions for Maximum ROI

Quick and easy to implement across all applications, backups, clones, data warehouses, and development and DBA tools.

Support Digital Transformation, Privacy, and Cloud

By providing secure access to your production and nonproduction environments, your IT organization can boost productivity and respond quickly to business needs by supporting digital transformation, privacy initiatives, and migration to big data and cloud-based resources.

For more information, please [visit our website](#) to explore additional resources and connect directly with our team.

