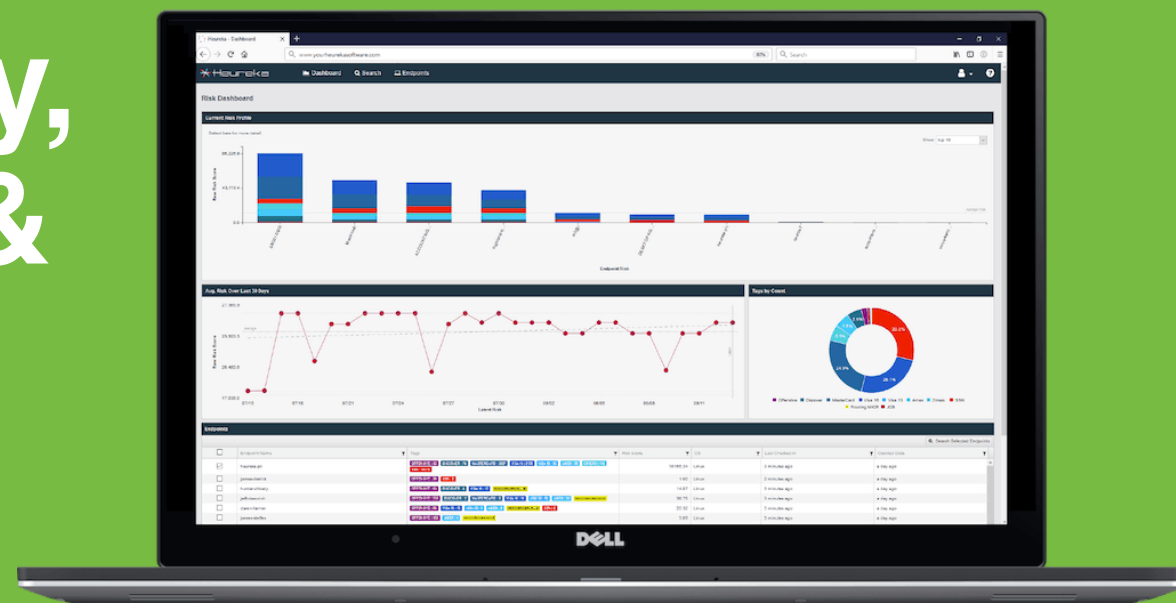




Achieve Data Security, Privacy Compliance & Mitigate Risk



October 17, 2019





The Webinar Will Begin In 3 Minutes

**Achieve Data Security,
Privacy Compliance &
Mitigate Risk**

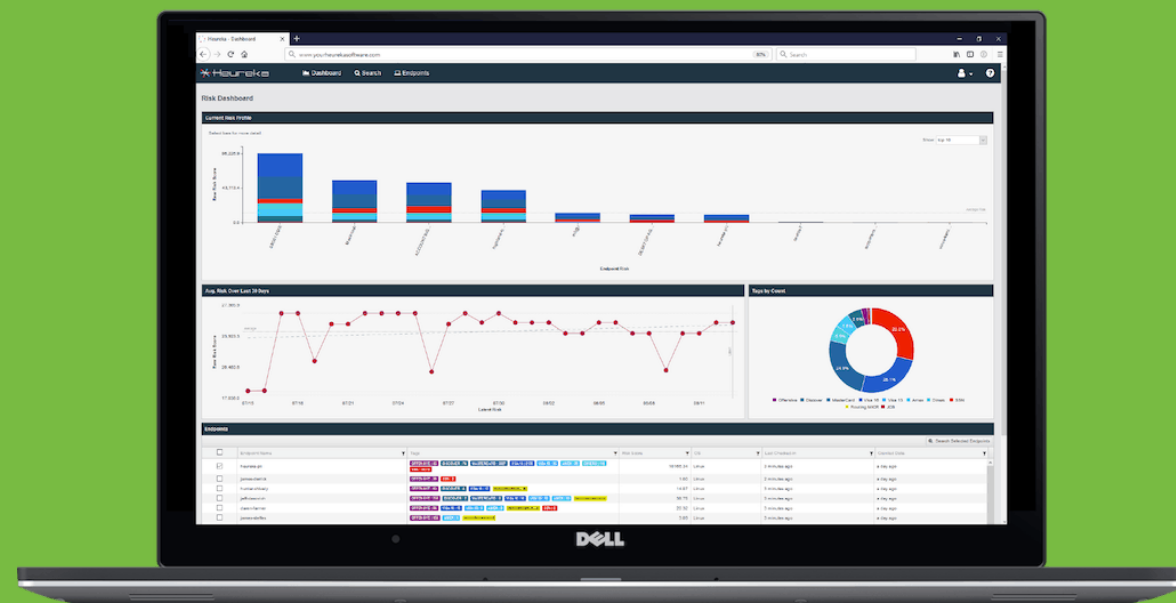


October 17, 2019



The Webinar Will Begin In 2 Minutes

**Achieve Data Security,
Privacy Compliance &
