It’s Time For Your Data Security to Take the Spotlight

A visual guide to the challenges and solution requirements for media and entertainment companies to securely share pre-release content and IP.

YOUR SENSITIVE DATA IS ON THE MOVE… EVERYWHERE!

Production IP/Data
• Scripts/Manuscripts
• Feature Articles & Reports
• Audio & Video Files
• Custom Artwork & Animations
• Production & Location Plans

Pre-& Post Production Data
• Audience & Demographic Research
• Location Research & Selection
• Talent Screening & Selection
• Launch/Release Plans
• Marketing & Distribution Plans

Legal & Human Resources
• Talent Contracts/Agreements
• Licensing & Royalty Agreements
• Compensation Plans
• Employee Medical Information

Financials
• Analyses of Proposed Projects
• Corporate Earnings Reports
• Financial Projections
• Budgets & Asset Allocations

The 3 C’s Driving Data Sharing Today

New collaboration technologies emerge daily—many of which are outside IT’s control.
Rapid adoption of cloud services results in more data beyond the company perimeter.
The work-from-home trend—accelerated by COVID-19 pandemic—pushes data sharing to unprecedented levels.

GREATER SHARING = GREATER EXPOSURE = GREATER RISK

$30B+
anual entertainment industry losses due to IP theft/misuse.1
5,150,760
the number of daily web app attacks to media companies from October 2019 to September 2020.2

51% of media and entertainment companies experienced a security breach in 2020.

70% of media and entertainment companies experienced a security breach in 2020.

70% of media and entertainment companies experienced a security breach in 2020.

WHY TRADITIONAL DATA PROTECTION SOLUTIONS FALL SHORT

Having “fences” that restrict the flow of sensitive data and solutions that are cumbersome to implement and maintain is not enough.
Visibility, control, and protection also need to extend “beyond the fence” to account for the myriad business-driven use cases that require sensitive data to be shared, both internally and externally.

WHAT MAKES VERA DIFFERENT

Complete data protection that extends beyond the perimeter of your firm and the time of initial sharing/distribution.
Ease of use that includes the option of viewing and editing via a Vera HTML wrapper, or inline for native applications with the Vera client.
Comprehensive coverage with no limitations on devices, file types, data stores, collaboration tools, or applications.

SECURE

Apply AES 256-bit encryption and granular access policies that travel with your data files regardless of how and where they’re shared.
Understand exactly who is accessing sensitive data inside and outside of your organization, to maintain visibility/control and thereby minimize the potential for leaks of pre-release content and other IP.
Withdraw access to sensitive files any time after they’ve been shared, regardless of where and with whom the files now reside.

TRACK

Needless mission in security terms when they are shared with others in a rogue cloud.

AUDIT

READY TO BULLET PROOF YOUR DATA SECURITY? CONTACT VERA TODAY!

CONTACT VERA TODAY!

Learn more
Request Demo

Sources:
5 5 Data Security Challenges to Modern Collaboration, Nucleus Cyber, 2020.

© VERA 2020
emails@helpsystems.com
vr-in-0721-79d