Achieve Data Security, Privacy Compliance & Mitigate Risk
The Webinar Will Begin In 3 Minutes

Achieve Data Security, Privacy Compliance & Mitigate Risk

October 17, 2019
The Webinar Will Begin In 2 Minutes

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Presenters … Achieve Data Security, Privacy Compliance & Mitigate Risk

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What’s so hard about Unstructured Data?
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Evolving privacy laws, complex litigation, and increased focus on data governance makes real-time data access and intelligence even more important.

- **80%** Of Organizational Data Is Unstructured.
- **63%** Estimated Annual Growth of Unstructured Data.
- **70%** Of Data is ROT. (Redundant, Obsolete or Trivial)

- **$3 Mil** Average Savings of Having Centralized Data Compliance.
- **62%** Of companies don’t know where their sensitive data resides.
- **$0** Extra E-Discovery Processing and Collection Fees
What are the unique challenges with unstructured data?
Challenges - Do you know where your data is?
Challenges – How do you classify your data?
Challenges – Legacy Systems Exacerbate the Problem

Systems of Record – often store the final version, but what about the drafts?

File Shares/SFTP – how do you add/remove users? How do you add/remove files?

Email is primary method for sharing files – is that secure?

DLP – how do you validate results?
Challenges – Legacy Systems Exacerbate the Problem
How do we win…

Data Discovery
Data Classification
Data Destruction
Regular Audits
A Holistic Approach to Cyber Security

Total Solution = Program + Technology + Operations
Data Hygiene Webinar

Nate Latessa
President
Heureka Software
Heureka Introduction

- Born in 2013 with roots in Legal and E-Discovery
  - Unique solution for reaching data at the point of creation (endpoint)
  - Ability to solve age-old problem of over-collecting data

- Untapped market solutions for unstructured data
  - Deep file knowledge on desktops, laptops, file shares

- Expanded to Governance, Risk, Compliance markets with risk and data classification

- Introduced Heureka ACT™ (Advanced Classification and Tagging) March 2019
Unstructured data landscape

- Unstructured data accounts for 80% of all corporate data
- Corporate data is growing by 63% every year
- Over 70% of that data is ROT (Redundant, Obsolete or Trivial)

Source: Gartner

$.70 of every dollar spent on cybersecurity, compliance and privacy is to manage & protect data with no business, legal or regulatory value.
Why is this a problem?

Companies have little or no visibility into unstructured data.

Data silos make it difficult to monitor and track data as it moves.

Can't separate business critical data from ROT.

Financial impact of data breach, privacy and compliance regulations, increased cybersecurity threats and rising costs of eDiscovery.

According to PwC: Of 9,500 respondents, 49% do not have an accurate inventory of personal data.
The problem gets worse...QUICKLY!

The average corporation has **347 Tb** of unstructured data.

According to Gartner **243 Tb** is Redundant, Obsolete or Trivial

- $650,000/year to store 1000 TB of non-critical data

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*IDG Data and Analytics Survey 2016: https://cdn2.hubspot.net/hubfs/1624046/IDGE_Data_Analysis_2016_final.pdf?t=1496694598964*
Document Lifecycle

Creation → Propagation → Proliferation
Risk realized...

500M customers affected. Ransomware in the system for four (4) years

145M customers name, address, date of birth and encrypted passwords

143M customers affected, 209K credit card data. PII. $700M damages

110M customers affected, 40M credit and debit card numbers. $162M damages

Multiple breaches in ‘18, worst impacted at least 50M users.

Ponemon’s Cost of Data Breach study: the average cost of a data breach is $4M and $158/record that contains sensitive and confidential information
Cyber Security Tools Are Lacking

- Cyber security budgets 12%
- Only 50% of companies expect to increase their security budget, vs. 79% in 2018
- Data breaches 27% in 2018
- PII records exposed 200% in 2018
- 39% of companies are aggressively disrupting markets - 65% of those have been breached as they push data to the edges

87% of GISS respondents say they need up to 50% more cybersecurity budget.
57% do not have, or only have an informal, threat intelligence program.
36% of boards have sufficient cybersecurity knowledge for effective oversight of cyber risks.
89% say their cybersecurity function does not fully meet their organization’s needs.

