



DIGITAL GUARDIAN®

Digital Guardian for Financial Services



> **WHY THREAT AWARE DATA PROTECTION FOR FINANCIAL SERVICES**

Financial services remain one of the most breached industries according to PwC’s global information security survey. Banks, insurance companies and other financial institutions are targeted because they handle sensitive data such as Personally Identifiable Information (PII) and Personal Credit Card Information (PCI) with every account transaction. It’s not just customer data that they have to worry about; attacks on intellectual property such as trading algorithms and formulas have nearly tripled in the last few years.



Theft of “hard” intellectual property in financial services firms soared 183%.

(sources: The Global State of Information Security® Survey 2016)



> **KEY CHALLENGES**

Financial firms are under increasing regulatory pressure to ensure sensitive data is protected or risk fines, penalties, lawsuits, and loss of trust and reputation. Compliance requirements such as SEC, FINRA, GLBA, GDPR and other US and EU mandates demand that sensitive data be protected from a broad range of threats including:



Advanced Persistent Threats

APTs are complex attacks by foreign states, hacktivists, and organized crime to steal data, commit fraud, or damage a firm’s stability or credibility.



Insider Threats

Current or former employees, either by malice or mistake, can leak PII or IP to egress channels such as email, media, mobile devices, and cloud storage.



Ransomware

Banks and credit unions have become victims of choice for attackers who hold data hostage to compromise daily operations until payment is extorted.



Third Party Infiltration

Cyber criminals compromise trusted service providers, payment partners, and contractors to gain backdoor access to sensitive data.

> HOW DIGITAL GUARDIAN CAN HELP

Our threat aware data protection platform secures your sensitive assets against insider and outsider threats.

UNDERSTAND: WHAT DATA TO PROTECT

Digital Guardian delivers the most comprehensive data discovery and classification on the market today. Our deepest visibility into data, user and system events enables us to accurately identify both structured and unstructured sensitive data. Only Digital Guardian can identify and tag sensitive data in real-time even before you develop formal policies.

UNDERSTAND: WHEN DATA IS AT RISK

Detecting when data needs to be protected means understanding risky user behavior, unauthorized system access, data movement or process violations. The Digital Guardian platform harnesses our deep visibility and real-time analytics to flag anomalous activity and provides high fidelity alerts. Our solution monitors enterprise data wherever it lives and wherever it is shared – across networks, storage, endpoints, or in the cloud – performing equally across Windows, Mac OS or Linux operating systems.

ENFORCE AND EDUCATE: FLEXIBLE & AUTOMATED CONTROLS

Digital Guardian employs flexible and automated controls to ensure that sensitive data does not leave your organization. Our context-based and behavior-based rules automatically prompt users or block insider and outsider threats in real-time. Illegal downloads or exfiltration can be blocked and contained before the data is gone. Real-time prompts increase employee awareness and educate users on proper use of customer PII.

DIGITAL GUARDIAN PROTECTS BOTH STRUCTURED AND UNSTRUCTURED SENSITIVE DATA



Banking

- Personally Identifiable Information (PII)
- Payment Card Industry Data Security Standard (PCI DDS)



Insurance

- Protected Health Information (PHI)
- Personally Identifiable Information (PII)
- Payment Card Industry Data Security Standard (PCI DDS)



Financial Markets

- Personally Identifiable Information (PII)
- Payment Card Industry Data Security Standard (PCI DDS)
- Intellectual Property (IP): Deal management information, trading algorithms, financial modelling, IPO plans, M&A plans

ABOUT DIGITAL GUARDIAN

Digital Guardian's threat aware data protection platform safeguards your sensitive data from the risks posed by insider and outsider threats. By harnessing our deep data visibility, real-time analytics and flexible controls, you can stop malicious data theft and inadvertent data loss.

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 Magic Quadrant Leader