



# Data-Centric Risk Management

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# Agenda

**01** Challenges in Measuring and Communicating Risk.

**02** It's Only Getting Worse.

**03** Normalyze + Qualys.

**04** Data-driven TruRisk Prioritization.

**05** Demo.

**06** Benefit Summary.



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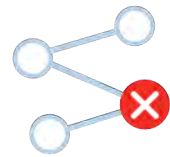
# Enterprise TruRisk™ Platform

Measure, communicate, and eliminate cyber risk.

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**De-risk your business.**

# Challenges in Measuring and Communicating Risk



Data sprawl – Cloud & Endpoints

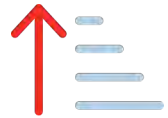


Data sensitivity classification



Risk conversations with business

# It's Only Getting Worse



**Increasing scope and scale (more data)**

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**Increasing pace and agility (dynamic data)**

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**Increasing vulnerabilities**

Finding new ways of messing up, developer sprawl



# Integration with Normalyze (DSPM) – Collect Risk Signals



## Data sensitivity identification

Phone number, Age, ...



## Data sensitivity type tagging

PCI, PHI, HIPAA, ...

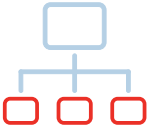


## Data sensitivity scoring

1-5



# Continuous Data Driven TruRisk Measurement



Automatically improve TruRisk accuracy.



Eliminate bias to external exposure.



De-risk the business inside-out.

# Integration with Whitehats (DLP)

01

## Measure

Discover and scan files.

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02

## Communicate

Leveraging sensitivity of data on user laptops.

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03

## Eliminate

Remediate with lock, delete, encrypt, vault.

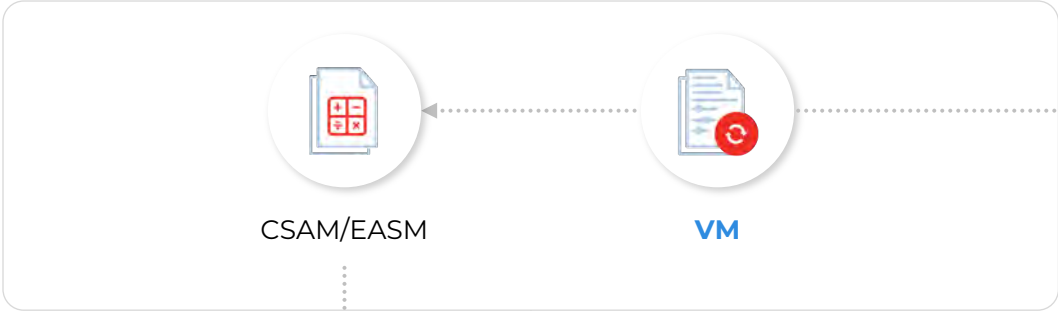




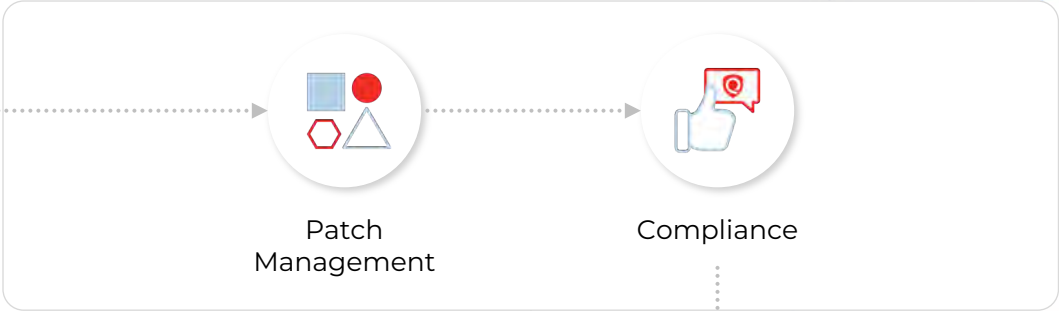
# Comprehensive Risk Management Toolchain



