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Modern Data Security Governance Strategy

For Highly Regulated Industries
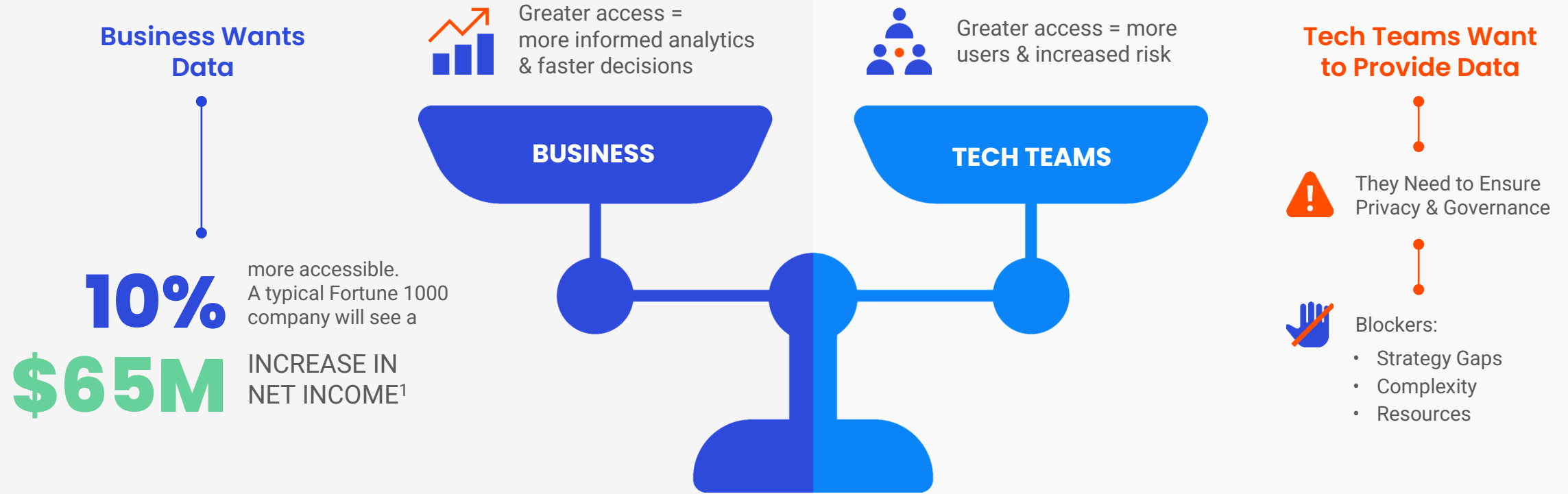
Bob Dutcher | March 1, 2023

Bob Dutcher
VP of Strategic Marketing

Over 25 years of experience in data, analytics, and governance and has led global teams at some of world's leading software companies. As head of Product Marketing at Privacera, Bob drives adoption and go to market strategy for Privacera's unified data access governance platform. Prior to Privacera, Bob held global leadership positions with companies such as Oracle, Moody's Analytics, SPSS, and Business Objects.

Data Access & Security is a Critical Balance

Business Wants Data

Greater access = more informed analytics & faster decisions

BUSINESS

Greater access = more users & increased risk

TECH TEAMS

Tech Teams Want to Provide Data

They Need to Ensure Privacy & Governance

Blockers:
- Strategy Gaps
- Complexity
- Resources

10%

more accessible. A typical Fortune 1000 company will see a

$65M

INCREASE IN NET INCOME[1]

Many Remain Far Short of the Goal

" Organizations continue to struggle to become **data driven**, with only **26.5%** reporting having reporting have achieved this goal, and only **19.3%** reporting having **established a data culture**"

New Vantage Partners:
Data and AI Leadership Executive Survey 2022

" Through 2025, **80%** of organizations seeking to scale digital business will fail because they **do not take a modern approach to data and analytics governance.**"

Gartner: The State of Data and Analytics Data Governance

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The Reality of Data Security & Access in Most Companies

Access to Data is Overly Restrictive
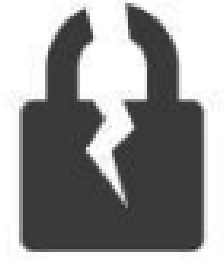
Data Security becomes bottleneck