Mitigate Risk**



October 17, 2019



The Webinar Will Begin In 1 Minute

**Achieve Data Security,
Privacy Compliance &
Mitigate Risk**

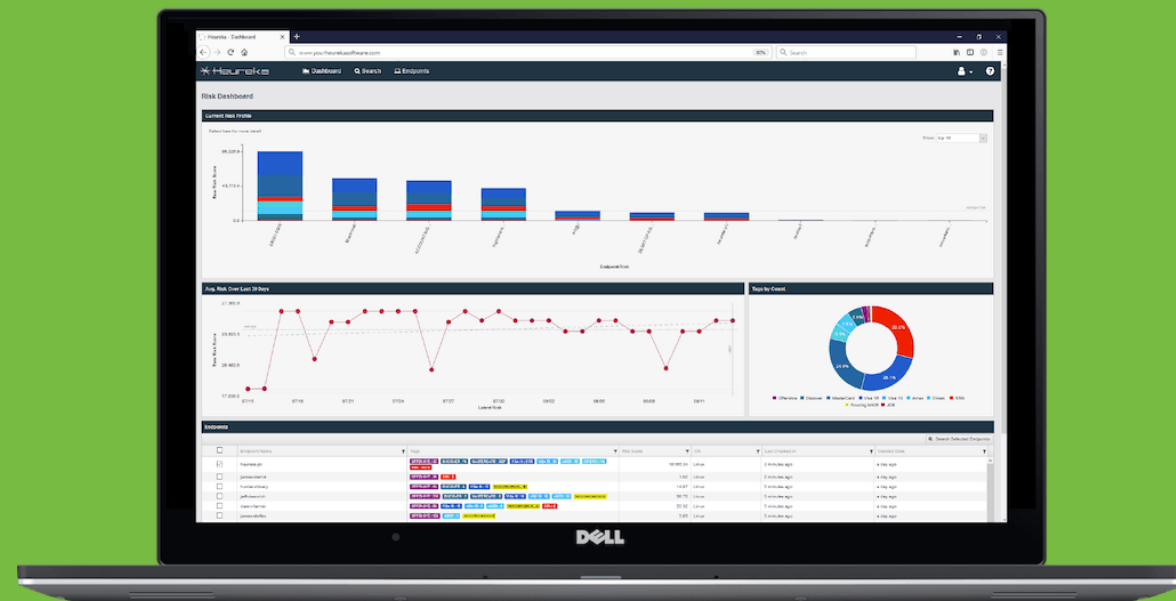


October 17, 2019





Achieve Data Security, Privacy Compliance & Mitigate Risk



October 17, 2019



Presenters ... Achieve Data Security, Privacy Compliance & Mitigate Risk



