



Safeguard Sensitive Information While Putting Data to Work

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Two key trends faced by today's CIO and CDO

- Need to safeguard sensitive information & data
- Need to put data to work – get maximum value out of your data

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Which is more important? How do I make that tradeoff?

<i>Restrict</i>	<i>vs.</i>	<i>Make Available</i>
<i>Lock Down</i>	<i>vs.</i>	<i>Provide Access</i>
<i>Enforce policies</i>	<i>vs.</i>	<i>Get data into people's hands</i>

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~~Which is more important? How do I make that tradeoff?~~

“Let me have both!”

With BlueTalon, you can safeguard your sensitive data and get maximum value out of it, too.



BlueTalon delivers what you need to...

Safeguard:

- Consistent policy management across multiple databases and data silos
- Enforce data policies and data usage agreements in real time
- Policies enforced by user/group regardless of application or access method

Simplify:

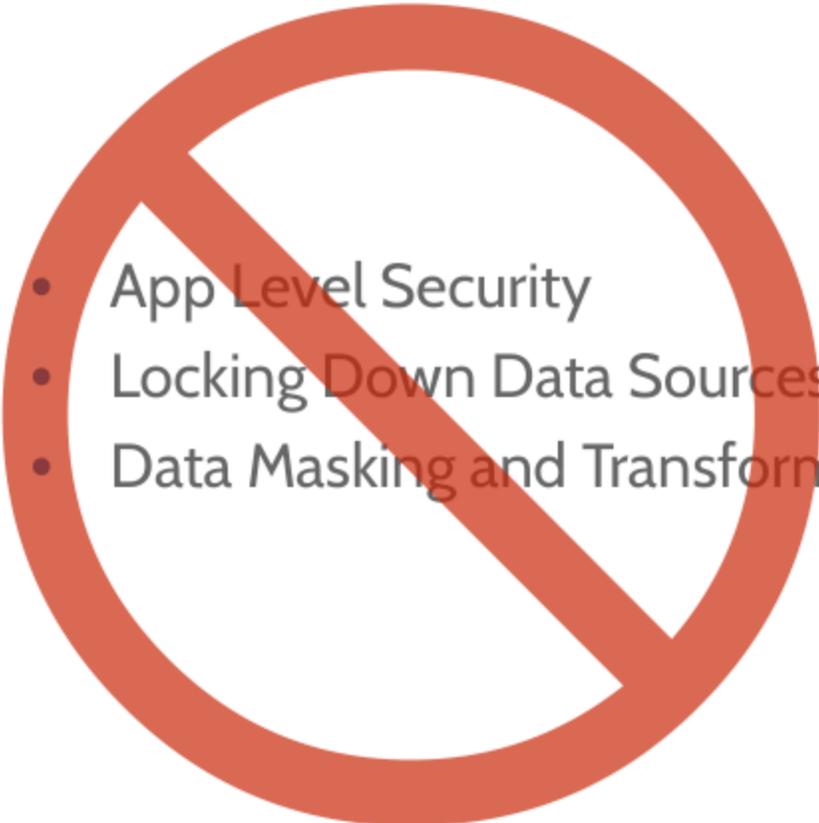
- Drive down costs & complexity by eliminating data masking, copy/paste, ETL
- No changes needed to existing databases, apps, or operational procedures
- Works with all SQL databases + growing list of NoSQL and Hadoop (Hive) databases

Drive Business Results:

- Unlock the power of previously locked-down data
- Drive new analysis and insights across data silos and databases
- Use sensitive information without revealing it
- Power new lines of business and new revenue streams
- Deliver value to your customers while maintaining trust



BlueTalon Trumps Legacy Approaches to Safeguarding Data...

- 
- App Level Security
 - Locking Down Data Sources
 - Data Masking and Transformation

BlueTalon Trumps Embedding Security in the App Layer

It's tempting to enforce security in your app

[REDACTED]
time consuming to maintain

- [REDACTED] tions
- Hand coded policy requires software deployment to change
- Complex policies are difficult to implement, limiting the breadth of data use

Multi Week Development Effort



Product Manager



Engineer



QA



DevOps

VS.

Test and Deploy Policy Changes in Minutes with **BlueTalon**



Policy Administrator



BlueTalon Trumps Locking Down Data Sources

Locking down your data source can prevent unauthorized access

But simply denying access puts your business at a disadvantage

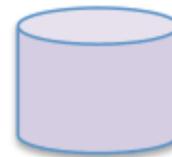
- Data sources provide different capabilities for access policy
- Still have policy silos, this time in the database



User	Table	Access
afettere	Sales	Read Update
pverma	Customer	Read



Inconsistent, ████ data policy leads to access errors



User	Table	Access
afettere	Customer	Read Update
pverma	Customer	Update



BlueTalon Trumps Data Masking & Transformation

Transforming your data can neuter sensitive information

But these are simple yes/no data access rules that obscure the real value of your data

- Today's data environments demand complex policies
- The business still needs to make use of sensitive data
- Additional copies of data increase costs

SSN	Name	Gender	Income	Age
310-22-5515	Bill Lee	M	\$74,250	43
891-62-8204	Sam Ho	M	\$37,600	24