Business cannot achieve objectives

Access to Data is Too Open

Data Security becomes a liability

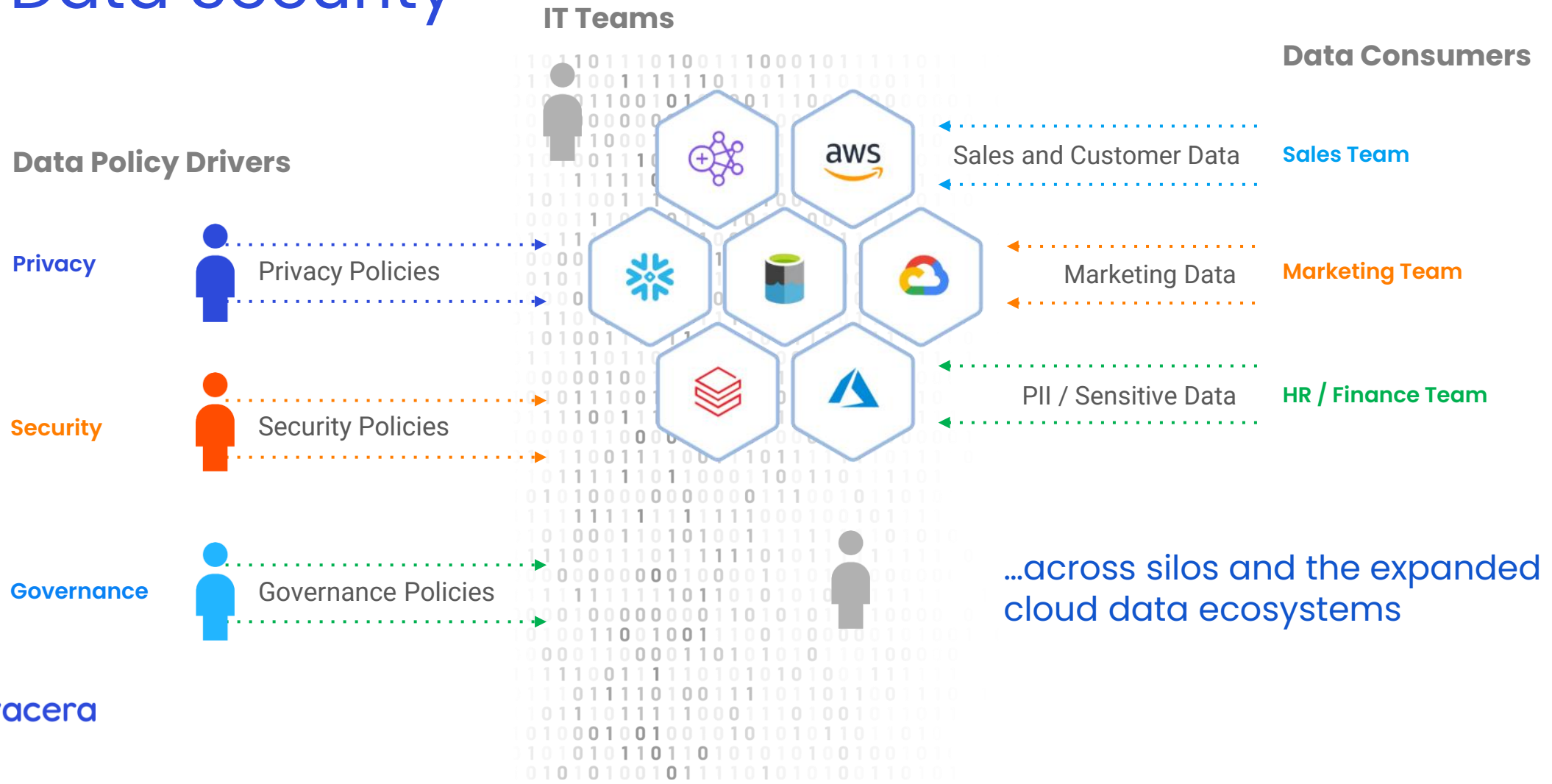Business is exposed to high risk

Worst of Both Worlds

Some Data is Overly Restrictive

&

Other Data is Too Open

This is Current State in Many Orgs

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Balancing Data Democratization with Data Security