Security Magazine
86% acknowledge vulnerability to security threats, 34% as “very” or “extremely” vulnerable

Complexity: #1 perceived barrier to implementing data security

57% of Chief Data Officers estimate the cost of data quality doubled in the past 3 years and 20% estimate costs have increased 5X. Cost contributors include:
- Regulations and increasing data volumes
- Multiple custom tools, further complicating a cohesive strategy
- Highly manual processes

45% say unstructured data is focus of data-driven initiatives

45% agree sensitive data discovery/classification is a ‘Top 3’ initiative

FIMA CDO Survey 2018
IDC’s study, The Changing Face of Data Security 2019 (Thales Data Threat Report)
Data Hygiene Solution

**Discover**
- Inventory unstructured data across all file repositories

**Minimize**
- Delete data according to corporate document retention schedules

**Organize**
- Classify remaining data by type and content

**Monitor**
- Monitor and audit data to ensure compliance to corporate policies and regulations
Step 1: Discover
## Data Hygiene Use Cases

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<thead>
<tr>
<th>GRC / Privacy</th>
<th>eDiscovery</th>
<th>Cybersecurity</th>
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<tbody>
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<td><strong>Overview:</strong> Privacy laws like GDPR and CCPA require companies to know the location of PII or face heavy fines.</td>
<td><strong>Overview:</strong> Corporate data growth is causing eDiscovery and legal costs to skyrocket.</td>
<td><strong>Overview:</strong> Nearly 70% of corporate data is ROT (Redundant, Obsolete or Trivial) and growing by 63% every year.</td>
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<td><strong>Problem:</strong> PII can be buried in unstructured documents that are difficult to locate and monitor. This represents a massive amount of liability for any corporation.</td>
<td><strong>Problem:</strong> Traditional ediscovery collection tools force organizations to over-collect data, because they have no way to search information in place. As data volume increases, so does cost.</td>
<td><strong>Problem:</strong> ROT has little business, regulatory or legal value, but potentially contains significant business risk. The risk normally isn’t realized until a security breach or compliance violation.</td>
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<td><strong>Solution:</strong> Heureka identifies PII automatically and can also reactively search for specific PII to satisfy Subject Access Requests and carry out Right to be Forgotten Requests.</td>
<td><strong>Solution:</strong> Heureka searches data in-place allowing organizations to surgically target only relevant information, which drastically reduces all downstream eDiscovery costs.</td>
<td><strong>Solution:</strong> Heureka gives organizations the power to separate valuable business data from ROT to focus their cybersecurity spend on protecting the data that matters most.</td>
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Data Hygiene: Improved Outcomes

Data Governance – the overall management of the availability, usability, integrity and security of data

- Achieve Data Integrity
  - Eliminate ‘dirty data’ costing as much as 12% of annual revenue (Experian)
  - Extract valuable data that can boost revenue (Forbes: 10% increase in usable data adds $2B to Fortune top line)

- Data Privacy Compliance
  - 37% - Shorter sales delays
  - 63% - If breach occurred, fewer data records were impacted
  - 32% - Shorter system downtime
  - 17% - Reduced likelihood of breach

IDC’s study, *The Changing Face of Data Security 2019 (Thales Data Threat Report)*
Data Hygiene: Improved Outcomes

- Heureka client results:
  - 24 hours - PII identified valued at $1.17M and $173,000 discovered in “Trash/Recycle”
  - 48 hours - Identified PII valued at $578,000 and files outside of data retention policy
- Insurance company:
  - In 2 days, 10M files indexed and classified
  - Identified PII valued at $650,475
QUESTIONS?
Upcoming Webinars and Events

Events

◆ October 21-25 - **Information Security Summit**
  at The Cleveland I-X Center

◆ A special tribute to the 50th Anniversary of the Internet will occur at ISS, Wednesday, Oct. 23rd with a live video feed from Dr. Len Kleinrock of UCLA. ([https://samueli.ucla.edu/internet50](https://samueli.ucla.edu/internet50))

Webinars

◆ All previous ASMGi webinars are available for viewing on our [YouTube Channel](https://www.youtube.com/ASMGi)

10/17/2019
Speaking of Legacy Systems … Room 3420 @ UCLA is where the Internet began!

Leonard Kleinrock
Internet Pioneer, UCLA
Thank You!

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