

Don't Let Someone Else Capitalize on Your Sensitive Data

A visual guide to the data security challenges and essential solution requirements for today's investment firms.

YOUR SENSITIVE DATA IS ON THE MOVE... EVERYWHERE



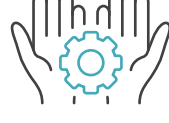
Research

- Market & Company Assessments
- Due Diligence Materials
- Custom Research



Finance

- Earnings Reports
- Financial Projections
- Audit Reports (SEC)



Business Development

- Limited Partner & Stakeholder Data
- Term Sheets & Investment Information
- Merger, Acquisition & IPO Plans



Legal

- Investment Agreements
- Limited Partner Agreements
- User/Client PII



Portfolio Companies

- Business Plans & Strategies
- Financial Performance Data
- Intellectual Property



Human Resources

- Stock Grants
- Confidential Employee Data
- Health Insurance Information

Collaboration involving exchanges of high-value data — both **internally** among employees and **externally** with limited partners, target/portfolio companies, auditors, and lawyers — accelerates the process of finding, closing, and managing more deals. Simply put, it's core to your business.

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 corporate perimeter.

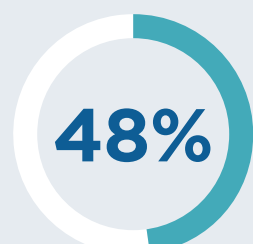


The work-from-home trend—accelerated by **COVID-19 pandemic**—pushes data sharing to unprecedented levels.

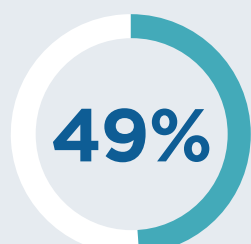
GREATER SHARING = GREATER EXPOSURE = GREATER RISK

\$3.9 million

average cost of a data breach for 2019.¹



of private equity firms allow their employees to use personal devices for work-related tasks.²



of cyberattacks are linked to human error, such as misdelivery of sensitive data.³

300x

greater likelihood of financial services firms being targeted by a cyberattack compared to other industries.⁴

238%

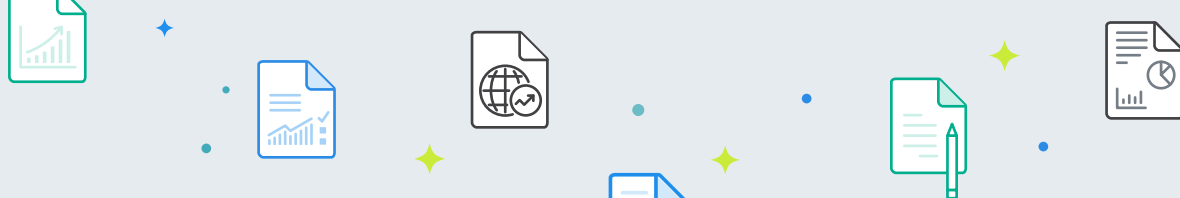
increase in cyberattacks against the financial services sector amid the COVID-19 surge (February to April 2020).⁵



352,771

sensitive files on average are exposed during a financial services data breach, compared to 113,491 files on average for Healthcare, Pharma & Biotech.⁶

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.

TRACK

Understand exactly who is accessing sensitive data inside and outside of your organization, to maintain visibility/control and achieve compliance with applicable regulations.

AUDIT

Withdraw access to sensitive files any time after they've been shared, regardless of where and with whom the files now reside.

REVOKE

Withdraw access to sensitive files any time after they've been shared, regardless of where and with whom the files now reside.

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

[Learn more](#)

[Request demo](#)

Call Us: 844-GET-VERA

Sources:

- ¹ 2020 Cost of a Data Breach Report, IBM, 2020
- ² Cybersecurity in Private Equity, eSentire, 2019
- ³ 2020 Data Breach Investigations Report, Verizon, 2020
- ⁴ Global Wealth 2019: Reigniting Radical Growth, (pg. 22) Boston Consulting Group, 2019
- ⁵ Modern Bank Heists 3.0 Report, VMware Carbon Black, 2020
- ⁶ 2019 Data Risk Report, Varonis, 2019