IT Teams

Data Consumers

Data Policy Drivers

Privacy

Privacy Policies

Security

Security Policies

Governance

Governance Policies

Sales and Customer Data — **Sales Team**

Marketing Data — **Marketing Team**

PII / Sensitive Data — **HR / Finance Team**

...across silos and the expanded cloud data ecosystems

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Data Security Is the "Last Mile" in Data Governance
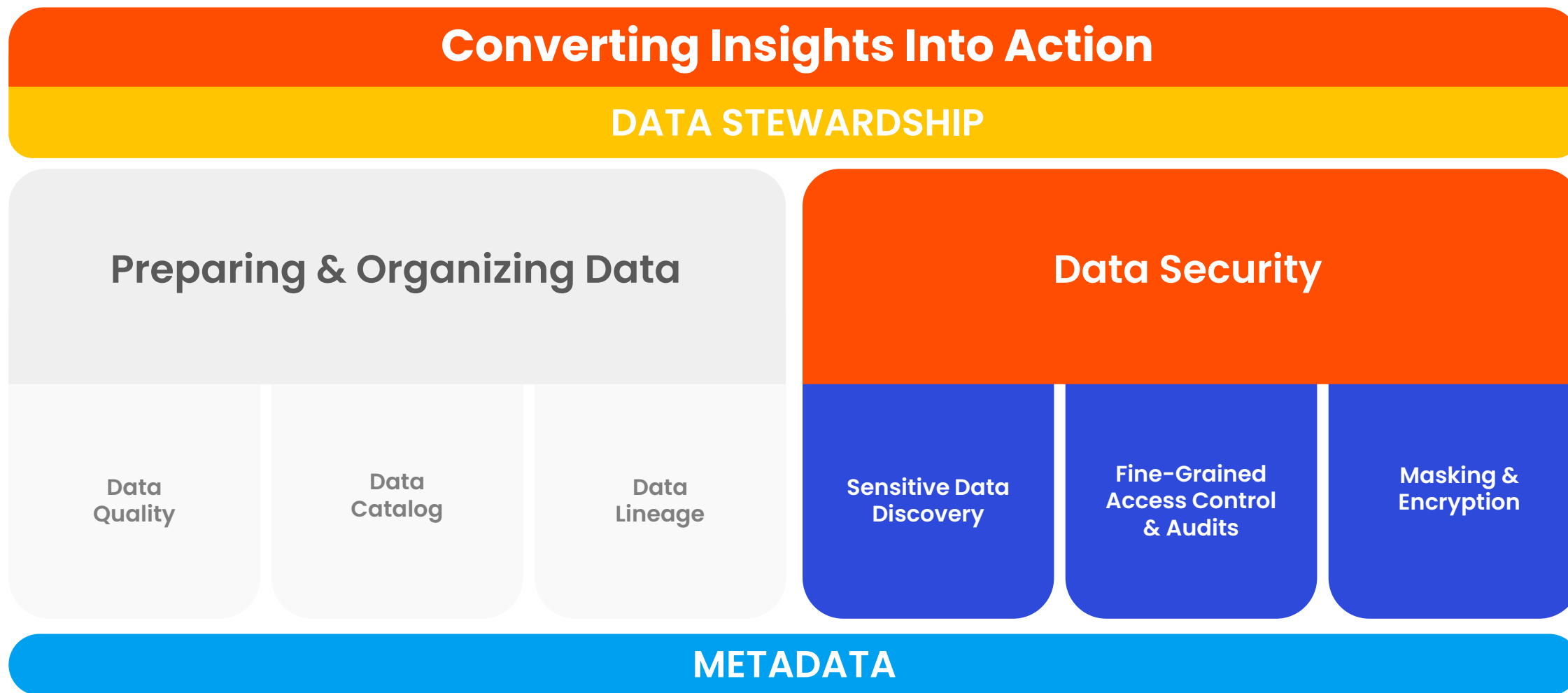
Converting Insights Into Action

