

# Informatica Big Data Security

By evaluating sensitive data's location, protection, volume, proliferation, use, and value, organizations can create a risk-based view to help prioritize security investments and focus their data protection resources and processes.

## Make Intelligent Data Security a Foundation for Big Data Insights and Decisions

Is it safe? Consumers, government agencies, and commercial organizations worry about the safety and compliance of sensitive data. The proliferation of data breaches has proven that it is not "if" a breach will occur but "when." New privacy regulations, such as GDPR, have specific requirements for ensuring the privacy of data and its use. Perimeter security provides reasonable protection, but it will not prevent the determined efforts of highly skilled and organized attackers. It's time to take a new proactive approach to data security.

Organizations have a unique opportunity as they leverage the benefits of big data to enhance their understanding of customers and operations. Data can be democratized, enabling access to functions and staff across an organization, while closely managing the risk of data misuse or data breaches. From the start, you can add a new perimeter to your security to help thwart attacks, comply with data-centric privacy regulations, and improve breach resilience. This new perimeter, the data perimeter, focuses protection and resources on the organization's most valuable asset: sensitive and private data. But a new perimeter is not enough to protect data.

It's time to take a data-centric look at data security. By evaluating sensitive data's location, protection, volume, proliferation, use, and value, organizations can create a risk-based view to help prioritize security and compliance investments and focus data protection resources and processes. Additionally, practitioners can use detailed analysis of data based on geography, applications, and servers to provide insight on the best remediation to reduce sensitive data risk.

Before data is moved to big data environments, risk analysis and remediation allow organizations to expand their data environments without compromising data privacy and security. Continued analysis of sensitive data ensures organizations manage risk effectively.

Data-centric security adds the data analytics and intelligence to identify sensitive data risks and provide protection of the data itself. In addition, organizations can deploy traditional security solutions to big data deployments depending on perceived risk.

## Big Data Security Solutions

Informatica's intelligent data security solution for big data includes the award-winning Informatica Secure@Source® and its data masking solutions. Secure@Source automates the process of discovering, analyzing, and visualizing sensitive data so security, compliance, and privacy teams can rapidly understand sensitive data risk and apply appropriate controls and policies to the data. It replaces costly, time-consuming manual data audits with precise processes that define, discover, and analyze sensitive data for risk.

Informatica's data masking solutions let organizations de-identify and desensitize data for reporting, analytics, and mission-critical applications to counter privacy and regulatory concerns. Beyond encryption, data masking secures data in use by the organization for customer and operational applications.

## Key Benefits

### **Accelerate regulatory compliance**

Regulations require a precise understanding of risk based on data residency, proliferation, protection, and usage across systems, departments, roles, and geographies. You need to know where your data is, who has access to it, and what controls you have in place. This is increasingly difficult as organizations face exponential big data growth and proliferation.

Data-centric security provides a risk-based analysis of regulated data and protects the data itself—rather than just the endpoints, networks, and applications it moves between—allowing you to discover, classify, analyze, and protect your data at any given moment.

### **Protect sensitive data at the speed of business**

It can be difficult to keep up with ever-growing data stores and not get in the way of business requirements. De-identifying and desensitizing with persistent and dynamic data masking provides that flexibility. Dynamic data masking provides privacy for mission-critical applications, and a high-speed engine ensures no impact on user throughput. Persistent data masking anonymizes data while retaining context and referential integrity, so you can use the data in testing, analytics, and support environments.

## 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.

## Locate and analyze risk of sensitive data

Numerous and complex privacy laws and industry regulations require a precise understanding of data risk as well as alerts when certain conditions are met. Analyze user activities and privileges to identify high-risk users, visually trace data lineage, and assess risk to sensitive data based on business priorities and governance.

[Informatica Big Data Security](#) enables your organization to use more big data across more data sources and data platforms without any more risk. Informatica's uniquely metadata-driven artificial intelligence (AI) approach to data security ensures that big data can be protected completely in a fully automated and systematic way.



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