

Take Your Data Security Seriously Before Someone Seriously Takes Your Data




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

YOUR SENSITIVE DATA IS ON THE MOVE... EVERYWHERE

 <p>R&D</p> <ul style="list-style-type: none"> Code ASIC Designs Product Functional Specs 	 <p>Finance</p> <ul style="list-style-type: none"> Corporate Earnings Reports Financial Projections Budget & Asset Allocations
 <p>Sales</p> <ul style="list-style-type: none"> SOC2 Reports Product Pricing Pipeline Reports 	 <p>Marketing</p> <ul style="list-style-type: none"> Go-to-market Launch Plans Internal Strategy Documents Private Customer Data
 <p>Legal</p> <ul style="list-style-type: none"> Customer & Vendor Contracts Investor Agreements User/Customer PII 	 <p>Human Resources</p> <ul style="list-style-type: none"> Stock Grants Confidential Employee Data Health Insurance Information

Widespread collaboration—both **internally** among employees and **externally** with partners, suppliers, and other vendors—is essential to increasing productivity, efficiency, and profitability.

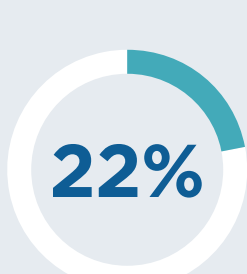
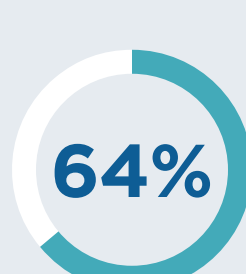
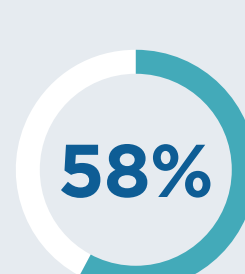
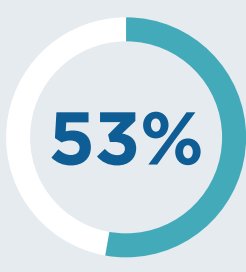
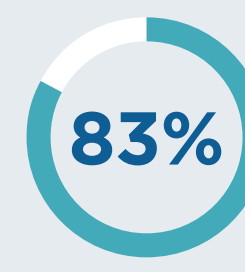
The 3 C's Driving Data Sharing Today

-  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.

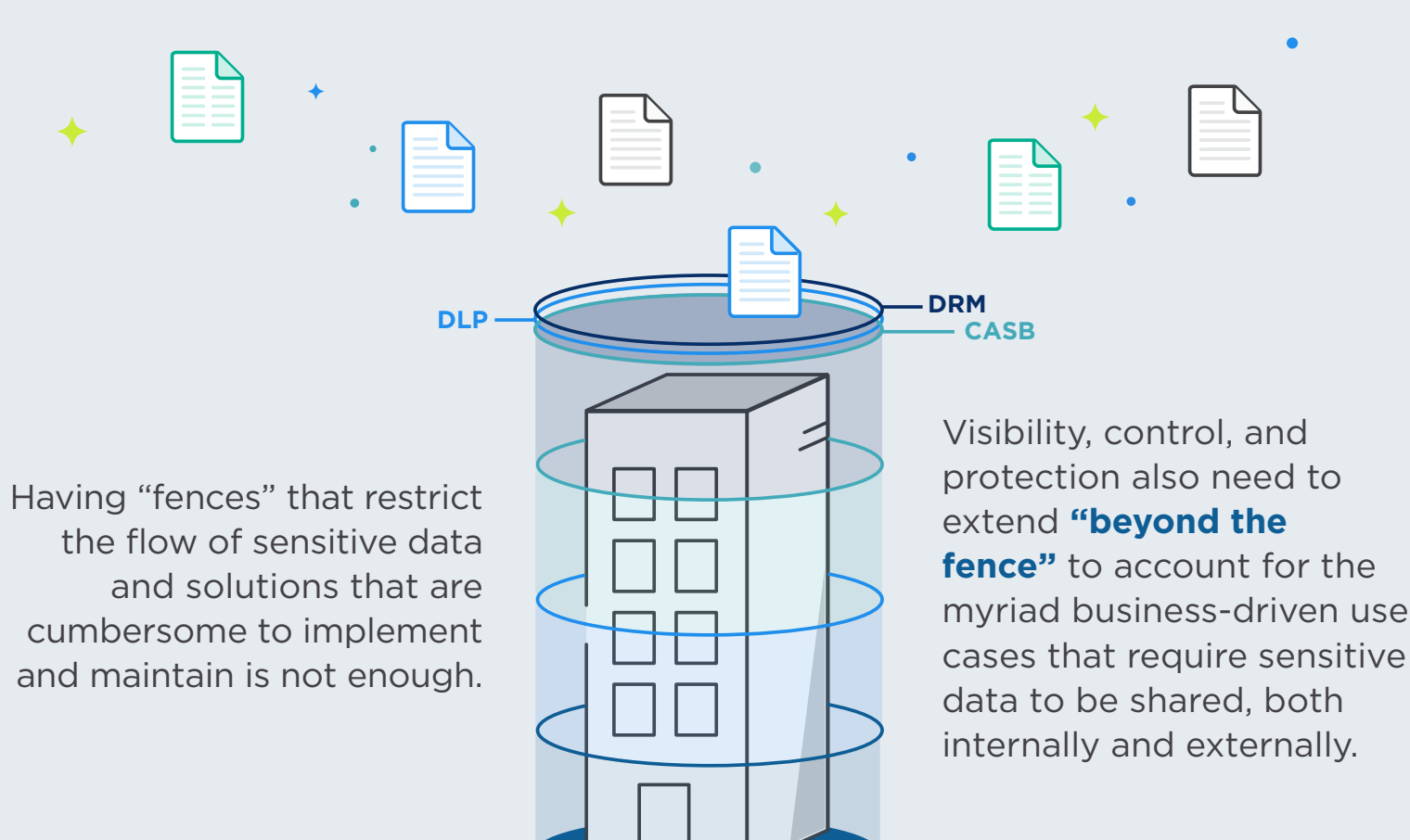
GREATER SHARING = GREATER EXPOSURE = GREATER RISK



