Highlights from a recent webcast by Delphix

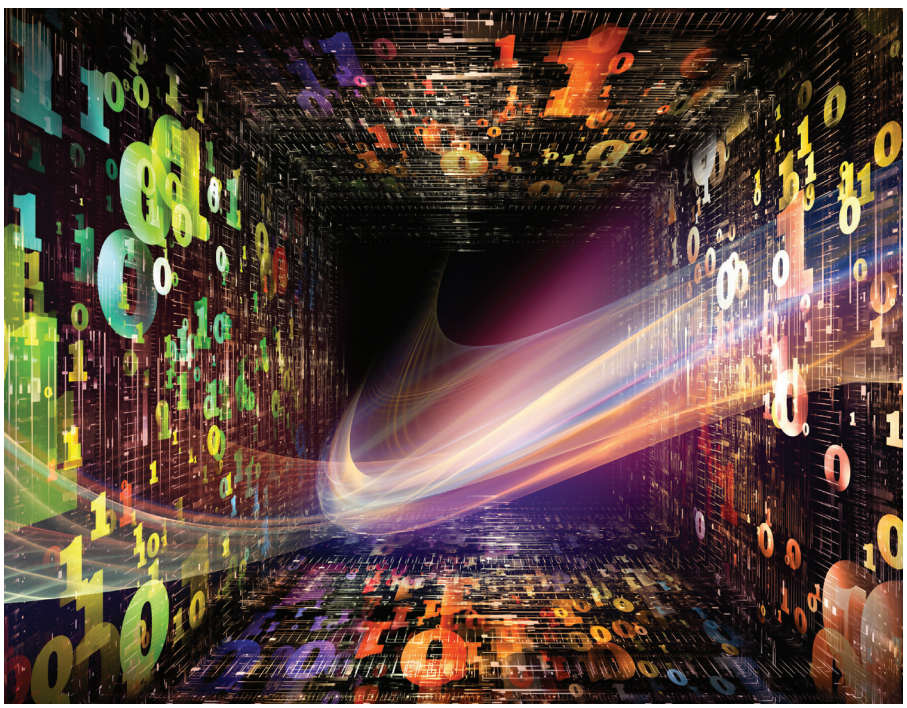
VIRTUAL DATA + DATA MASKING = THE NEW APPROACH TO SECURITY

Matthew Yeh, product marketing and Olivia Zhu, business technology consulting at Delphix explain how the combination of data masking and data virtualization enables the perfect marriage of security and speed, allowing developers and testers to work with high-quality data while also reducing the risk of data breach.

The vast majority of businesses' sensitive data resides in non-production environments used for development, testing, and analytics. While employees and partners—including offshore workers, vendors, or contractors—often need to access these environments, businesses cannot risk exposing sensitive information.

With advanced data masking solutions, it is possible to protect data for compliance with regulations such as HIPAA, PCI DSS, and SOX, while still retaining the value, meaning, and usefulness of data.

Masking takes sensitive, personally identifiable information such as names, addresses, payment information, and credit card numbers and replaces those values with realistic but fictitious data. You may hear the terms de-identification, data obfuscation, or data scrambling used in place of data masking – regardless, the process is the same. By masking data before it is sent to downstream environments, sensitive information is removed and the surface area of risk decreases.



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The Data Masking Gap

The real problem is that data is dynamic - and the processes required to mask and deliver data must constantly be repeated as data changes.

And because these processes are so complex and time-consuming, companies often resort to using data subsets or old data—or they simply abandon efforts to make masking work.

Matthew Yeh of Delphix relates this all too typical conversation with customers who need to mask their data but often aren't doing it correctly or simply aren't doing it:

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This typifies the thinking in the industry today – masking is seen as really complicated and burdensome.

Bridging the Gap with Virtual Data

Many in IT still think of data masking as a very manual and slow process that comes at a time when demands for application development emphasize the need for speed. However, the combination of masking and virtual data can dramatically increase agility by addressing both parts of the masking challenge: It lets IT both mask data very easily, and then it allows them to quickly deliver that data to those who need to work with it.

With virtual data, you also eliminate much of the administrative complexity involved. Developers, testers, or business analysts can leverage a virtual data approach to directly provision the data they need as a self-service.

Data virtualization platforms have the ability to secure and deliver data in three key steps:

- **Collect:** Non-disruptively collect application data from production sources including databases and file systems.
- **Control:** Serve as a single point of control to mask data, set retention policies, manage role-based access, and provision full virtual copies of multi-terabyte data sources in just minutes.
- **Consume:** Allow end users such as developers or testers to consume and control virtual copies as a self service.

Masking with Virtual Data

Masking becomes easier with a virtual data platform. You can take data blocks into your virtual data engine to create a virtual master copy, mask it once, and then stamp out multi-terabyte, secure, full data copies in just minutes. Some of the benefits to this approach include:

- Provisioning of virtual copies in minutes
- The ability to deliver 20 virtual copies that consume the storage of 1 physical copy.
- The ability to refresh, rewind, branch, and synchronize datasets in minutes.
- Central tracking and management of access to non-production environments.

The Delphix Story

Founded in 2008, Delphix enables companies—including over 30% of the Fortune 100—to complete application projects in half the time while using half the infrastructure by delivering virtual data on demand. Delphix is the market leader in data virtualization, helping organizations by delivering secure, virtualized data across the application lifecycle. Using built-in masking capabilities, IT organizations can improve data security while simultaneously driving dramatic productivity increases. Delphix is headquartered in Menlo Park, CA with offices globally.