

The Foundation For Enabling Comprehensive Data Security

As the pace of business continues to outpace data security capabilities, enterprises need a simple, affordable solution that enables them to extend compliance and security controls to monitor and protect all data assets, regardless of type or location. This brief details specific challenges, explains what functionality your data security program must provide and the bottom-line benefits the Imperva platform offers.

The state of the data security market

The complexities and costs of data activity logging and monitoring of on-premise and cloud-based sources continue to grow as new regulations, tools and retention requirements compound the rules of enforcement. Over the years as enterprises have added data sources, simply storing data activity beyond a couple of weeks has become a huge expense. Organizations are facing out of control data retention costs and use retained data for little more than compliance.

Many organizations are looking for ways to reduce the cost and footprint of data activity logging and monitoring by creating a more cohesive and centralized data security strategy, one that provides unified visibility and policy control over all pillars of data security and compliance.

But such a dramatic shift leaves a critical overarching consideration: What about cloud-based data sourced? Is there an option for enabling control and visibility today, well in advance of the more disruptive changes driven by the longer-term data needs of the enterprise?

With no development required, Imperva delivers a low-cost "out of the box" data security and compliance platform that easily and cost-effectively manages years of data activity from an unlimited number of on-premise and cloud-based sources and delivers advanced security analytics and capabilities to detect and prevent security events. Imperva's powerful data enrichment and workflow engines drive immediate and substantial hardware and operational savings.

Four features a comprehensive data security program must offer

1

Security controls that scale to any environment

Imperva enables you to easily capture and centralize data activity into a single platform. Quickly transform raw activity data across multiple environments into actionable security analytics. Cost effectively store years' work of data, enabling Security, IRM, Forensics, Operational, and Cloud teams to get ready-made, interactive enriched reports, tools and mashups that deliver consistent alerting and analytics across all sources within a simple to use GUI. No matter how many new sources, data lakes, warehouses and cloud data systems you add going forward, with Imperva you'll be covered.

2

Low-cost data retention and robust analytics

Imperva enables you to store activity data regardless of location or type in a small fraction of the space, making it possible to store more data for longer periods. Blend any metadata, including vulnerability assessment, classification, CMDB, etc. to create enriched and contextual data for business or technical stakeholders across long periods of time. Once centralized in the platform, consumers are free to use their preferred tools, including Splunk, Kibana, SQL, Tableau, etc. to mine, report and analyze data via fine-grained access control.

3

Automation to solve wide-spread process bottlenecks

The extensive manual processes used to perform reporting, distribution, review and remediation amongst a network of siloed tools and teams created persistent bottlenecks. Imperva provides a fully customizable event-level workflow engine to transform manual processes into intelligent, fully automated workflows. Easily optimize business processes and take preventative actions.

4

Capabilities that go beyond the sensor and deliver actionable security intelligence

Turn petabytes of raw activity data and alert fatigue into visible, actionable security information that improves integration with incident response. Powerful, database-specific User Entity and Behavior Analytics (UEBA) engines and Security Orchestration, Automation and Response (SOAR) capabilities go beyond detection and deliver preventive controls, and seamless Splunk integration yields significant cost savings.

Four reasons Imperva should be your data security solution



Secure low-cost data retention

Regulatory requirements dictate even more data collection and retention periods of as long as five years, magnifying an already costly and difficult data management challenge. Imperva easily and cost-effectively solves this, offers up to 30x improvement in data collection and storage efficiency, freeing up hundreds of devices and their human managers for analytics and more. And the best part — it is all out of the box and you do not have to build anything!



Automate policies and critical workflows

The high number of manual processes associated with database security programs and compliance mandates result in higher costs and reduces organizational agility. Imperva enables you to automate critical workflows. For example, you can execute and reconcile vulnerability scans every week vs. every quarter. You can automatically execute reports, route the output according to metadata and govern the entire process via a fully customizable workflow, and use the workflow to automatically trigger additional tool actions.



