

Informatica Data Privacy

Protect Your Company's Sensitive Data While Controlling Costs

“Data breach incidents cost U.S. companies \$202 per compromised customer record in 2008, compared to \$197 in 2007.”

Ponemon Institute

U.S. Cost of a Data Breach Study, February 2009

It's estimated that more than 50 percent of the data stored in databases could be classified as confidential. With your IT organization collecting and storing more data—and more sensitive data—for longer periods of time, there's more risk associated with data breaches.

Database security solutions are hard to configure and administer. Hand-coded solutions are labor intensive and prone to errors. Your IT organization needs to automate data masking to increase productivity and reduce costs.

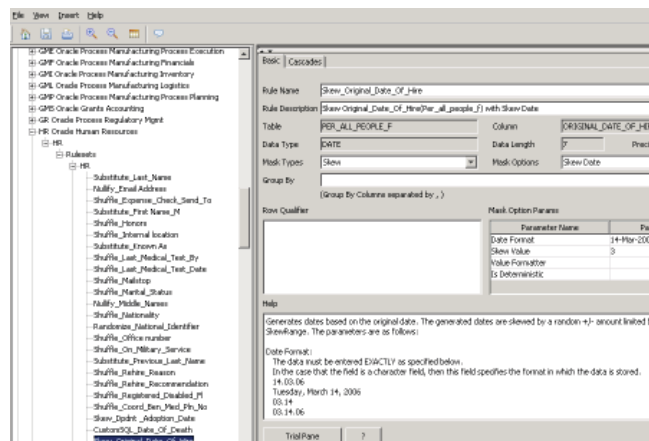
Informatica® Data Privacy™ is comprehensive, flexible, and scalable software for managing access to sensitive application data, such as credit card information, Social Security numbers, names, addresses, and phone numbers. The software prevents the unintended exposure of confidential information and reduces the risk of data breaches.

Informatica Data Privacy minimizes the risk of data breaches by masking test and development environments created from production data copies or subsets. The software provides sophisticated, but flexible masking rules that allow your IT team to apply different kinds of masks to different kinds of data used in various testing, training, and other nonproduction environments.

Informatica Data Privacy is ideal for reducing the risk of data breaches; improving the quality of development, testing, and training activities; and supporting compliance with internal, industry, and governmental data privacy mandates and regulations.

BENEFITS

- Prevent data breaches by masking confidential or sensitive information so that it can be shared safely with internal teams or with external vendors or partners
- Enhance the quality of test data and development projects as a whole by relying on realistic, masked application data
- Enforce and comply with privacy regulations and data governance policies by enabling access to realistic yet deidentified data



Informatica Data Privacy features robust masking algorithms—including shuffling, substitution, sequential, encryption, randomization, nullification, and skewing—that enable IT organizations to maintain structural rules to deidentify values.

Key Features

Single, Scalable Data Masking Environment

- Create and centrally manage masking processes from a single, high-performance environment that readily handles large data volumes
- Mask data across applications, databases (e.g., Oracle, DB2, SQL Server, Sybase, Teradata), and platforms (e.g., Windows, UNIX/Linux, z/OS)
- Define and reuse data masking rules to adhere to privacy policies and produce quick results
- Simulate masking rules before actual execution to validate privacy policies
- Track procedures for protecting sensitive data through comprehensive audit logs and reports

Robust Data Masking Support

- Preserve formats for data fields while protecting the original data value
- Maintain structural rules to deidentify values by using such masking algorithms as shuffling, substitution, sequential, encryption, randomization, nullification, and skewing
- Substitute names and addresses with realistic prepackaged or user-defined data sets
- Maintain the functional appearance, consistency, and integrity of masked data for complex enterprise applications by synchronizing data values within and across related row(s) and table(s)
- Use a simple graphical user interface for viewing, editing, and extending masking rules to build new data privacy policies
- Ensure that privacy policies continue to function when the underlying application changes, such as when a patch is applied or an application module is updated

Comprehensive Set of Application Accelerators

- Rapidly deploy data privacy policies with accelerators for many packaged ERP, SFA, CRM, and SCM business applications, including Oracle E-Business Suite, SAP, PeopleSoft, and Siebel
- Easily view, edit, and extend prepackaged masking rules to ensure complete coverage of your sensitive data
- Ensure that privacy policies continue to function when the underlying application changes, such as when a patch is applied or an application module is updated

Broad Connectivity and Custom Application Support

- Quickly apply masking algorithms to any sensitive data, in any format
- Access and mask a wide variety of databases, mainframes, and business applications, including (but not limited to) Oracle, IBM DB2, Microsoft SQL Server, IMS, VSAM, JD Edwards, and Baan

Benefits

Reduce Risk of Data Breaches

By enabling database administrators to preview masking policies and rules before data is actually masked, Informatica Data Privacy simplifies the maintenance and administration of privacy policies. Such policies can be quickly implemented, which decreases the risk of data breaches. IT organizations can leverage flexible data masking techniques to transform subsets of production data into a useable format while maintaining the data's relational integrity. Then testers, developers, trainers, and other authorized parties can use realistic, deidentified application data. Confidence in the IT organization is upheld when sensitive or confidential information is not accidentally exposed or viewed by unauthorized persons.

Improve the Quality of Development, Testing, and Training Activities

Informatica Data Privacy masks sensitive or confidential application data so that it can be replicated safely to nonproduction systems. Using prebuilt or customized sophisticated masking techniques, IT organizations can preserve the original information characteristics and maintain data and referential integrity. The realistic yet deidentified data enhances the quality of test data, which, in turn, enhances the quality of development, testing or training. Data privacy solutions can be easily customized for each organization's business requirements, further increasing quality and accelerating implementation.

Support Compliance with Data Privacy Mandates and Regulations

With access to realistic yet deidentified data, IT organizations can enforce and comply with privacy regulations—such as HIPAA, PCI DSS, and GLBA—and with data governance policies. Informatica Data Privacy ensures a consistent, formal approach to guaranteeing data privacy. IT organizations can track procedures for protecting data to provide audit trails for regulatory compliance and reporting purposes.

LEARN MORE

Learn more about Informatica Data Privacy and the entire Informatica Platform. Visit us at www.informatica.com or call (800) 653-3871.

ABOUT INFORMATICA

Informatica Corporation is the leading independent provider of enterprise data integration software and services.

INFORMATICA
The Data Integration Company™

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