

## Solution Brief

# ENTERPRISE DATA MASKING (EDM)

## CAPTURE AND CONCEAL WITH CONFIDENCE

### THE BUSINESS CHALLENGE - WHY MASK YOUR DATA?

Enterprises today are faced with the regulatory challenge of ensuring the privacy and security of their customers' information, while still successfully conducting their daily business activities. Organizations often copy and move sensitive data containing Personally Identifiable Information (PII) and Payment Card Industry (PCI) information from the security of their production environments to less secure testing environments, or for third-party use. Prior to being copied to these environments, it is important for this sensitive data to be identified and masked, to ensure individual privacy and meet regulatory compliance standards (PCI-DSS, GLBA, OSFI/PIPEDA, HIPAA, FERPA, GDPR). Data Masking is different from Data Encryption in that encrypted data is unrecognizable and unusable, and the formatting is not always preserved.



The Accutive Enterprise Data Masking (EDM) solution provides the ability to locate, mask, and move your critical sensitive data, while ensuring the data properties and fields remain intact across any number of sources. After being processed through the masking operation, the data will still look real, but in fact, it will have become fictitious. The masked data will also remain consistent throughout all sources. For example, Joe Smith masked as John Doe will always be John Doe in System A, System B, etc. Masking production data for non-production environment uses will reduce the risk of data compromise, while meeting regulatory requirements.

## THE BUSINESS VALUE - DATA MASKING BENEFITS

- Reduce potential data breaches by reducing the risk of disclosing sensitive data that resides in testing, training, development, or third-party environments
- Comply with data security and regulatory compliance standards for storing sensitive data, such as PCI-DSS, GLBA, OSFI/PIPPA, HIPAA, FERPA and GDPR
- Create fictitious data that retains data field properties and is fully-functional across multiple systems
- Reduce the cost of database software licenses in development and testing environments

## HOW ACCUTIVE EDM WORKS

Accutive Enterprise Data Masking is a robust software platform designed to perform automated discovery of sensitive data. All source tables and field names are searched and mapped during the discovery operations, and the solution will maintain all field properties of the source data. The output data will remain fully functional, yet the information will no longer be sensitive. For example, a 16-digit credit card in the source data, will remain a 16-digit credit card after being masked. Furthermore, that credit card number will be the same every time you mask it, should you need it to be.

## PRODUCT FEATURES AND FUNCTIONALITY

Accutive's Enterprise Data Masking solution is built upon the reliable and scalable Java platform which is optimized for high performance. It is a web-based, drag-and-drop user interface for rapid and simplified configuration and field mapping. The platform enables consistent, flexible and repeatable enterprise data discovery and masking capabilities; providing the key functions for your data masking needs.

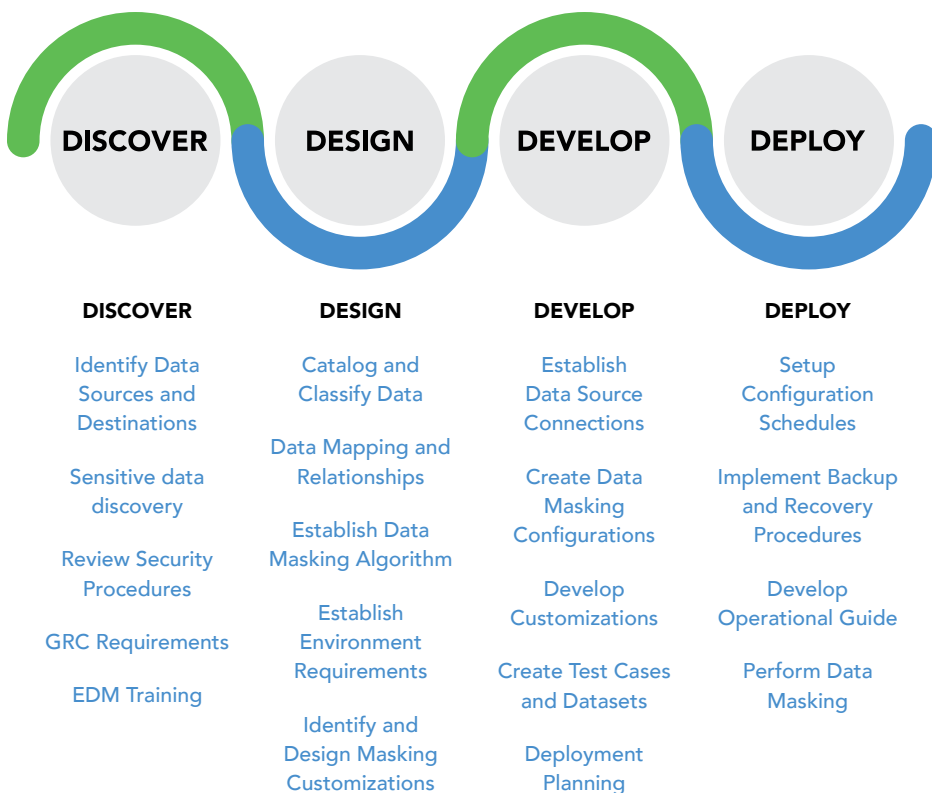
- Perform masking between different source and destination database engines
- Automated scan and discovery of sensitive data
- Easily configure how each sensitive data field is masked
- Supports cloud environments such as AWS, Azure, etc.
- Track and report on all data masking operations
- Uses a reference key to consistently mask values across multiple databases
- Save and reuse multiple masking requirements and configurations
- Multiple user authentication options for enhanced security
- Automated alerts via email or text
- Customize masking operations
- Policy configuration to enable field scanning in support of GDPR and other compliance regulations
- Dynamic Flat File masking

## DEPLOYMENT AND BEST PRACTICES

Due to the complexities and challenges surrounding data virtualization, there is a growing demand for data masking. In response to our Fortune 500 customers' needs, Accutive continues to evolve its EDM solution. Organizations that implement an Enterprise Data Masking solution demonstrate to their clients, business partners, and regulatory authorities that they take data protection seriously by proactively reducing the risk of a data breach or violation of security policies and regulatory requirements.

The deployment and management of Accutive's Enterprise Data Masking solution consists of four phases as depicted in the diagram below. This workflow can be customized to match any client's development lifecycle methodology.

## EDM IMPLEMENTATION METHODOLOGY



## SAMPLE MASKING OPERATORS

- First name, last name, addresses - International addresses supported
- City, state, county, and zip code concurrently - all coordinated through the randomized zip code
- Social security number, credit card number, phone number or any numerical field
- Credit cards generated are valid numbers that pass the LUHN test
- Custom lists of client data which may be randomly selected for the chosen field
- Numerical fields that preserve some preceding or trailing digits
- Date fields which may be random or selectable within a range; for example, plus or minus a number of years.

## ACCUTIVE ENTERPRISE DATA MASKING ALLOWS YOUR ORGANIZATION TO CAPTURE AND CONCEAL DATA WITH CONFIDENCE.

Accutive provides a full range of consulting services to support clients from insight on technology advances, product fit and selection to complex project implementations. The Accutive team is passionate about finding that perfect solution for your organization. Contact us today to discuss how you can leverage our Enterprise Data Masking services and the expertise of our team of experienced professionals.

Also visit our website to learn more about Enterprise Data Masking at <https://www.accutive.com/data-masking/>

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