

# Cloud Data Security

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## Protect sensitive data from exposure in cloud environments

Digital transformation involves the integration of technology into all areas of a business, fundamentally changing how organizations operate and deliver value to customers. Most transformation efforts involve rethinking old operating models, experimenting with new processes, and aiming to become more agile in responding to customer expectations and competitive threats. And, because cloud migration plays a critical role in an organization's ability to evolve and become more agile in its development efforts, it plays a key role in the transformational journey, along with the need to deploy effective security measures, solutions, and support along the way.

Database-as-a-Service (DBaaS) is one of the fast growing cloud services being used to support transformation and advanced DevOps efforts, offering flexibility and significant operational efficiencies. It also brings agility, enabling businesses to develop and deploy new services and applications more quickly, thereby aligning with the overall transformation effort. However, all this can create risk, and security teams are very concerned with the lack of visibility they have on their data in the cloud, who has access to what data, and how this poses exposure risks.

## Optimize the visibility and oversight of your cloud data

Imperva Cloud Data Security helps address the security and compliance concerns and supports effective and secure cloud migration and DBaaS utilization. Delivered as an easy-to-deploy set of security capabilities (including a full SaaS option), our solution empowers security teams with best-in-class tools tailored to protect data living in your DBaaS environments. It offers you near real-time visibility of your cloud data, with automated discovery, classification, continuous monitoring, and security insights that mitigate data breach risks and help you comply with data privacy and protection regulations.

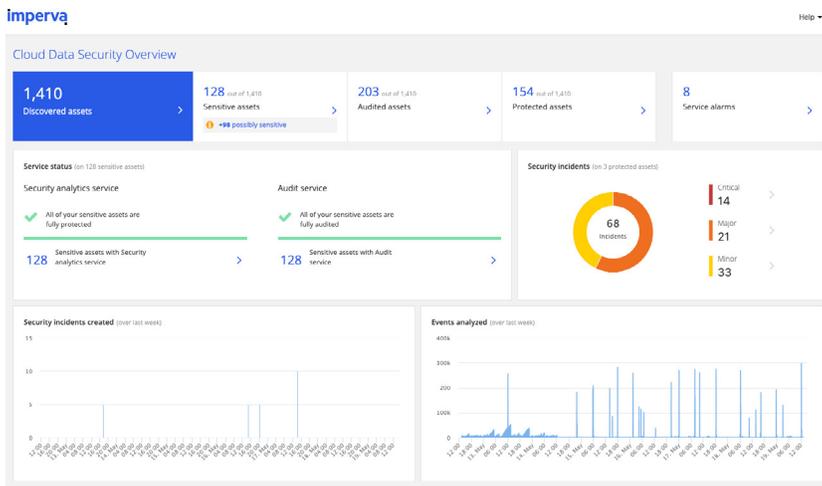
### KEY CAPABILITIES:

Easy on-boarding for expedited discovery and visibility over all cloud data assets.

Automated database discovery, data classification, and anomaly and incident detection.

Effective activity monitoring and management through a centralized and user-friendly dashboard.

Security and compliance by default via pre-set security alerts and audit reporting capabilities.



Intuitive and interactive dashboard showcases core service outputs including discovery findings, data classification results, and various activity alerts in one centrally managed location.

## Leverage the power of the cloud securely

It's time to think differently about the cloud. While enterprises have traditionally been reluctant to migrate or adopt new data environments in the cloud, the reality is that the growth of data and data utilization, along with the proliferation of efficient cloud SaaS offerings are making the move much more attractive and in some cases necessary as companies pursue digital transformation.

Innovative companies therefore look to leverage their data in public cloud environments to drive additional value for both internal stakeholders and customers. It brings agility-enabling businesses to develop and deploy new services and applications more quickly. And, with proper caution and cloud-focused security solutions that give you visibility into what sensitive data lives in the cloud and who is doing what with that data, organizations can confidently innovate while protecting what matters most.

### Mitigate data breach risks

Empower your security experts with best-in-class data security capabilities, bundled into a convenient offering- providing automated discovery, classification, monitoring, and analytical insights for your data sources in public cloud environments.

The result? Visibility and effective monitoring of your data stored in public cloud (i.e., DBaaS) environments, with insights to highlight areas of concern, and support your overall data security decision making. With awareness, clarity, and oversight of your cloud data in place, you are on the right path to effectively mitigating the risk of accidental or malicious data breach events – whether by innocent insiders or malicious attackers.

## Support compliance efforts

Privacy regulations and consumer expectations around the secure storage of their data continue to evolve, and cloud migration only adds to the challenge. With cloud data security, you can tackle data privacy regulations and compliance requirements (e.g., HIPAA, PCI, GDPR, etc.) that continue to challenge your security and development teams as a result of ongoing capture, storage, and use of data - by maintaining a consistent and seamless inventory and view of your data assets in the cloud.

And, as data use cases continue to expand, and more and more data-driven activities migrate to the cloud, having visibility, ongoing monitoring, and governance for the cloud data stores will be key in maintaining compliance, particularly as those requirements and expectations continue to evolve and expand.

## Enable digital transformation with confidence

Help your developers focus on what's most important – expediting DevOps optimization through secure cloud migration that helps advance core business functions and customer-focused innovation through application development and testing, business intelligence, research, analytics, and more.

Leveraging our purpose built cloud security offering allows your developers to work unencumbered, knowing that cloud data is being monitored and protected, thereby allowing focus to be placed on core test and development activities, and helping your organization to expedite transformational initiatives that propel your business forward. Developers will enjoy greater agility and flexibility and all the efficiencies gained via cloud databases, while CISOs and their security teams will gain confidence and comfort with enhanced visibility and oversight.

### IMPERVA DATA SECURITY

Cloud Data Security is a key component of Imperva Data Security, which reduces breach risk while enabling digital transformation. Imperva Data Security safeguards data on-premises and in the cloud by:

Discovering sensitive data

Monitoring all data activity

Preventing unauthorized access and activity

Identifying risky users and suspicious actions

Providing actionable security insights

Masking data for non-production use

**Learn more about Imperva Data Security at +1.866.926.4678 or online at [imperva.com](https://www.imperva.com)**

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