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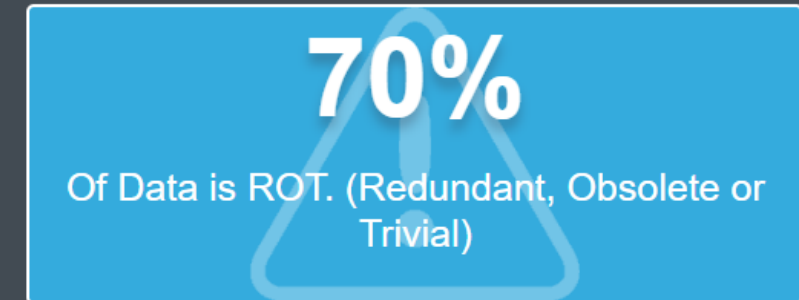
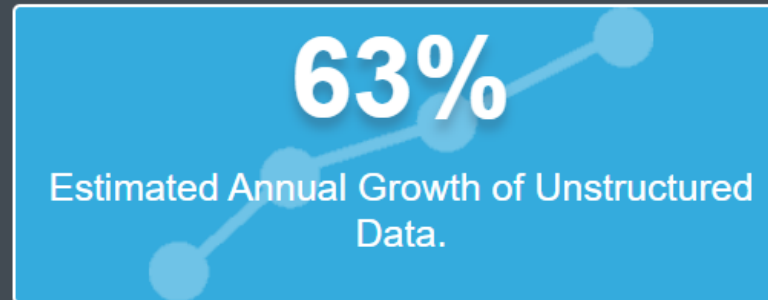
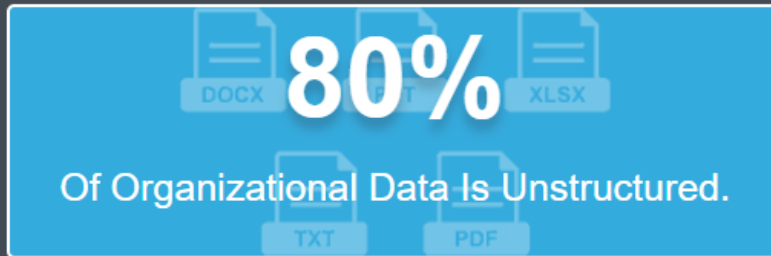


What's so hard about Unstructured Data?

What's so hard about Unstructured Data?



Evolving privacy laws, complex litigation, and increased focus on data governance makes real-time data access and intelligence even more important.