DATA STEWARDSHIP

Preparing & Organizing Data

Data Security

Data Quality

Data Catalog

Data Lineage

Sensitive Data Discovery

Fine-Grained Access Control & Audits

Masking & Encryption

METADATA

Data Security and Governance

CISO
Chief Information
Security Officer

Information Security
Department

IT?
For Data Security

CDAO
Chief Data
Analytics Officer

Data & Analytics
Department

Traditionally concerned with perimeter & information security

Assumes others (mainly IT) are concerned with data security

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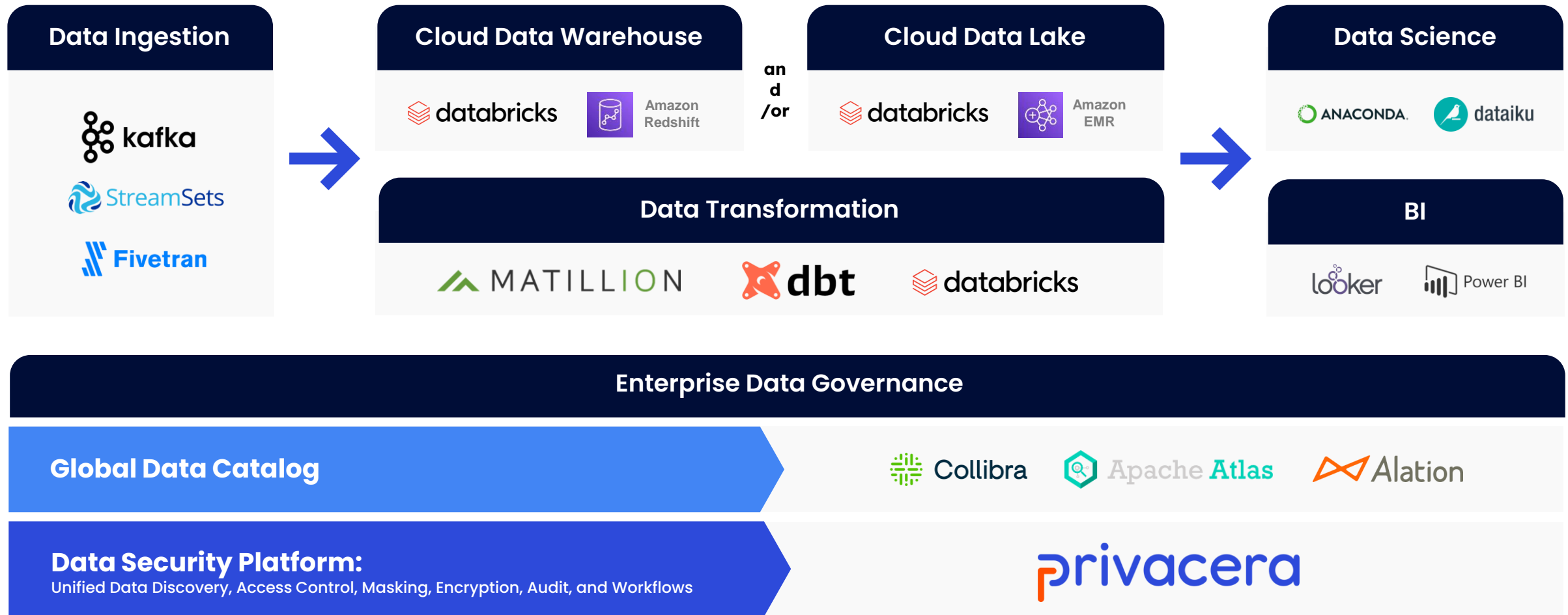
Holistic Data Security Requires Collaboration
To Fix Strategy Gaps

