Dynamic Data Masking

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

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

Informatica Dynamic Data Masking is built on a patented database network in-line proxy, 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 they are analyzed or acted on, they are then sent to the database for prompt execution.

Your IT organization can apply sophisticated, flexible data masking rules based on a user’s authentication level. Through a intelligent rules engine, criteria can be specified 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—including mask, scramble, hide, rewrite, block, or redirect—to prevent unauthorized users from accessing sensitive information in real time. Armed with a comprehensive set of application accelerators and prebuilt privacy rules, organizations are able to implement this award-winning technology and secure their applications rapidly—in some cases days.

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Key Features

**Policy-driven, role-based, real-time data protection**
Informatica Dynamic Data Masking applies security actions in real time to dynamically mask, scramble, hide, block, audit, and alert about unauthorized access. It restricts 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. It 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**
While supporting virtualized, traditional, Big Data and cloud-computing environments, Informatica Dynamic Data Masking prevents unauthorized access to custom applications, packaged applications, data warehouses, and operational data stores without performance impact.

**Integration with authentication software.**
Informatica Dynamic Data Masking provides business-critical information only to those required to see the data, based on selectively applied security rules. The software also leverages your existing identity management software to speed implementation time and increase your security footprint on applications and tools.

**Real-time data masking and blocking**
Functional appearance and integrity of masked data is maintained for complex applications by synchronizing data values across rows and tables. The original data is never changed or modified.

Key Benefits

**Cost-effectively protect critical data**
Informatica Dynamic Data Masking cost-effectively protects your data from internal and external data breach threats without impacting the application or performance. Easy to install, the software makes anonymous the sensitive information that may be accessed in real time.

**Quickly customize security solutions for maximum ROI**
Informatica Dynamic Data Masking makes it easy to customize your data protection. The software is quick and easy to implement across all applications, backups, clones, data warehouses, and development and DBA tools, so you can maximize ROI quickly.

**Support outsourcing, big data, and cloud initiatives**
By providing secure access to your production and nonproduction environments, your IT organization can boost productivity and respond quickly to business needs by leveraging offshore, outsourced, and cloud-based resources.