Data Protection Solution Overview

Digital has permanently transformed the business world. The internet and our ability to store, analyze and interpret data has revolutionized the way we conduct business today. According to Futurescape, **60% of global GDP will be digitized by 2022**. And the pace may be increasing, as IBM found that "96% of leaders report Covid-19 will accelerate their digital transformation by an average of 5.3 years".

As we move to the cloud and build applications cloud-first, the pace of business is faster than ever before. All these transformations have been wonderful for business, they make our lives easier, but for CISOs and data protection professionals, your job is more difficult than ever before.
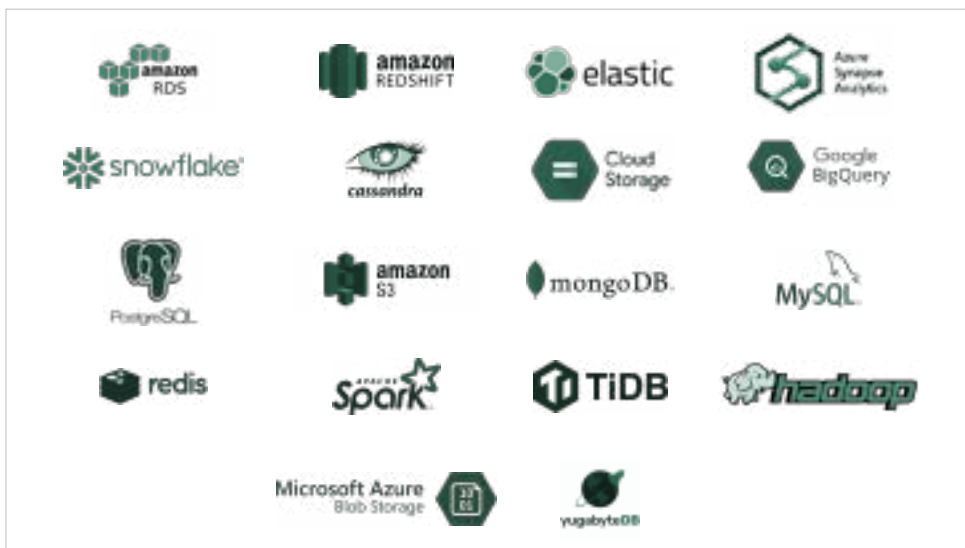
We know the job is more difficult due to the increasing number of breaches reported each week. IDC reported **98% of all companies experienced a cloud data breach within the past 18 months**, a 19% increase from a year ago. During the same period, 67% reported three data breaches. Not only that, but according to IBM the average cost of a data breach has reached $3.86 million as of 2020.

Key Benefits

- Know **where** your sensitive data is in the cloud and **who** has access
- **Enable** Data Protection teams to regain control of cloud data
- Understand your data's **security posture** and process owner
- **Detect leaks** and remediate

Data Protection at the **speed of cloud**

Data is the new global currency, we store and transmit more data daily than ever before via the cloud. Frost and Sullivan states that 2.5 quintillion data bytes are generated each day. This data is being transferred between services and applications, compute and server-less infrastructure spinning up and down dynamically, new applications coming on and off-line at record speed, and even more risky, data regularly being shared with external parties. Do you feel in control? Do you know where your sensitive data is and where it's going? Are you confident that you have the necessary tools to prevent data leakage from the cloud? Typically the answer is no. The information being collected in the cloud is usually unscrutinized, or completely in the dark for the data protection teams.

Data Protection for Everything You Build and Run in the Cloud

Cloud-first has brought a lot of wonderful benefits to businesses and our lives, but the old data protection tools don't work in this state-of-the-art environment. New tools are emerging to focus on modern, cloud-first architectures. Solutions now exist for email, network, endpoint, and SaaS data leakage protection, but **sorely missing for cloud-first organizations is data protection for your public cloud**. What Laminar provides is data protection for everything you build and run in the cloud.

Most solutions stop at managed storage, Laminar covers everything you build and run in the cloud.

Laminar's cloud data security platform is the only solution data protection teams need to protect your sensitive data in your public cloud environment. This includes **both managed and unmanaged storage as well as compute, covering all potential avenues for data leakage**. Full protection requires continuous monitoring.

- Discover and Classify for complete visibility
- Secure and Control to improve risk posture
- Detect Leaks and Remediate without interrupting data flow

The result is reduction of the attack surface and detection of real-time data leaks, putting you back in control of your data.

DISCOVER AND CLASSIFY

Discover, classify and categorize all the data within your public cloud environments. In the past this has been achieved by regular manual audits and interviews of application owners during a formalized Data Risk Assessment process. Of course with the pace of change in modern, cloud-first environments those audits are incorrect almost immediately after their completion and everyone knows it. Visibility of where all your data resides requires a continuous monitoring solution that can identify and alert upon unapproved or suspicious changes to cloud data environments. All it takes is a simple connection to your cloud account. No software to deploy.

SECURE AND CONTROL

Data protection professionals diligently construct policy for each data type and convey that to developers and application owners, but what level of confidence do you have that your policy is being followed? We live in a trust but verify world, and you can't rely on just your charm and good looks to ensure these critical controls are properly implemented. Laminar provides **always-on protection for your data security policies across your multi-cloud environment**. Continuous and clear visibility into the security posture of your data including **data access, configuration, retention and encryption**. We will identify, prioritize and alert for violations. Not only that, but data context allows us to **identify the process owner** so you know immediately to whom to speak or automatically route remediation requirements. The end result is a demonstrable attack surface reduction by enhancing the datastores' security measures and configurations.

DETECT LEAKS AND REMEDIATE

What do we all ultimately want in the end? **To avoid sensitive data leaking or being exfiltrated from our environments.** At the same time developers and application owners can not afford to have valid data flows disrupted, slowing down the speed of business. We keep close and immediate track of new datastores, new data being collected, new misconfigurations and even new data egress channels that may mean trouble. On top we layer powerful **machine learning-based detection of anomalies in data access and sharing**. All using asynchronous channels to not disrupt critical data flows. Not only do we detect risk and anomalies, but provide the context of the process owner for faster remediation.

Summary

For CISOs and data protection teams who need to prevent leakage of sensitive data from their cloud, **Laminar is the only public cloud data protection solution that prevents data leakage from everything that you build and run in the cloud**.

Understand your data's **security posture** and process owner

ABOUT LAMINAR

Laminar delivers data leakage protection for everything you build and run in the cloud. Laminar's Cloud Data Security Platform is the only solution on the market that allows you to Discover and Classify continuously for complete visibility, Secure and Control to improve risk posture and Detect Leaks and Remediate without interrupting data flow. Complete data observability for everything running in your public cloud accounts. Both agentless and asynchronous monitoring of datastores, compute as well as data egress channels allows sanctioned data movements and alerts when something's wrong. Data protection teams can reduce the attack surface, detect real-time data leaks and get back in control of their data. Founded in 2020 by a brilliant team of award winning Israeli red team experts, Laminar is proudly backed by Insight Partners, TLV Partners, and SentinelOne Ventures. To find out more please visit lmnr.io.

Make your data flows Laminar!

Contact us: **info@lmnr.io**