

# DgMasker™ – Transparent Protection For Sensitive Enterprise Data

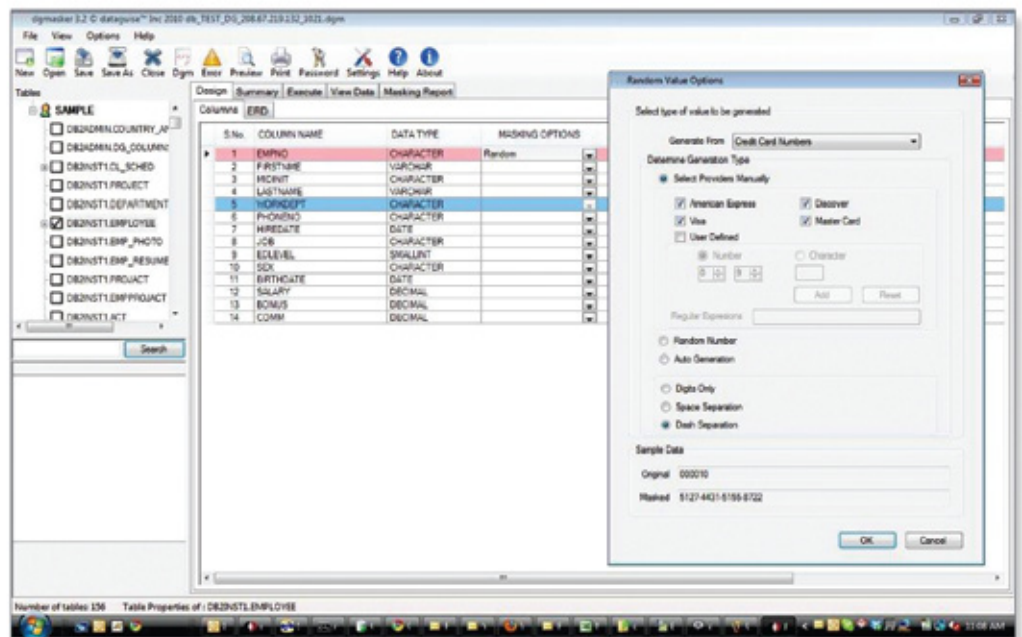
To support key business processes, enterprises need to be able to leverage their sensitive production data for activities such as development, testing, QA, support and business analysis. Dataguide helps organizations do this safely with DgMasker, a risk-based data protection solution that transparently masks sensitive information in production data sets for use in non-production environments. DgMasker deploys quickly, is easy to use, and scales to support enterprise application data sets. Using DgMasker simplifies data risk management, improves operational efficiencies, and helps organizations address compliance requirements.

## Who Is Viewing Your Sensitive Data?

Enterprise applications and data warehouses are repositories for the “crown jewels” of any organization’s intellectual property. Leading enterprises today have improved the way they secure their production databases and enterprise applications. Many of these same enterprises, however, are not paying enough attention to how this data is being used for activities such as development, test, QA, support and business analysis. Once data is duplicated from a production source, multiple copies of that data can proliferate throughout the enterprise. Personally Identifiable Information (PII) and other sensitive or proprietary information can be exposed to external users such as outsourced development partners, or viewed by internal users who don’t have a “need to know,” and become attractive targets for data theft malware attacks.

### Solution Benefits

- Addresses the need to control sensitive enterprise data in development, test, QA and business development environments
- Protects PII and other sensitive or proprietary data from disclosure
- Eases regulatory compliance burdens and lowers risk for potential theft, loss or external breach
- Improves productivity by removing the need for DBA-written scripts or ad hoc masking solutions
- Integrates into existing software lifecycle management processes
- Deploys quickly and has an intuitive, easy-to-use interface providing exceptional time to value



DgMasker’s intuitive, easy-to-use interface supports rapid masking policy development.

## Masking Transparently Protects Sensitive Application Data

Data masking is a state-of-the-art technique for protecting sensitive application data in non-production environments. Masking works by transforming the sensitive data in an application data set so that it maintains its value for uses such as test, development and business intelligence. Unlike encryption techniques, masking does not require complex key generation and management and does not need to be decrypted before use. As a result, sensitive data protected by masking is completely secure from accidental or intentional disclosure even when being used by a downstream application.

## DgMasker Delivers Masking On Demand

DgMasker masks sensitive application data sets with a highly scalable, masking-in-place technology that leverages the computing power and features of the database platform. Using DgMasker, data administrators quickly define customized masking policies from an extensive library of pre-defined data masking options. DgMasker's exclusive CUPS (Consistent, Unique, Persistent, Synchronous) options allow users to place additional constraints on how the data is masked, enabling them to meet virtually any downstream application requirements. DgMasker supports heterogeneous databases through a single user interface so administrators can define masking policies for applications across databases from Oracle, Microsoft and IBM.

## Using DgMasker Improves Data Security and Productivity

DgMasker generates custom masked data sets more quickly and reliably than manual subsetting or DBA-written scripts. With DgMasker, masking policies can be quickly designed for any downstream application requirement and data is transformed using reliable and proven algorithms. The results of masking operations are recorded for consolidation and reporting through management information systems. Users can create and manage multiple policies for masking the same set of production data and then implement the policies with the click of a button. This Masking on-Demand™ capability empowers administrators to create customized data sets to meet the needs of every downstream information consumer. DgMasker deploys quickly into any environment and features an intuitive, easy to use interface providing enterprises with fast time to value.

## Part of An Integrated Solution

DgMasker is part of an integrated solution which includes DgDiscover for automatic sensitive data identification and location. Sensitive data identified by DgDiscover leverages DgMasker allowing users to go directly to specifying masking policies for columns of interest. DgMasker's integrated logging and reporting enables sites to understand when a database was masked, by whom, and what data in the data set was protected using masking. With this capability, organizations can respond to potential compromises or breach events with the data they need to satisfy regulators and auditors that sensitive data was protected.

### Key Features

- Built-in and custom data transformations for masking sensitive information in databases cloned for non-production usage
- Automatically determines and maintains data relationships and preserves application integrity
- High performance masking-in-place architecture scales to support enterprise data sets
- Exclusive CUPS (consistent, unique, persistent, synchronous) data transformation capability supports complex application requirements
- Integrates with DgDiscover for rapid analysis of applications and specification of masking policies
- Supports masking for Oracle, Microsoft SQL Server and DB2 databases on Linux, Windows and AIX

# DATAGUISE

#### Dataguide Inc.

2201 Walnut Ave., Ste. 260  
Fremont, CA 94538

P: 510.824.1036

F: 866.384.8082

E: [info@dataguide.com](mailto:info@dataguide.com)

[www.dataguide.com](http://www.dataguide.com)

Learn more about how **DgMasker** and related Dataguide sensitive data protection solutions can help your organization manage sensitive data risk and address regulatory compliance requirements. Contact your Dataguide sales representative or visit our website at [www.dataguide.com](http://www.dataguide.com).