High value data analytics

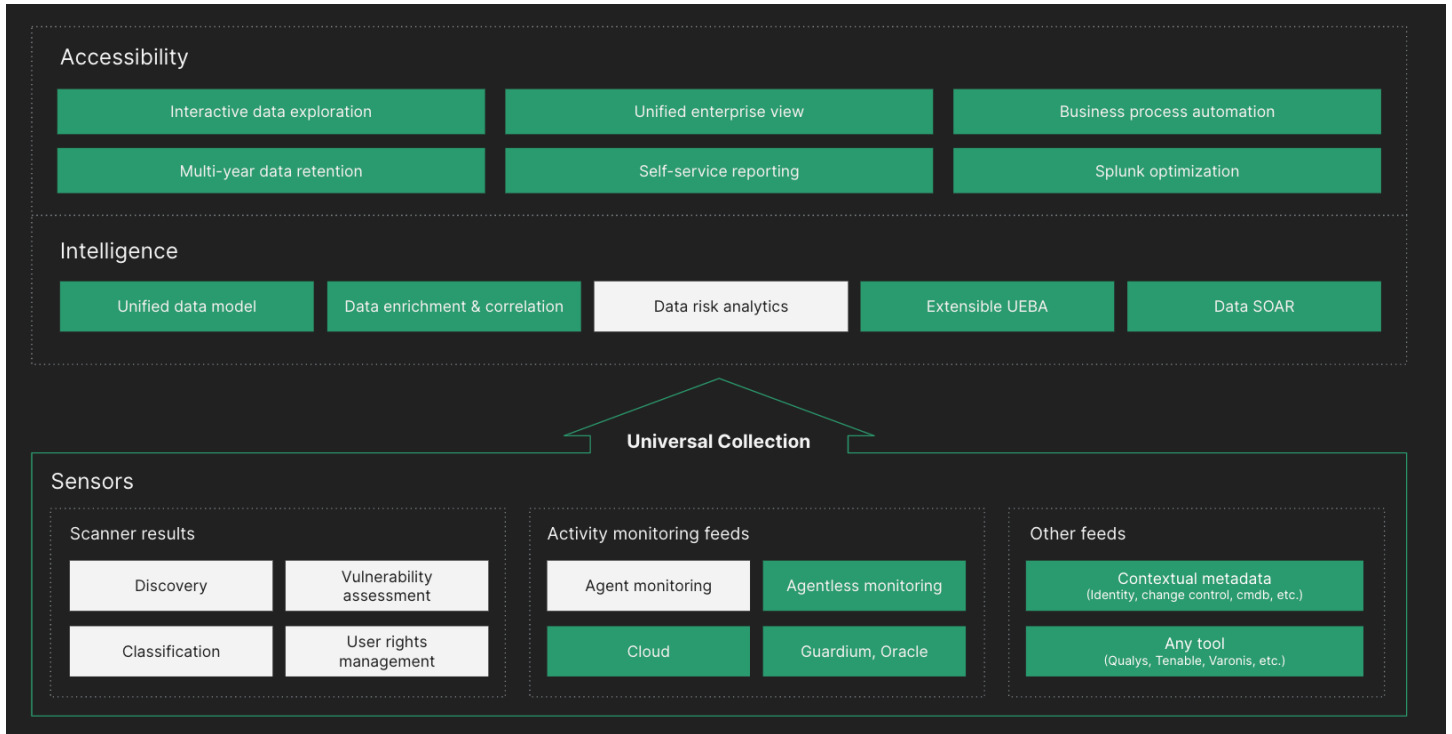
Breaking free of the limitations of individual tool reporting facilities and limited SIEM accessibility, Imperva provides security, compliance, operations, and forensics teams with virtually unlimited flexibility to report, transform and interactively analyze any of the years of data under management. Use pre-built reports and dashboards, or a wide variety of commercial tools such as Tableau, Splunk, SQL, etc., to directly interact with the data.



Threat response & prevention

Imperva enables you to join related information and processes to substantially boost the context and value of all data, resulting in more efficient interpretation and remediation. For example, if you were struggling to manually reconcile Cyberark Privileged Account Management or ServiceNow Change Management details with the actual activities that occurred, Imperva could enable you to automate these critical steps. Furthermore, built-in machine learning UEBA models automatically identify data-centric threats and activate Playbooks that take action such as locking users, changing security groups, call other playbooks and more.

Imperva delivers a new approach to data security



IMPERVA DATA SECURITY

Learn more about Imperva Data Security at +1.866.926.4678 or online at imperva.com

Imperva is an analyst-recognized, **cybersecurity leader** championing the fight to **secure data and applications** wherever they reside.