

SECURE DATA ANALYTICS

THE VALUE OF PROTECTING CLOUD-BASED DATA ANALYTICS

WHY DOES DATA ANALYTICS NEED PROTECTION?

By 2023, it is estimated that nearly 70% of all enterprises are expected to operate in the cloud*. However, organizations are challenged with the appropriate management of sensitive data in cloud-based data warehouses and analytics environments. Regulations like GDPR, CCPA, and PCI DSS enforce massive penalties for mismanagement of sensitive data, which highlights the importance of discovery, classification, and protection in the cloud. Without adequate solutions, enterprises not only face compliance and exposure risks, but also create additional roadblocks in analytics initiatives with inability to analyze sensitive data.

The comforte Data Security Platform helps organizations maximize the value of their data while preserving privacy and complying with data protection and industry regulations. By identifying sensitive data elements and protecting them before the data enters the cloud, comforte makes it possible to run analytics on sensitive data in a secure and compliant fashion.

HOW CAN COMFORTE HELP?

Comforte provides a variety of data protection techniques combined with automated discovery and flexible integration and deployment options, allowing you to protect your data while keeping its utility. This helps you to make your data usable for analytics and ensure compliance in a quick, yet sustainable fashion.

Privacy-Enabled Data Analytics

**Sustainably Compliant
Data Environment**



**Run Meaningful
Analysis on Protected
Data**



**Fast & Efficient
Time to Market**



* Gartner®, *Hype Cycle for Cloud Security, 2021*, [27 July, 2021]. GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved.



The comforte Data Security Platform: Privacy-Preserving Protection with Automated, Continuous Discovery for Cloud-Based Data Analytics



Discover and Classify

Smart scanning of all repositories, file shares, and databases to locate and classify all known and unknown sensitive data elements.



Inventory

Data catalog used to organize and store all sensitive PII elements. Ability to continuously understand which sensitive data sources are being accessed by application owners and data teams.



Policy

Definition of the optimal security strategy and policy for each data element based on the insights from discovery and classification.



Protect

Protection of sensitive elements while preserving data utility for processing and analytics. Keeping data safe from the moment of capture throughout its lifecycle, regardless of whether data is at-rest, in-motion, or in-use, on-premises or in the cloud.



Integrate

Our protection solution integrates at all relevant stages of the data lifecycle – from sources to pipeline to landing zone to warehouse to analytics tools - enabling organizations to have maximum control over data and flexibility to onboard new functionalities and applications wherever needed.

Protected Data on Snowflake

Row	KEY	MEMBER_ID	SSN	FIRST_NAME	LAST_NAME	FULL_NAME	STREET
1	1	1431363621769	017-10-1000	Loreta	Rojan	Loreta Rojan	289 James Street
2	2	3217942241914	129-93-6109	Ted	Dickhut	Ted Dickhut	73 Union Street
3	3	927889036816	409-02-6187	Adriane	Mosbarger	Adriane Mos...	24 Beech Street
4	4	3530968975760	053-08-3206	Celinda	Chears	Celinda Che...	62 Arch Street
5	5	7975579455958	590-46-8611	Yulanda	Pant	Yulanda Pant...	39 Cottage Street
6	6	6026478244279	527-52-5973	Cordella	Kinowski	Cordella Ken...	191 Main Street West
7	7	4143780784410	477-45-8891	Shara	Banwell	Shara Banwell	141 Penn Street
8	8	4385349849601	505-21-8338	Latanya	Zedan	Latanya Zed...	3 State Street
9	9	4141401133560	301-60-6487	Margie	Butrim	Margie Butrim	171 James Street
10	10	9698534853741	317-99-1539	Sandra	Gatella	Sandra Gal...	103 Durham Road

Clear
(without protection)

Protected

WHO BENEFITS?



Data Analytics

- ▶ Locate, access, and leverage all relevant data in a compliant fashion
- ▶ Enable self-service access and use of modern tools available only in the cloud
- ▶ Simplify data management and governance



Compliance

- ▶ Simplify compliance process (e.g. risk assessments) with accurate, autonomous identification of sensitive (PII) data
- ▶ Mitigate compliance risks – by operating on protected data while privacy is preserved
- ▶ Reduce costs of compliance audits



IT Security

- ▶ Simplify security management with a more efficient, cost-effective approach
- ▶ Avoid security gaps operating across a multicloud landscape
- ▶ Reduce the risk of a data breach with next-gen data protection technologies



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Visit our website: <https://www.comforte.com/solutions/data-analytics>
 Request a demo: <https://offer.comforte.com/en/request-a-demo>
 Read our blog: <https://insights.comforte.com/>