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



A Holistic Approach to Cyber Security



Total Solution = Program + Technology + Operations





Nate Latessa
President
Heureka Software



Data Hygiene Webinar

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



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

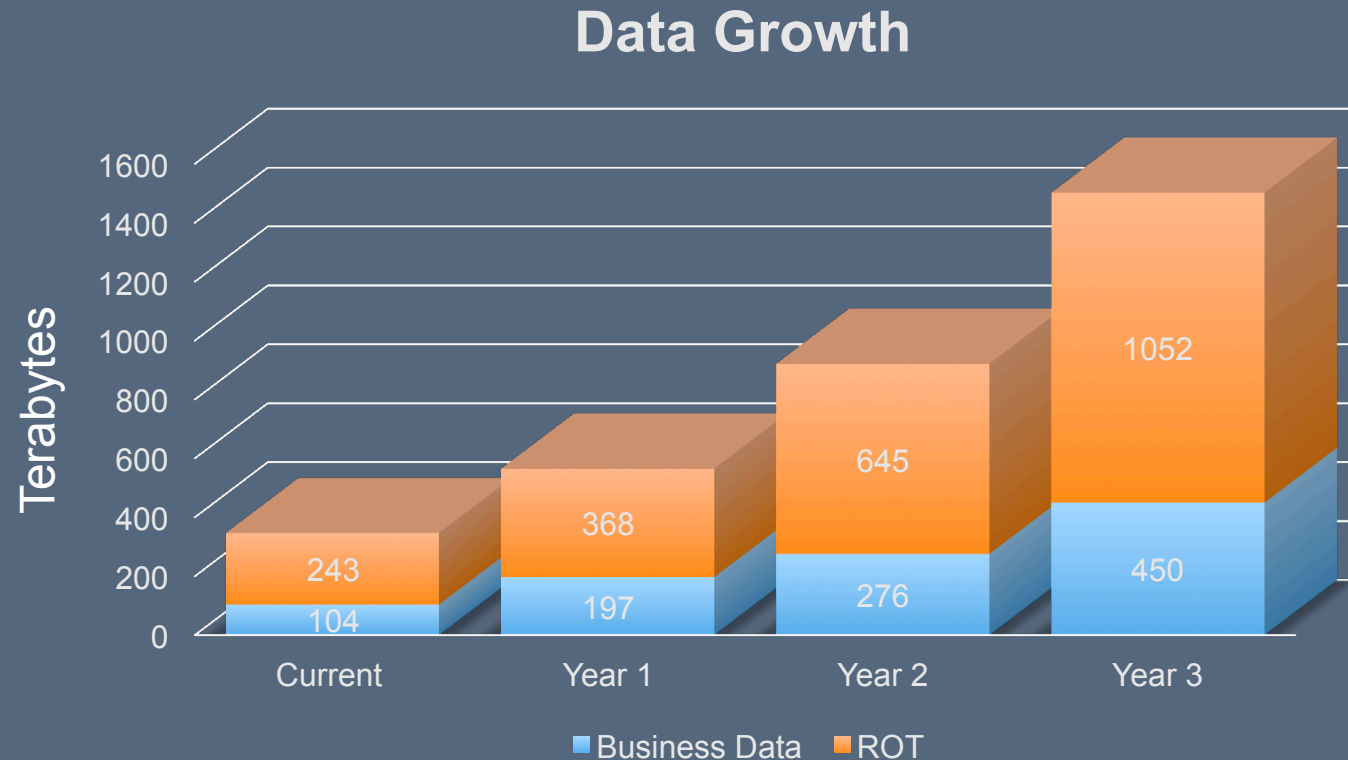
eDiscovery

According to PwC: Of 9,500 respondents, 49% do not have an accurate inventory of personal data

The problem gets worse...QUICKLY!

