

# Their Cloud, Your Data

Are you helping your customers move their applications and data to the cloud?

Is your customer asking about data security, compliance or regulatory issues?

## Example Use Cases



Store and manage encryption keys across multiple clouds on a single pane of glass.



Protect and encrypt S3 Storage in AWS.



Google Cloud

Secure Virtual Machines on Google Cloud Platform.



Protect your Office 365 Environment.



## The Problem



Security of sensitive data across multiple clouds and cloud providers.



Customers are not aware of the shared responsibility model.



Data Compliance and sovereignty in the cloud.

## The CipherTrust Platform is the No1 market leader for protecting sensitive data



Certified solution by cloud service providers.



Increase compliance and auditability.



Plug and Play.



Improve security.



# Competitor Analysis

## Fortanix

- New entrant to market & no footprint in UK&I. Comparable solution but lacks integrations

## Cloud Native security: AWS KMS, Azure Key Vault, Google KMS

- Not best practice to manage everything with cloud provider. Locked into service & tied to provider.
- Non-compliant solutions
- Hard to manage when business has a multi cloud strategy.
- Lack of FIPS compliance

## Common Objections



**The cost is too high/no budget.**

**Cost of breaches are far higher** in terms of price and reputation damage.



**The cloud service provider already provides adequate data security.**

Only **57%** of sensitive **data is protected in the cloud.**



**I don't know where my data is.**

**76%** of businesses do not fully know. Thales have **Data Discovery & Classification** to find sensitive data.

## Fast Facts

# 100%

Data Security in Cloud is 100% customer responsibility.

# 81%

81% customers use 2 or more clouds for IAAS and PAAS.

# 57%

Only 57% of all sensitive data in the cloud is protected.

# 43%

43% have experienced a breach in their cloud environments.

## How Thales Can Help

- Increase your deal size
- Increase stickiness with your customer
- Improve revenue & margin
- Open the door to more opportunities
- Retire your quota

## Contact Us



thales\_uk@exclusive-networks.com  
+44 (0)845 521 7217