

## PARTNER BRIEF: Informatica

# Data-centric Protection Anywhere Your Data Moves

## Solution Overview

With ever-increasing competitive and cost pressures, enterprises are using Cloud services, Big Data analytics, and mobile applications to extract more value from their data. At the same time, concerns about effective data security and compliance with privacy regulations can cause delays in adoption of these technologies. With data in constant motion, and threats to sensitive data from both inside and outside the extended enterprise, companies need to be able to protect data end-to-end, from the moment of capture across the information lifecycle.

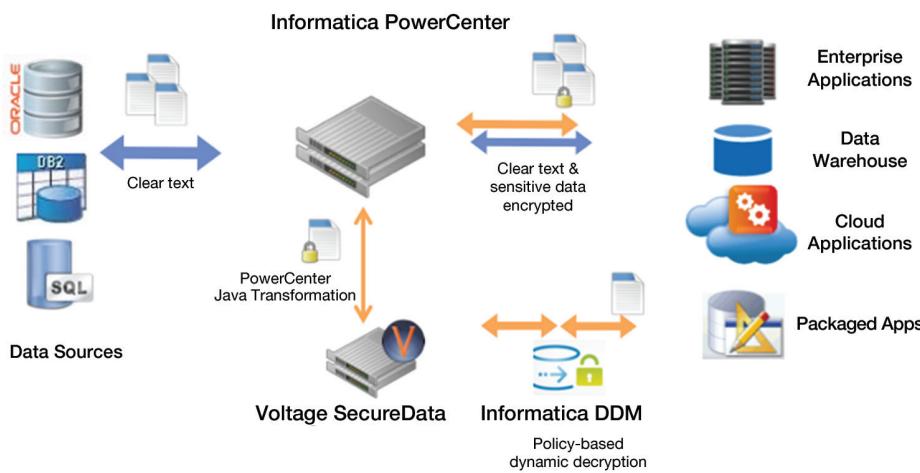
The Informatica and Voltage Security joint solution gives businesses the trust, flexibility, and scalability required to harness data as a business asset. On-demand encryption, tokenization, and masking of data provided by Voltage SecureData™, combined with Informatica's data integration platform, Informatica PowerCenter, give IT precise control and protection of data, from its creation and throughout the data lifecycle.

Additionally, by combining Voltage SecureData with Informatica's new Dynamic Data Masking (DDM), applications can add encryption, tokenization, and masking to data quickly and transparently, without making application changes. This lets organizations reach a state where data is encrypted by default, with access selectively controlled through DDM security and access control policies.

## Features & Benefits

- Flexible data protection toolset to tackle data masking, Big Data security, data residency, Cloud protection, governance and compliance, and data security for enterprise mobile applications.
- Fast integration through Web Services, high performance client libraries, or transparently with Informatica's Dynamic Data Masking (DDM).
- NIST-recognized Voltage Format-Preserving Encryption™ (FPE) uniquely protects sensitive data, while retaining its structure as required for production and non-production use.

### Move More Data to More Places with Data Protection



Once data is loaded into PowerCenter's Extract, Transform and Load (ETL), a Java transformation capability calls Voltage SecureData (through Web Services) to encrypt, mask, or tokenize sensitive data. Data can be decrypted / unmasked / detokenized locally in applications with Voltage SecureData client libraries, or transparently through Dynamic Data Masking (DDM). This provides scalable and high-performance protection of sensitive data on demand, while still allowing business processes and applications to extract the value of that data as it moves through premise, warehouse, Cloud, and packaged applications.

## What Business Challenges are Solved?

### Compliance with Data Security and Privacy Regulation

- Remove the risk from centralized data store breaches and attacks.
- Reduce Payment Card Industry Data Security Standard (PCI DSS) compliance costs.

### PII and Health Care Data

- Enable compliance with the Health Insurance Portability and Accountability Act (HIPAA) requirement for de-identification of sensitive data.
- Use Voltage FPE to address three major requirements: highly secure protection and de-identification, reversibility as required based on policy, and referential integrity.

### Security, Compliance and Performance of Big Data

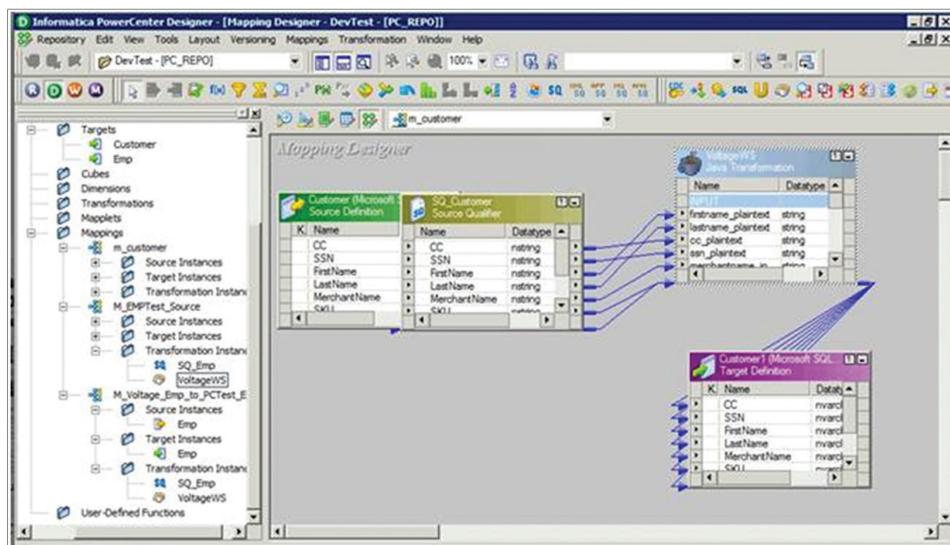
- Enable use of lower cost data analytics solutions built on Hadoop, even when some data is sensitive or regulated.
- Combine Informatica ETL to enable the data movement with Voltage SecureData to add protection to sensitive fields, enabling analytics with protected data while preventing unauthorized access.

### Industry Successes

Customers using the joint solution to protect their sensitive data achieved these goals:

- **Data Residency for Banks:** Met data residency compliance at a large Swiss bank enabling consolidation and virtualization in a global context.
- **HIPAA Compliance in Health Care Big Data:** Provided on-demand encryption for four million health care medical records in a 100 TB data mart private Cloud.
- **Enterprise-wide Data Protection:** Enhanced a major telecommunications company whose legacy applications were enhanced with data-centric security for compliance and risk reduction.

### Easy Drag and Drop Integration of Data Protection Inside ETL



Together Informatica and Voltage uniquely lower the cost of protecting production and non-production environments while preserving the format and realism of data for testing, development, and production use. Customers want the flexibility that is delivered by Voltage and Informatica, with the ability to execute a full variety of security solutions, tokenization, masking and encryption across the application development and data privacy lifecycle.

- Brad Kern  
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