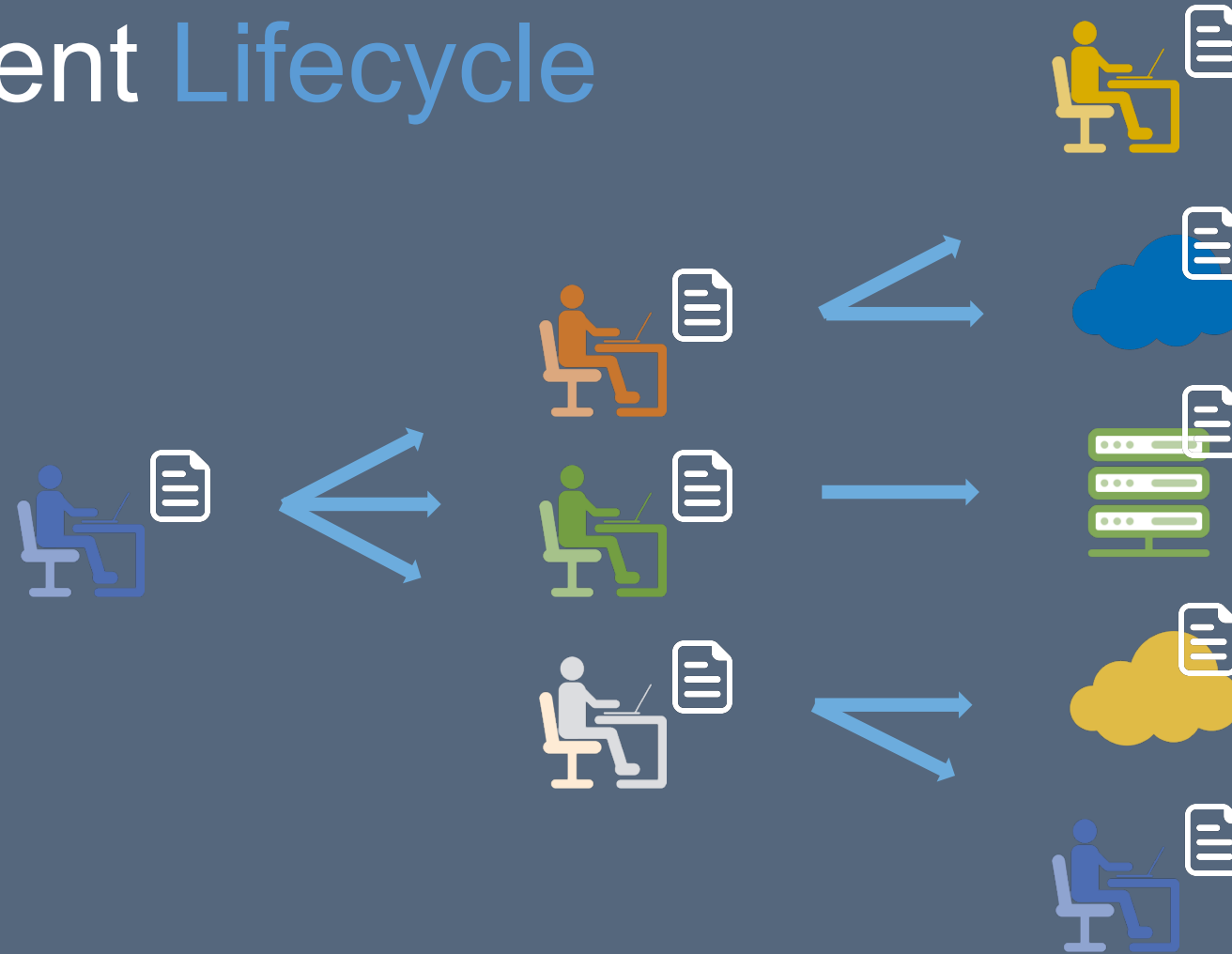
The average corporation has
347 Tb*
of unstructured data.

