

The issue of data privacy can no longer be ignored. The combination of customer outrage around data breaches and new laws and regulations requires companies to have a data privacy policy in place or risk significant fines and negative publicity.

**Introduction** Starting in 2002 with the California data privacy law CA 1386 until recently with the Massachusetts data privacy law MGL 93H, companies are being required to protect customer data and have a data privacy policy in place. Inefficient or non-existent Data Privacy programs result in inconsistent, incomplete, and overlapping use of resources (people, processes, and tools) to meet data privacy objectives. DMSuite Standard Edition automates the data provisioning and masking processes, to save you time *and* money.

## Features of DMSuite Standard Edition

- Multi-user web application that meets enterprise-class infrastructure requirements.
- Fits easily into your global environment.
- Repeatable algorithms automatically maintain referential integrity.
- Profile and mask database tables *and* files.
- Mask data in-place *OR* on-the-fly, keeping your data safe.
- Reduces risk by greatly reducing the number of databases that could be breached.
- Automatically identify sensitive data, or a *subset* of data, thereby reducing analysis time and costs.
- Secure *all* your data or a *subset* of data.
- Perform certification on an ongoing basis to ensure that you have not introduced unmasked data.
- Deliver masked data safely and easily to new test environments.



## ROI

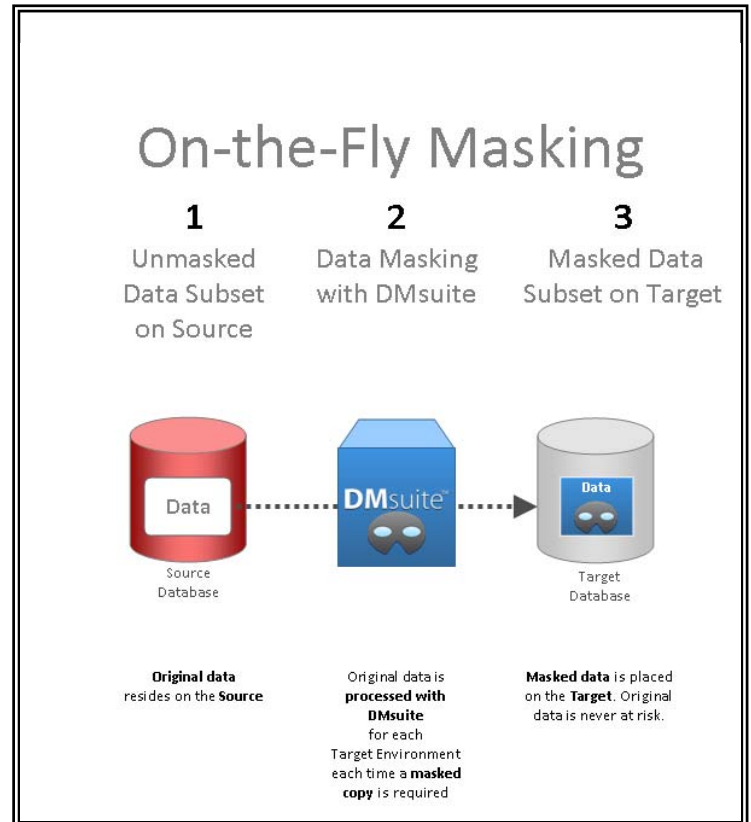
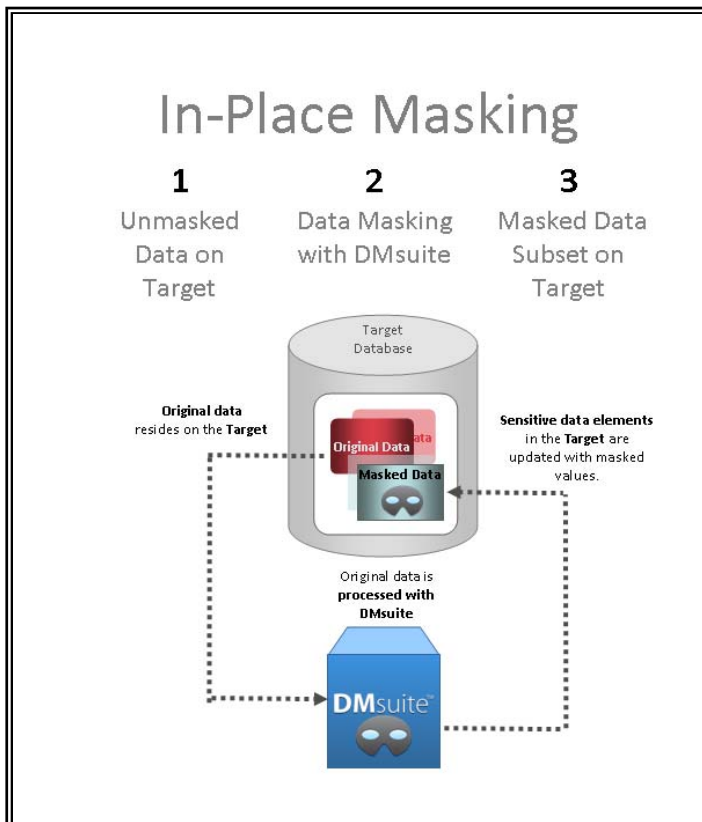
- **No programming required:** DMSuite is automated and does not require you to do programming or tedious application development.
- **DBA not required:** DMSuite does not require a DBA for data provisioning and masking.
- **Analysis time reduced:** DMSuite Profiler cuts down on analyst time needed to create your sensitive data inventory.
- **Certified results:** DMSuite Certification module produces reports to show auditors what data has been masked.

# DMsuite Standard Edition

A DATA SECURITY SERIES CASE STUDY

## Advantages to Using DMSuite

- **Risk reduction**—By creating masked data that is suitable for a large number of business activities, *potential sources for breaches are greatly reduced.*
- **Automated identification of sensitive data**—The DMSuite Profiler automatically identifies the location of sensitive data across databases and files. *The time-consuming work associated with a data masking project is reduced significantly, thereby reducing time and costs as well.*
- **Automated creation and masking of sensitive data**—By quickly and consistently creating masked data automatically, *no programming is required.*
- **Maintain referential integrity**—Repeatable, tested algorithms, including Secure Lookup and Segmented Mapping, *automatically maintain referential integrity in DMSuite, not only within a database but across databases and platforms.*
- **Enabled data sharing**—By sharing masked data safely and easily, *relationships with partners, third parties, and outside vendors are improved.*
- **Lower costs**—By automating the entire masking process and securing only essential data (thereby reducing how much data to secure), and provisioning only the data you need, *costs to secure sensitive data are greatly reduced.*



To learn more about **DMsuite™** Standard Edition, call us today.

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