CDO/CDAO
Data & Analytics Governance

CISO
InfoSec, Risk Governance, and Compliance

DSG

IT
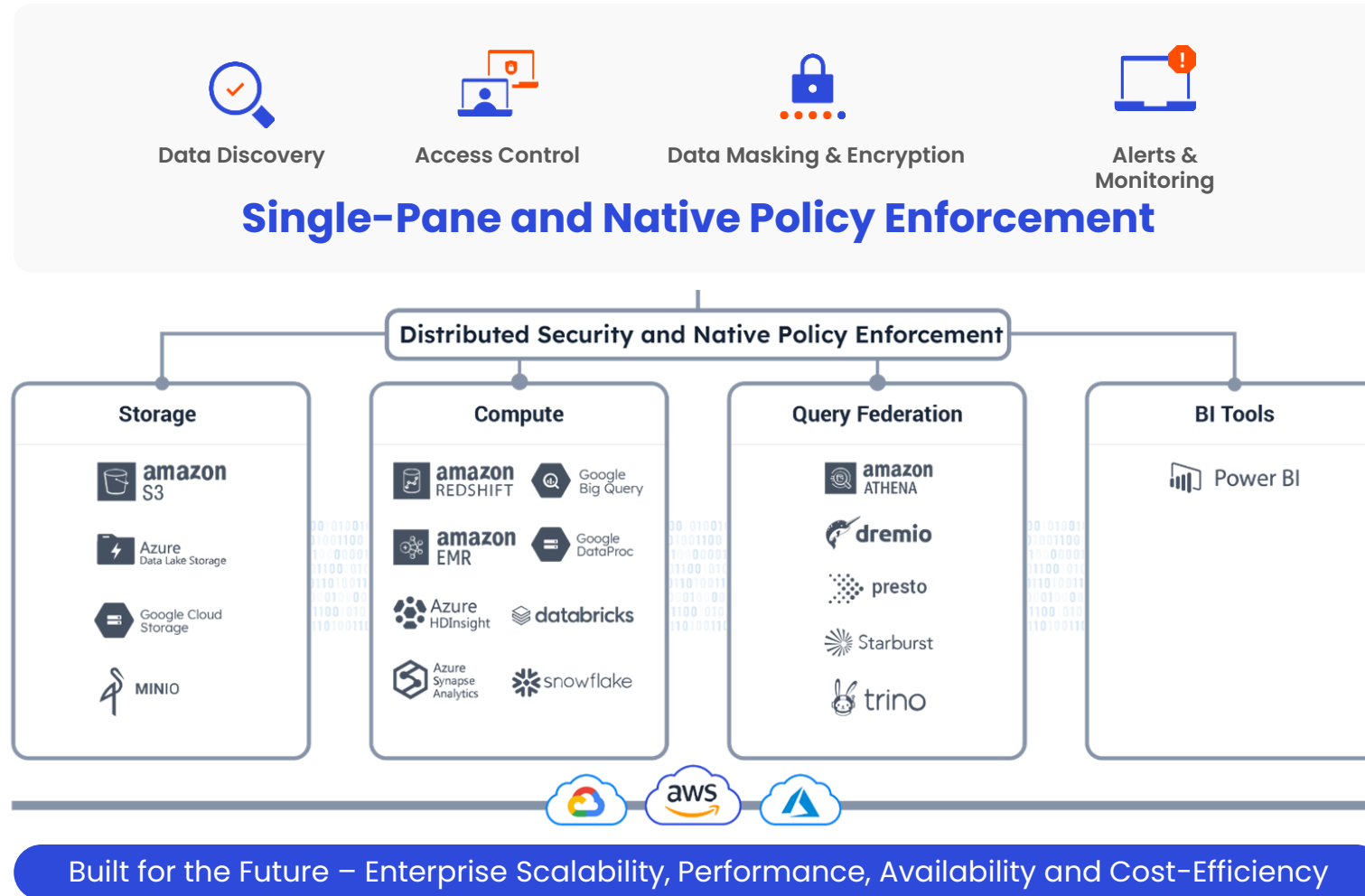Infrastructure & Database Security
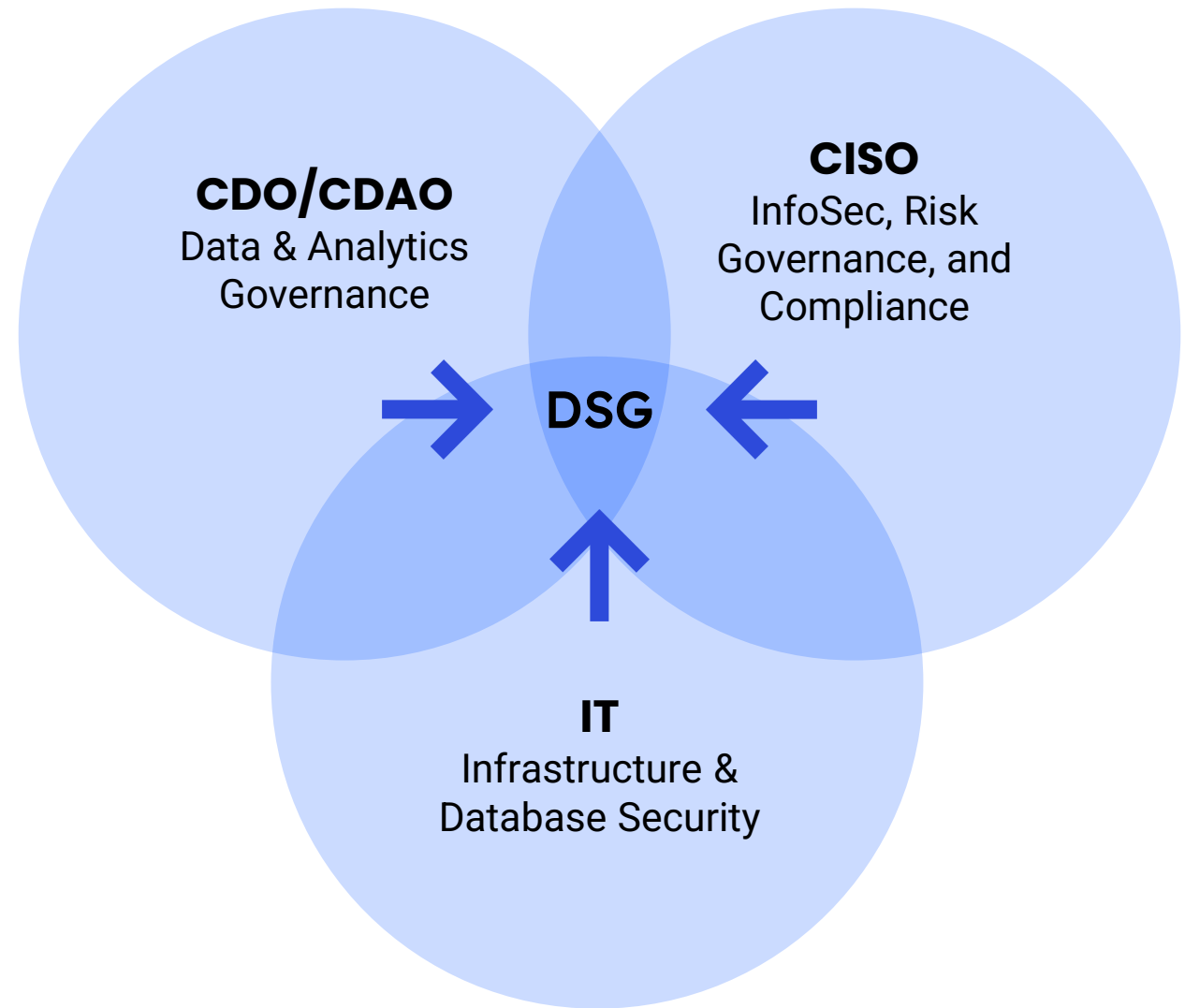
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Data Security and