## Inventory/Assets



## Proactive/Controls



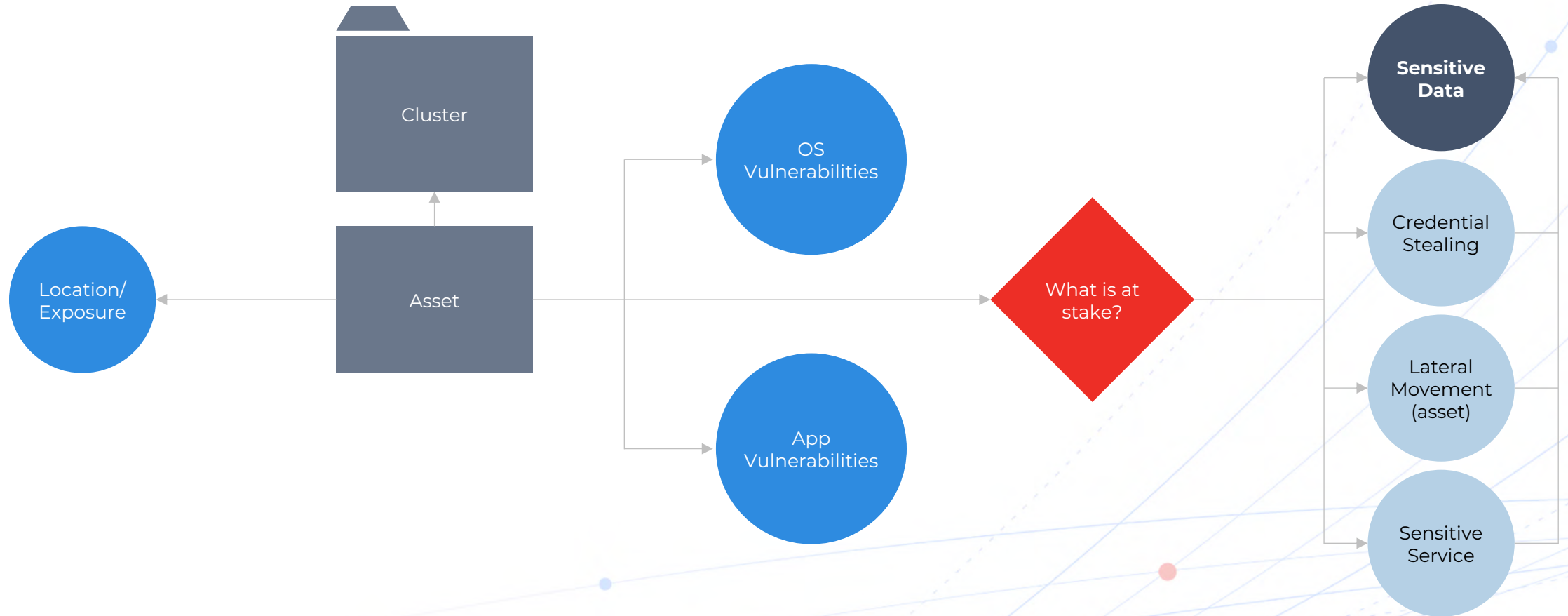
## Reactive/Continuous Monitoring



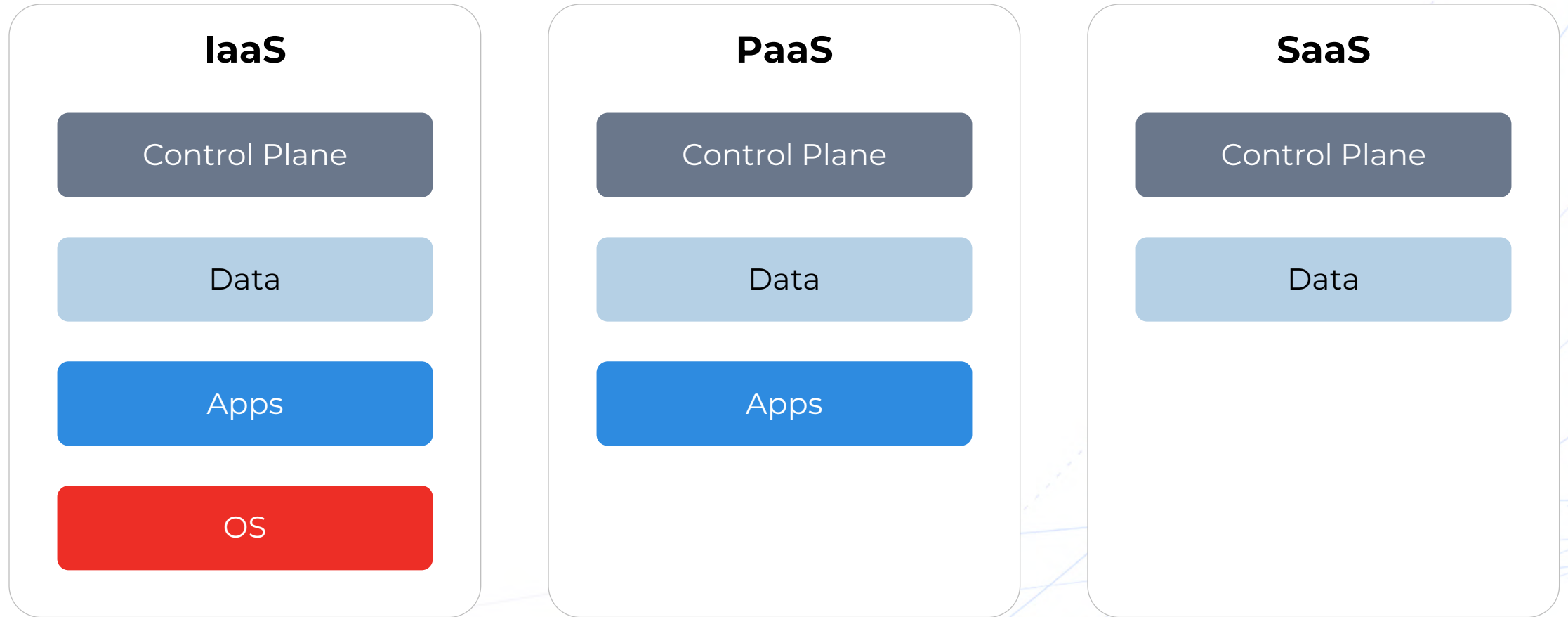
Missing Assets

Missing Controls

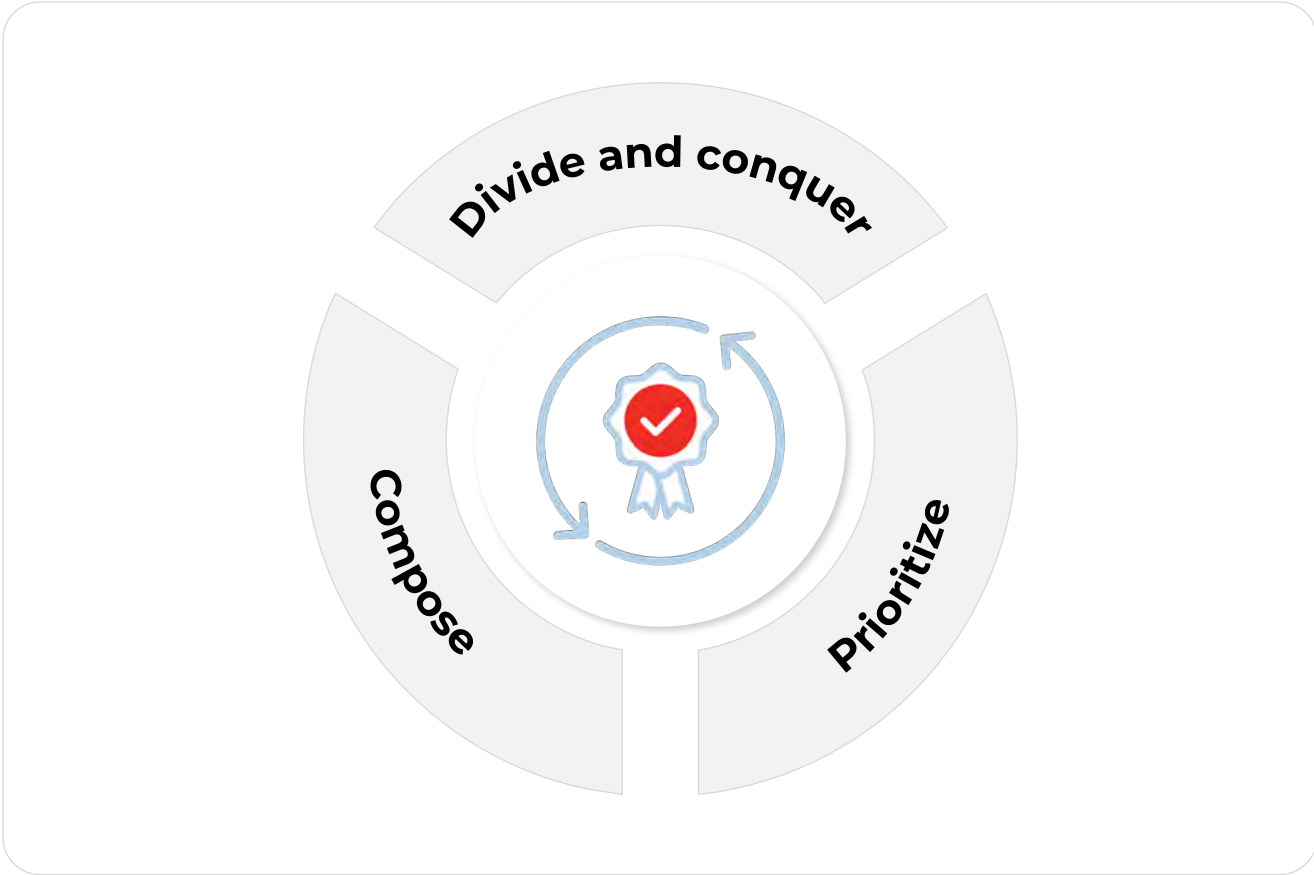
