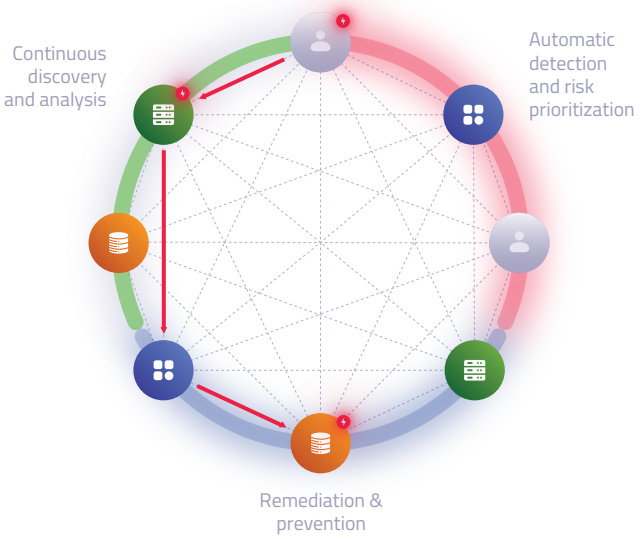
Normalyze™
data-first cloud security

normalyze.ai

Data-first Cloud Security for the Digital Enterprise

Where is your cloud data? Is it safe?

In today's era of agile cloud computing, cybersecurity professionals are faced with the daunting task of understanding where their organizations critical or regulated data exists, is it exposed, and is it at risk — across every cloud platform. This process of identifying and securing cloud data is called Data Security Posture Management (DSPM).



Why cloud data is a huge challenge for security

Legacy security tools were built for protecting traditional infrastructure, applications and workloads. Conversely, DSPM focuses like a laser beam on cloud data. This enables security, IT Ops, and DevOps teams to operationally implement and focus on data security challenges in a modern stack, including:

- **CI/CD** brings an explosion of deployments and new changes, which quickly overwhelm teams with locations of related data.
- **AI/ML** fuels the need for more access to data for modeling. Microservices drive more services and granular data access across the enterprise and supply chains.
- **Data proliferation** by data scientists and developers brings more copies into more places.
- **Reliance on a cloud infrastructure** suffers when data access is misconfigured, which is a major source of data breaches.

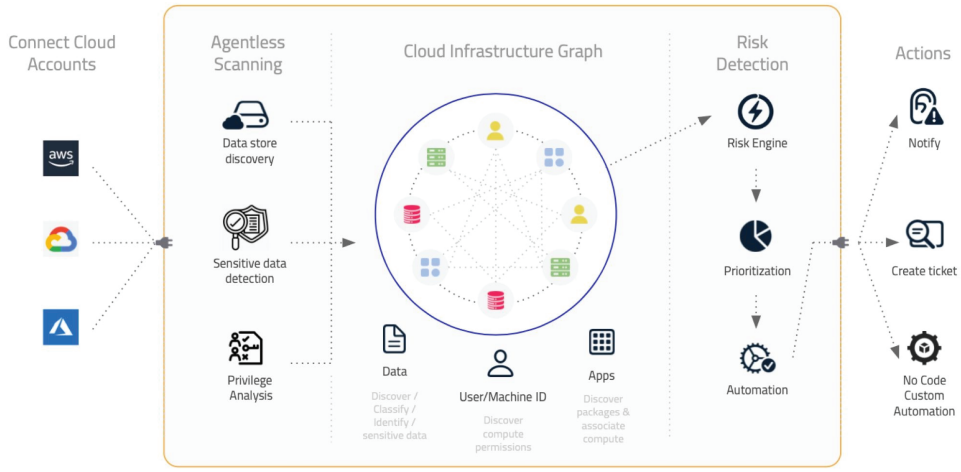
And **privacy regulations** require more control and tracking of data.

Requirements like these are overwhelming with legacy tools, siloed security functions, and lack of data security automation at scale.

DSPM helps quickly secure all cloud data

A DSPM platform will automate the capabilities required for assessing the security posture of cloud data, detecting and remediating risks, and ensuring compliance. Look for a DSPM platform that is agentless and deploys natively in any of the major clouds (AWS, Azure, GCP). The platform should provide 100% API access to easily integrate the use of any of your existing tools' data required for using DSPM in your organization's environment. Naturally, the platform should also use role-based access control to keep the management of data security posture just as secure as the sensitive data. Having such capabilities will minimize roadblocks and make DSPM quickly productive for your teams.

Getting Control of Cloud Data Security with the Normalyze Cloud Platform



The **Normalyze Cloud Platform** gives you a full picture of your data stores, applications, identities, infrastructure in all clouds, and how they are all connected. You can discover, visualize, and secure all your cloud data in minutes.

Normalyze supports Google Cloud aws Microsoft Azure

» Discover

- ✓ Cloud native structured and unstructured data
- ✓ Cloud native block storage data (EBS volumes)
- ✓ PaaS data stores (Snowflake, Databricks, etc.)
- ✓ New, forgotten or abandoned data stores

» Analyze

- ✓ Examine actual data content, not just labels
- ✓ Classify sensitive data and map it to regulatory frameworks for identifying areas of exposure and how much data is exposed
- ✓ AI/ML analytics track data lineage (origin, who had access)

» Detect

- ✓ Sensitive or regulated data (PII, PHI, cardholder, proprietary)
- ✓ Potential attack paths to a breach of sensitive data (insecure users with access to sensitive data, improper privileges, etc.)

» Prioritize

- ✓ Determine which sensitive data are at most risk
- ✓ Rank risks and relative importance for remediation teams

» Remediate

- ✓ Connect with DevSecOps workflows to remediate risks, especially as they appear early in the application development lifecycle
- ✓ Support custom risk detection rules and queries
- ✓ Trigger notifications to specific people upon detection of risks

» Prevent

- ✓ Modern graph-powered visualizations and queries to spot attack paths to sensitive data
- ✓ Workflows trigger third-party products such as ticketing systems
- ✓ Enable compliance (GDPR, HIPAA, GLBA, PCI DSS, CCPA, etc.)

Get Started

See for yourself how Normalyze works in your environment!

Create a free account at:
normalyze.ai/freemium