Complexity Create Friction Reducing Data Usability to 15%
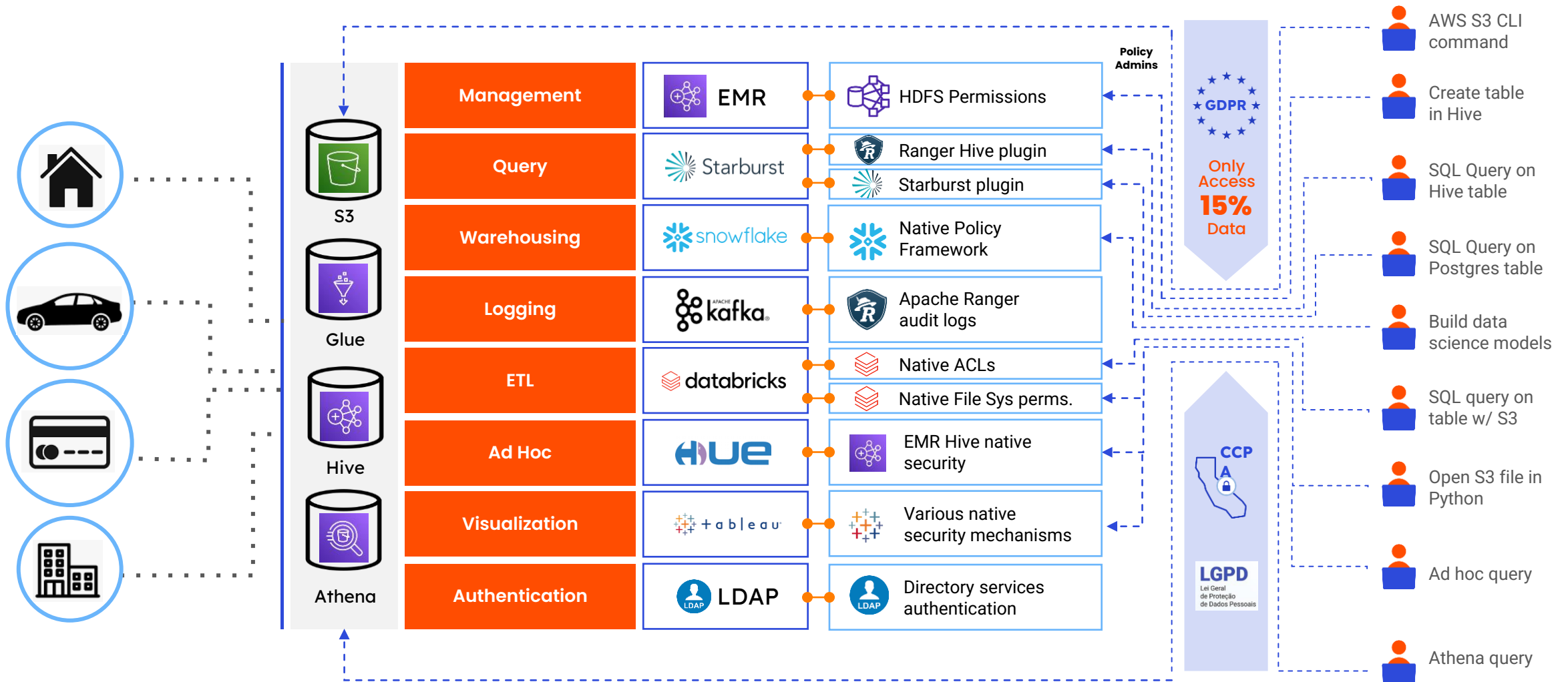
Unified Data Security Platform was Required