# Data: The Only Oil



# Data: The Least Common Denominator



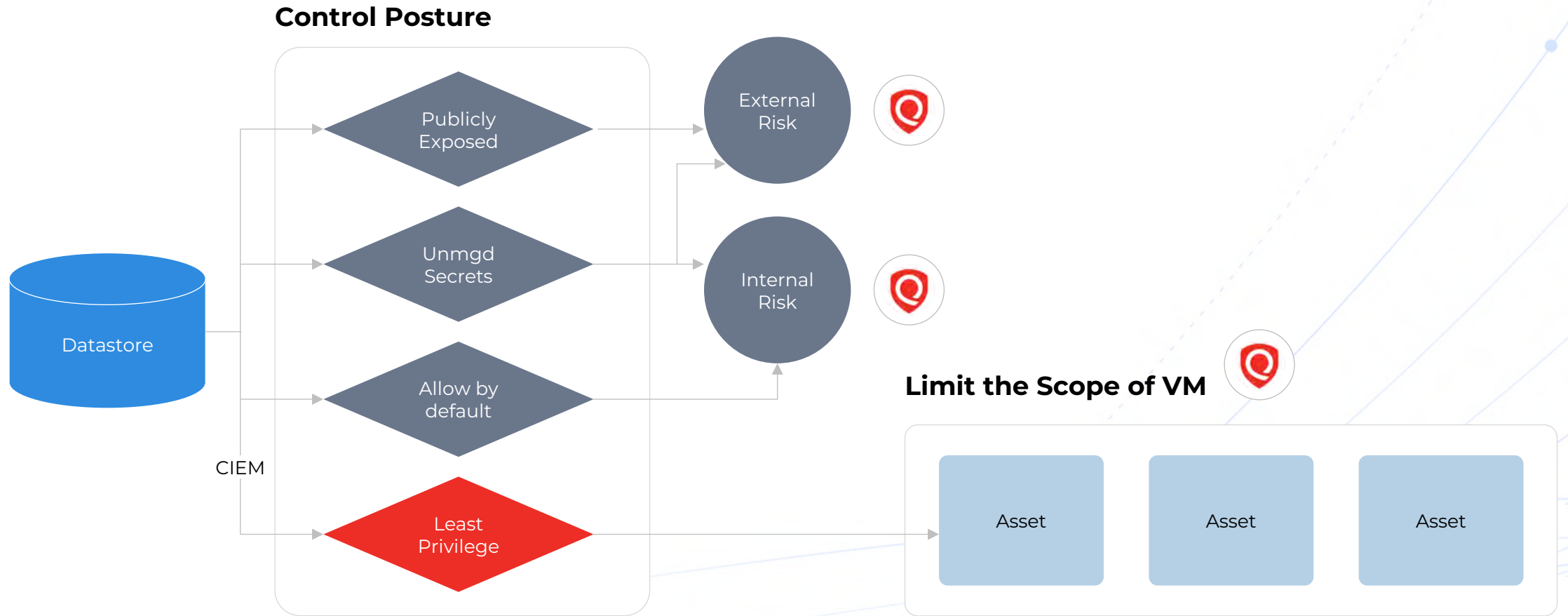
# Data: The Unit of Progress and Remediation



# What Makes Data Vulnerable?



# Managing the Risk to Data

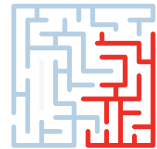




# Data Centric Approach: Benefits



Right Focus to Risk Management  
**Data**



Right Strategy  
**Zero Trust, Inside-Out**



Right communication  
**Aligned to Business**

# Demo: Integration with Normalyze



# Let's Talk – Book a 1-1 Meeting