According to Gartner
243 Tb
is Redundant,
Obsolete or Trivial



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

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






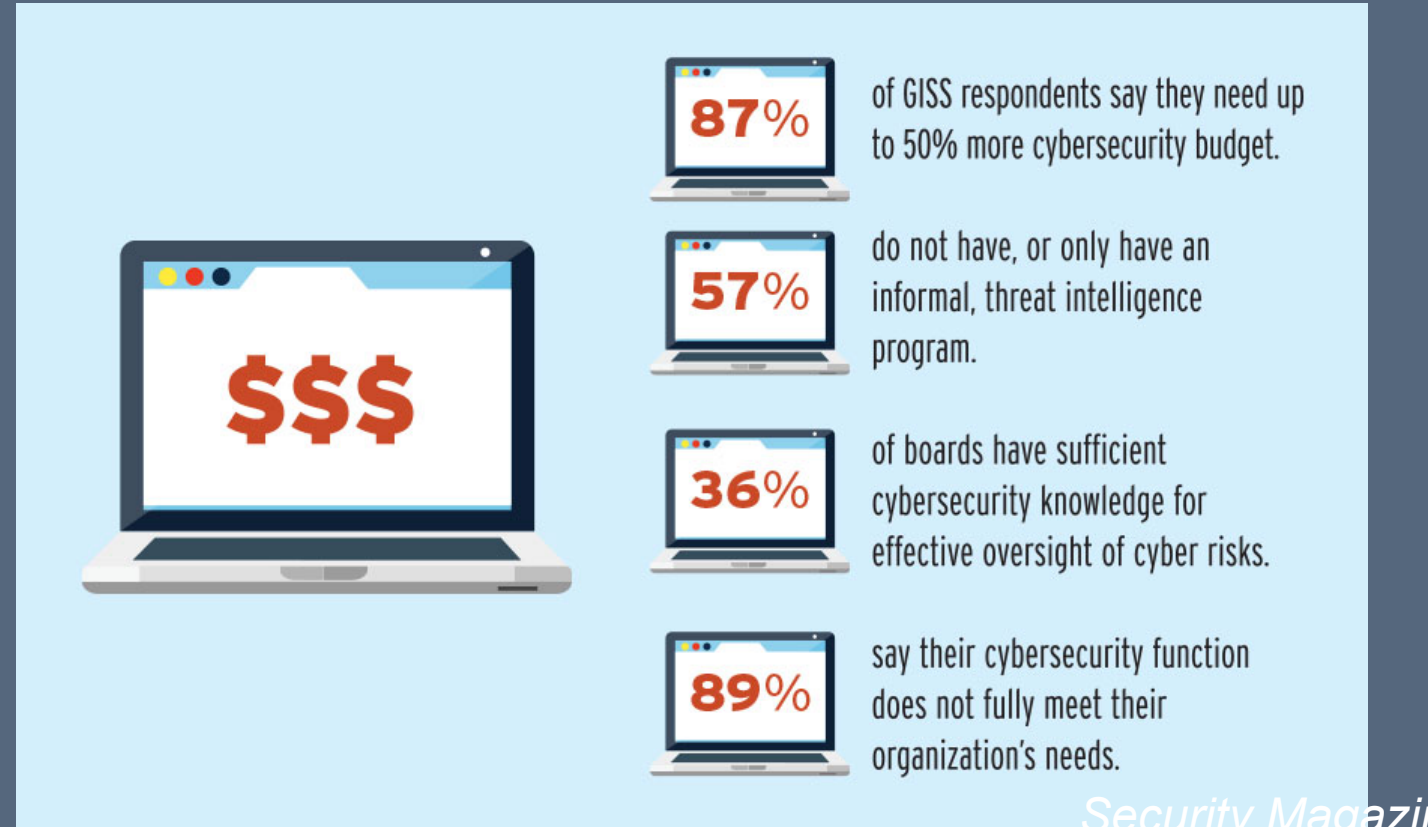
110M customers affected, **40M** credit and debit card numbers. **\$162M** damages