Data Discovery   Access Control   Data Masking & Encryption   Alerts & Monitoring

Single-Pane and Native Policy Enforcement

Distributed Security and Native Policy Enforcement

Storage
- amazon S3
- Azure Data Lake Storage
- Google Cloud Storage
- MINIO

Compute
- amazon REDSHIFT
- Google Big Query
- amazon EMR
- Google DataProc
- Azure HDInsight
- databricks
- Azure Synapse Analytics
- snowflake

Query Federation
- amazon ATHENA
- dremio
- presto
- Starburst
- trino

BI Tools
- Power BI

Built for the Future – Enterprise Scalability, Performance, Availability and Cost-Efficiency

Leveraging Privacera to Securely Utilize All Data

Analytics

Data processing architecture

Data storage

Governance issues without Privacera

Only 15% Data

100% Data Assets

with Privacera

→ **95%** Acceleration to Onboard New Data and Users

→ **1000X** Reduction in Access Policies Eliminating Complexity and Minimizing Security Risks

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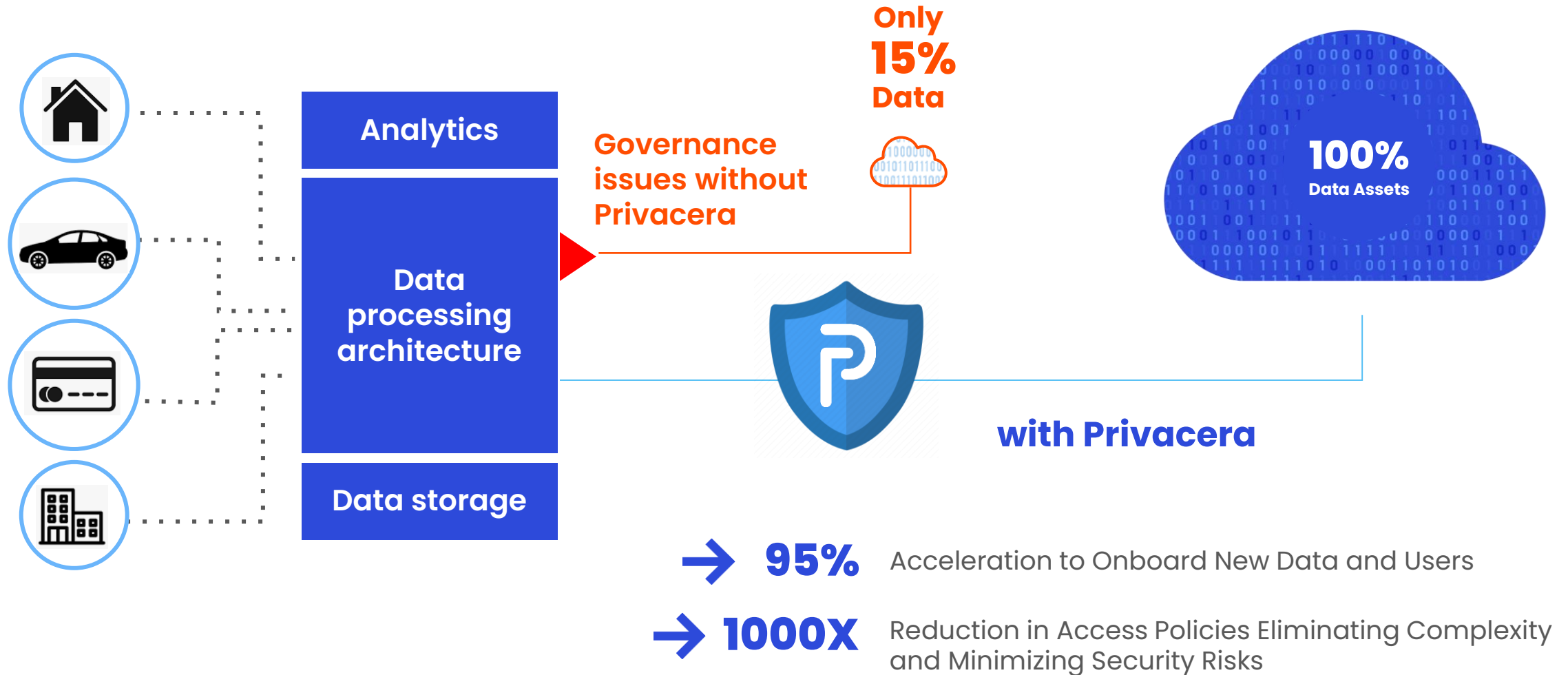
The Data Security Sweet Spot

Dictated

Delegated

Decentralized

Locus of Control

Centralized

Shared

Business Units

privacera   Course: Garter®

Enterprise-Wide Delegated Model

Data Sources — IT
Data Domains — Owner
Data Sharing — Lead
Projects

Data Domains	Data Sharing	Projects
Sales Data	Sales Team	BI - Usage Dashboards (Customer Data)
Customers Data	Support Team	Data Science - Email Campaigns (Sales & Customer Data)
Marketing Data	Marketing Team	BI - Revenue Projections (Sales & Customer + Finance Data)
HR Data	HR Team	
Finance Data	Finance Team	

Data Democratization Realized

- ✓ Securely share data across sources
- ✓ Securely share data across hybrid environments
- ✓ Delegate data access granting to data/business owners
- ✓ Grant access for specific projects

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Efforts Can Deliver Measurable Results

Status Quo is not an option

5x ROI of automation vs current state

Accelerate time to insights

95% Faster data/ user onboarding

1000x Reduction in number of policies

Compliance peace of mind

GDPR CCPA LGPD HIPAA Out of the box support for regulations

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Key Takeaways

→ Data Security can **Empower** Data Democratization

→ Data Security can Drive CDAO, CIO, and CISO **Collaboration**

→ Unified Data Security Platform Needed to **Execute** Strategy

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thank you