Transformation and masking



SSN	Name	Gender	Income	Age
XXX-XX-5515	Bill Lee	X	\$70,000 - \$80,000	40 - 45
XXX-XX-8204	Sam Ho	X	\$30,000 - \$40,000	20 - 25



There Is A Better Way: BlueTalon Safeguards Your Sensitive Information While Providing Access that Puts Your Data to Work



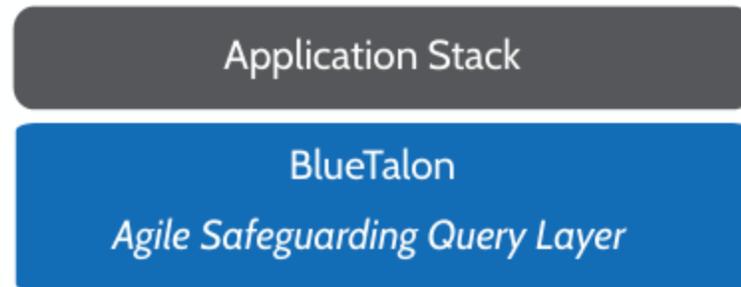
- No disruption – install BlueTalon without changing your applications or your data sources
 - Migrate existing applications / data sources as needed
 - Start new data sources / application on BlueTalon
- Breadth of data sources and interfaces
 - Migrate existing applications / data sources as needed
 - Start new data sources / application on BlueTalon
- Enterprise Ready
 - High Availability
 - Scalable



BlueTalon Platform as an Agile Safeguarding Query Layer



Data consumers have different needs, skills and entitlements



BlueTalon makes data accessible and safeguards sensitive information



BlueTalon Platform as an Agile Safeguarding Query Layer



Consumers query the BlueTalon Data Server like any normal SQL database

BlueTalon Platform as an Agile Safeguarding Query Layer

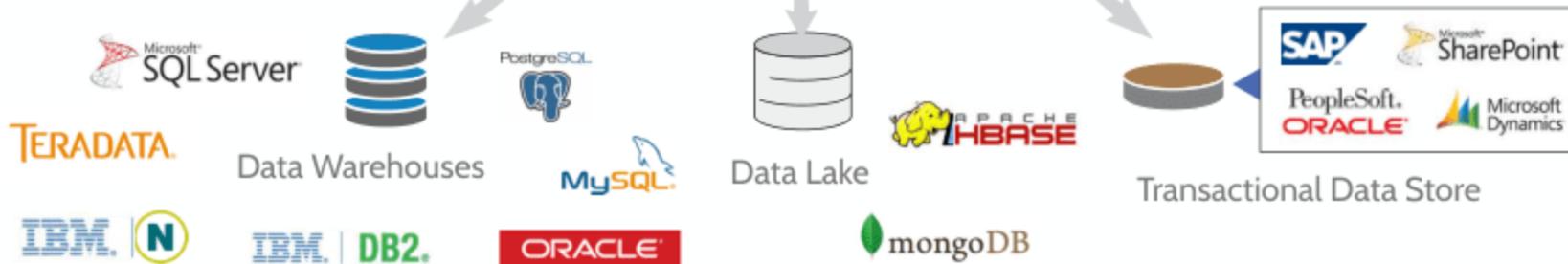


queries

Consumers make policy compliant queries across silos without bulk replicating data



policy compliant queries



BlueTalon: How it Works

No changes to databases

Collaborative policy authoring
between owner and steward



(5) Data consumers connect to the BlueTalon Data Server and make queries using the logical data model

(6) (Optionally) Create 'virtual' views to simplify querying, tag data, and harmonize data formats

(3) Create access policies by globally or by each source
Use a GUI, scripting or APIs



(4) Leverage LDAP or other databases for user meta-data to create policies

(2) Meta-data (catalog/schema) syncs to the BlueTalon Data Server

(1) Connect a source database to BlueTalon



Use standard ODBC, JDBC or native connectors

Join on Sensitive Information Without Exposure

Link ZIP with Product purchased using Credit Card Numbers

Put Data to Work

ZIP	Product	Credit Card Number
55343	iPhone	0000000000004850
94303	Android	0000000000003804

Safeguarding

Partial redaction of credit card number



'Billing'

Credit Card Number	ZIP
4929690313294850	55343
4485105872593804	94303
4024007102439972	94063

'Purchases'

Credit Card Number	Product
4929690313294850	iPhone
4485105872593804	Android

Strong Technology Validation from Demanding Customers



- 50% faster data integration for self-funded employer line-of-business to enable a self-service reporting offering, under policy compliance



- Made possible real-time use of 12 year data on 51 M high-cost patients from external sources without duplication, under policy compliance



- Made possible content-based rather than role-based governance of data that can be scaled to 150k groups and 35k user accounts



In Summary: Don't Accept Tradeoffs

Only BlueTalon...

- Provides consistent policy enforcement across databases and silos
- Enables sensitive information to be used but not revealed
- Opens up your data to power new applications, analyses, and lines of business never possible before

BlueTalon: Safeguards *and* Puts Data to Work.





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