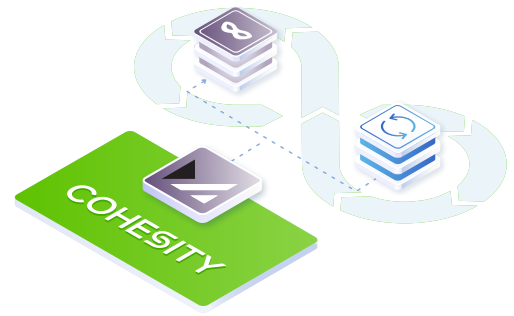


Protect Your Sensitive Data with Cohesity and DataMasque



Key Benefits

- Boost data breach protection
- Streamline data privacy compliance
- Quickly provision high-quality data for development and test teams

Data is growing at staggering rates, challenging organizations to adopt new ways to protect sensitive data while making it available for business advantage. The need to replace manual operations with an automated next-gen data management solution to meet unique company data protection needs and streamline compliance requirements has never been more urgent and necessary for cyber resilience.

Cohesity next-gen data management, a modern data management approach for hybrid and multicloud environments, is purpose-built to simplify, scale, and strengthen data security. Powered by artificial intelligence (AI) insights and Zero Trust security principles, the extensible Cohesity platform also allows organizations to take advantage of trusted applications such as DataMasque to deliver multilayered data security defense. Together, Cohesity and DataMasque anonymize data with intelligent masking capabilities and scrub it for sensitive information, including personally identifiable information (PII) before sharing it with other teams, making compliance effortless.

Protect Your Customers and Grow Your Business

Data masking is a core element of any data security strategy. By replacing sensitive data from databases with realistic and functional disguised values, DataMasque empowers teams to safely deploy all of their data as clones in non-production environments—development and testing (dev/test), analytics, and training, for example. As teams move from releasing code a handful of times a year to many times a day, it has become business imperative to deploy proactive monitoring for sensitive data that also helps ensure that data is masked for security and compliance needs.

The DataMasque Sensitive Data Discovery solution highlights unmasked sensitive data within clones and proactively alerts organizations if and when new columns or tables that contain sensitive data are added. Moreover, by giving dev/test teams high-quality, production-like data with sensitive information veiled, valuable staff resources eliminate the time-consuming process of handcrafting data outside of production environments to meet compliance requirements and quickly move to more innovative work. The combination of DataMasque and Cohesity clones with masked data accelerates work delivery, putting high-quality data at dev/test professionals' fingertips.

Broad Protection for Business Needs

Across all levels of IT operations, DataMasque running on the [Cohesity Helios](#) next-gen data management platform allows enterprises to better protect their customers while maintaining brand reputation and building trust and loyalty. With DataMasque's laser focus on data security, companies have the right toolset to meet compliance requirements through best-practice data masking, seamlessly integrated into DevOps workflows. Together with Cohesity, DataMasque provides the complete and integrated solution organizations need to enable DataOps with efficient backup, near-instant cloning, and secure data masking capabilities.

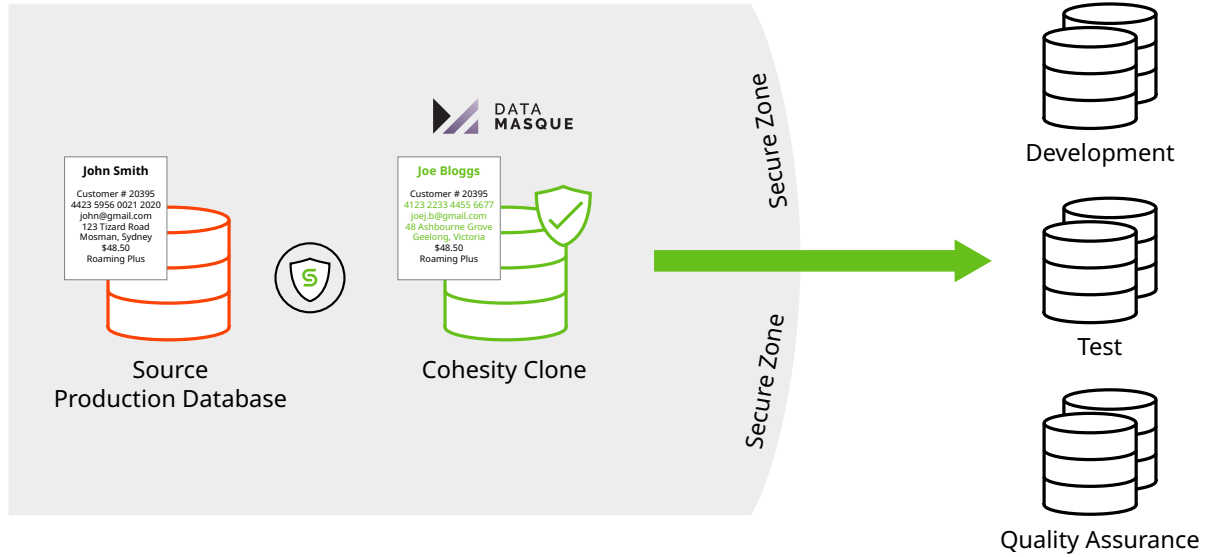


Figure 1: DataMasque replaces sensitive data with masked values for improved business agility.

Boost Data Breach Protection

The frequency of data breaches continues to rise with unauthorized access to databases and services a key contributor, according to [RiskBasedSecurity report](#). Businesses that prioritize the protection of sensitive data from malicious attacks and the prevention of exploitation of stolen data with Cohesity next-gen data management and data masking by DataMasque minimize their threat surfaces for potential data exposure.

Streamline Data Privacy Compliance

Governments everywhere are strengthening data protection regulations and companies worldwide must comply. Compliance mandates include the U.S. Health Insurance Portability and Accountability Act (HIPAA), Sarbanes-Oxley (SOX), the Payment Card Industry Data Security Standard (PCI DSS), the General Data Protection Regulation (GDPR), and the California Consumer Privacy Act (CCPA) as well as other financial and corporate regulations. The Cohesity—DataMasque solution provides comprehensive audit reporting that empowers organizations around the globe to protect the personal and sensitive information they collect and keep while streamlining the reporting of it for compliance.

Maintain Data Sovereignty in the Cloud

In response to rising cloud adoption, many countries also have passed data sovereignty laws to prevent information about citizens from being transferred to companies in other nations. DataMasque running on Cohesity Helios efficiently sanitizes data for non-production team use that supports cloud choice and data sovereignty so organizations can move cloud strategies forward safely and without compromise, even offshore, as needed.

To learn more visit <https://marketplace.cohesity.com/app-details/datamasque>

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