\$3.9 million
average cost of a data breach for 2020.¹

 <p>22%</p> <p>of data breaches in the Tech industry are due to human error, both internally and externally.²</p>	 <p>64%</p> <p>of security professionals agree that data loss and leakage is a top cloud security concern.³</p>	 <p>58%</p> <p>of Tech companies noted open platforms, APIs, and cloud usage trends affect their cybersecurity strategy.⁴</p>
 <p>53%</p> <p>of companies had over 1,000 sensitive files open to every employee.⁵</p>	 <p>83%</p> <p>of enterprise workloads have moved to the cloud in 2020.⁶</p>	

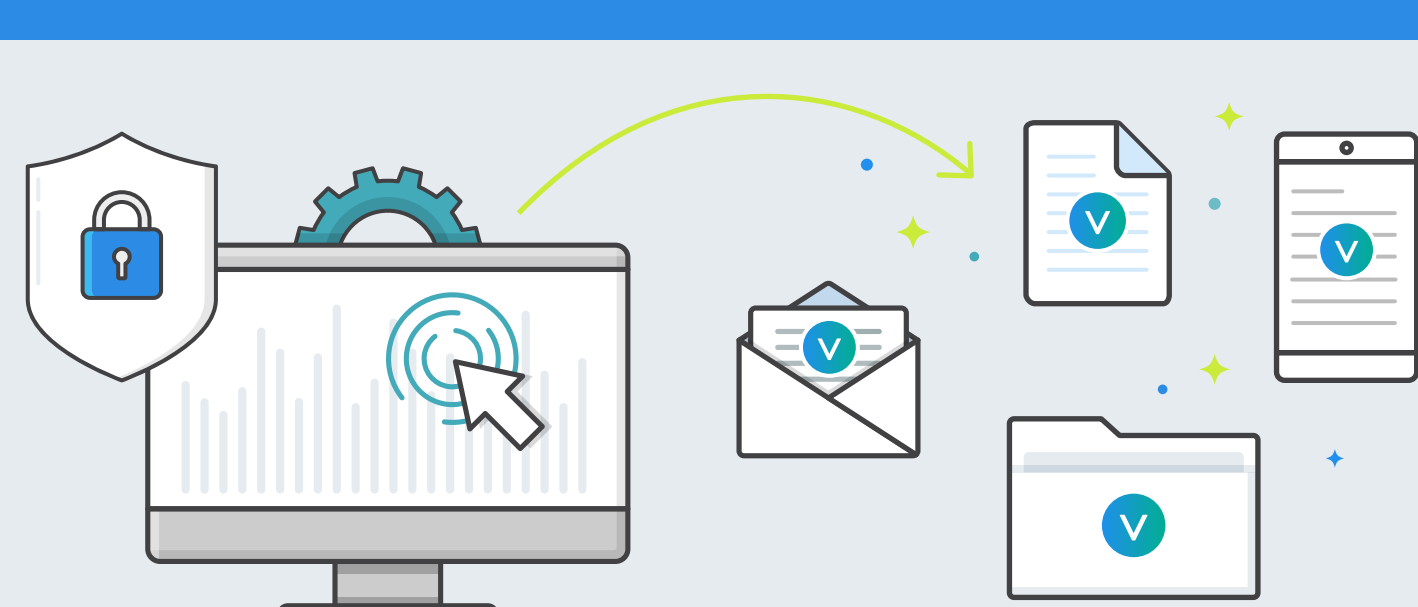
WHY TRADITIONAL DATA PROTECTION SOLUTIONS FALL SHORT



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 organization 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	
REVOKE	Withdraw access to sensitive files any time after they've been shared, regardless of where and with whom they 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. <https://www.ibm.com/security/data-breach>
² "2020 Data Breach Investigations Report," Verizon. <https://enterprise.verizon.com/resources/reports/dbir/>
³ "2019 Cloud Security Report," Delta Risk. <https://go.deltarisk.com/2019-cloud-security-report>
⁴ "Cybersecurity in the Technology Industry," Protiviti, 2019. https://www.protiviti.com/sites/default/files/united_states/insights/cybersecurity-tech-industry-path-accelerating-progress-protiviti.pdf
⁵ "2019 Global Data Risk Report," Varonis. <https://www.varonis.com/blog/cybersecurity-statistics/>
⁶ "The Cloud Vision 2020 Report," LogicMonitor. <https://www.logicmonitor.com/resource/the-future-of-the-cloud-a-cloud-influencers-survey/>