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

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



Security Magazine

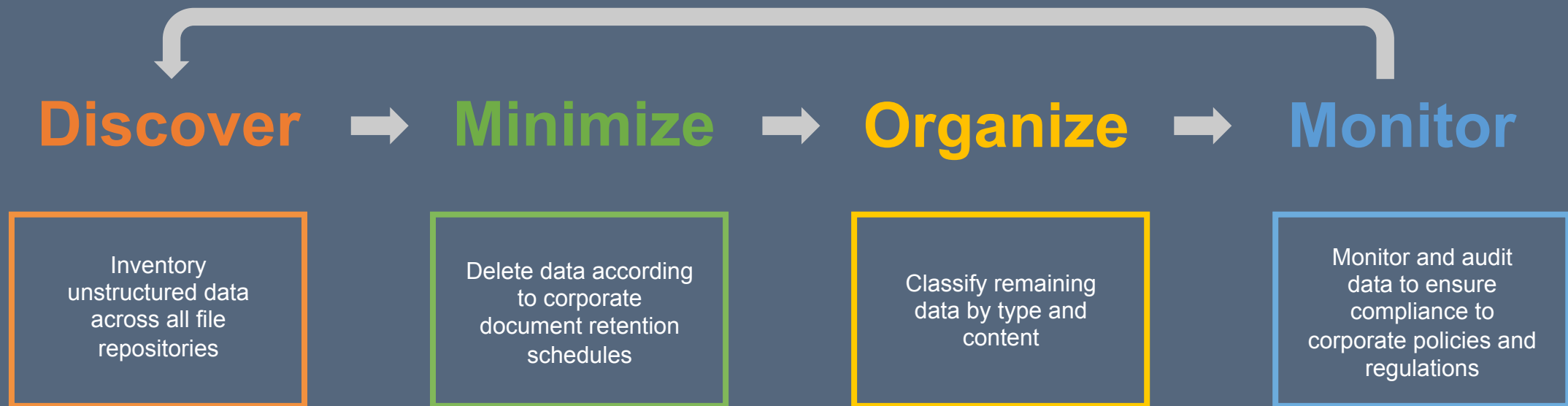
Complex & Costly Issue

- **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



Data Hygiene Solution



Extension Category

Batch Files

Binary Files

Bitmap Image Files

Calendar Files

Compressed Files

Database Files

Digital Camera RAW Files

Document Files

Email Messages

Encrypted Files

Font Files

Game Related Files

Number of Endpoints

44



Total File Size in GB

334.9

Number of Files

662,667



Unique File Count (Dedup)

205,677

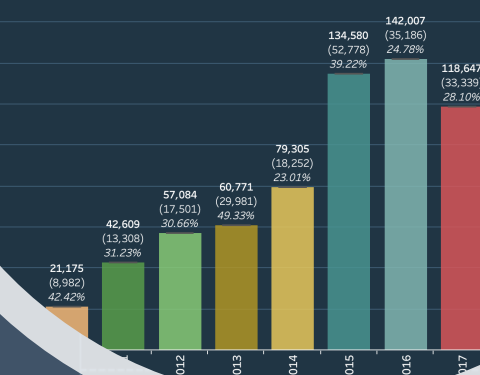
Files Containing Risk

4,807

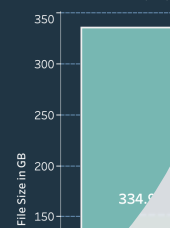


Dedup Percentage

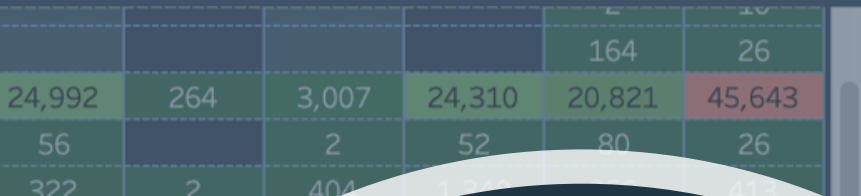
31.04%



Total File Size (GB)



2012 2013 2014 2015 2016 2017



Files Containing Risk

4,807

Risk Score by Type

Step 1: Discover

File Category and File Count

Email Messages
151,161

Internet
Related

Bitmap Image
Files
145,951

Video Files

Bitmap Image Files

Data Hygiene Use Cases

GRC / Privacy

Overview: Privacy laws like GDPR and CCPA require companies to know the location of PII or face heavy fines.

Problem: PII can be buried in unstructured documents that are difficult to locate and monitor. This represents a massive amount of liability for any corporation.

Solution: 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.

eDiscovery

Overview: Corporate data growth is causing eDiscovery and legal costs to skyrocket.

Problem: 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.

Solution: Heureka searches data in-place allowing organizations to surgically target only relevant information, which drastically reduces all downstream eDiscovery costs.

Cybersecurity

Overview: Nearly 70% of corporate data is ROT (Redundant, Obsolete or Trivial) and growing by 63% every year.

Problem: 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.

Solution: Heureka gives organizations the power to separate valuable business data from ROT to focus their cybersecurity spend on protecting the data that matters most.

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



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>)*

Webinars

- ◆ *All previous ASMGi webinars are available for viewing on our [YouTube Channel](#)*



Speaking of Legacy Systems ... Room 3420 @ UCLA is where the Internet began!



Leonard Kleinrock
Internet Pioneer, UCLA



Thank You!

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