



Direct Computer Resources, Inc.

Defining Security Software Solutions: DataVantage Software & Data Privacy

To properly understand the role of DataVantage® software in protecting sensitive information it is best to not only understand what it is but also what it isn't. This gives a clear picture of where DataVantage software fits into the plethora of currently available solutions and plays a critical role in any corporations' data protection plans and practices.

General categories of security solutions:

- **Firewalls** - perimeter protection stopping unwanted or non-authorized access to a network as well as protection from sensitive data leaving a protected network.
- **Identity Access Management (IAM)** - designed to manage access to critical data or regions on a network on a user-by-user basis.
- **Network Monitors** - software and/or hardware devices installed throughout the network to monitor both authorized and unauthorized activity, creating an audit log and generating alerts to key personnel of any unauthorized activity.
- **Encryption** - protects data most commonly while being transported from one node on the network to another or from inside the network to another network outside the firewall perimeter. Encryption is sometimes used with data at rest in production environments.
- **Masking** - the practice of placing the same value such as an X over an entire field or portion of the field of information.
- **Scrambling** - mixes the characters or numbers in a nonsensical manner rendering the information useless.
- **Obfuscation** - a collection of methods that serve to confuse the real meaning or value of the information. Also referred to as de-identification or anonymization. The difference in this method is the rendered result is realistic and valid looking data for the specific field definition. A social security number will be changed to a valid looking social security number.

DataVantage: Data Privacy Solution

In addition to an entire suite of data management capabilities, DataVantage software has functionality to mask, scramble and obfuscate sensitive production data for any non-production uses. DataVantage Global™ for distributed environments is patented technology that has been Safety Act Designated by DHS. DataVantage for z/OS has been running in some of the worlds' largest data environments for more than 30 years.

Data in a production environment is by far the most guarded and protected data, the Achilles heel of any corporation. Very few people are trusted with access rights to this data in production and even fewer are allowed to edit production data. With this in mind, how is it then that most corporations today make multiple full copies of production data on a daily, weekly or monthly basis and distribute those copies to literally hundreds even thousands of people, internally, externally, onshore and offshore?

The reason is simple: they need “production-like” data to properly test and develop new systems though they do not need actual live customer or corporate data. The data must be realistic data and must meet the field definitions for that specific piece of information. This is only achieved through obfuscating the data and the information it represents. Most common security solutions today protect access to the actual data but the information represented by that data is only protected effectively by obfuscating the data in non-production environments.

Direct Computer Resources, Inc. has been recognized as a leader in this area for many reasons. DCR was one of the first companies to develop an enterprise solution that can handle mainframe computing as well as the most challenging distributed environments combined with demanding customer specifications. DCR’s robust capabilities and fast implementation backed by an experienced Professional Services staff has always given the Company a solid advantage in this space.

In summary, DCR helps corporations reduce the risk of a data breach and the associated costs. Risk is not always easily discernible though it can be analyzed and greatly mitigated. Data obfuscation eliminates a significant percentage of data theft risk, specifically during the use of production data for non-production purposes. New regulations carry substantially greater fines and civil penalties making compliance more than simply checking the box on an internal audit.

Time, cost, staff, corporate politics and a basic lack of understanding are the more typical obstacles to implementing any data privacy solution. DataVantage software is easily installed and operational with only two staff members in less than a single day. Data obfuscation training takes less than an hour and the software training and installation can occur without disrupting current business processes. Test data can be delivered to all necessary resources (even without their knowledge that it has been obfuscated). Using DataVantage Global in a distributed environment requires more thought, planning and design due to each unique environment. For these implementations, DCR’s Professional Services team works to minimize reliance on internal staff.

Learn more at www.DataVantage.com



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