

Data Security at the Speed of Cloud

Digital Transformation Has a Cost

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 Twilio 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.

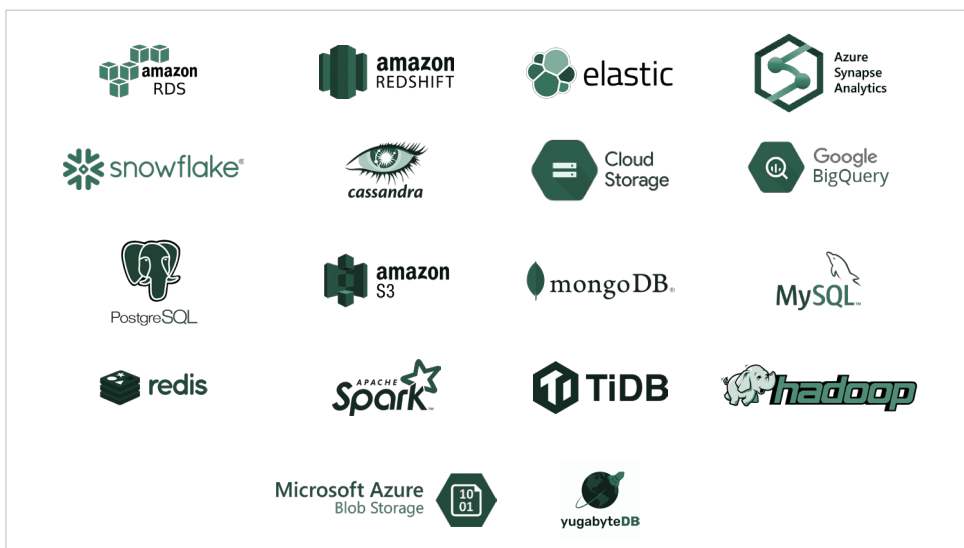
We know the job is more difficult due to the increasing number of breaches reported each week. Our recent The State of the Cloud Data Security report found that 1 in 2 companies experienced a cloud data breach in the last 24 months. Not only that, but according to IBM the average cost of a data breach has reached \$4.24 million.

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 Security for Everything You Build and Run in the Cloud

To enable enterprises to fully leverage the power of their data, data must be freely accessible to those who need it. But, it must also be secured without impeding business operations. Laminar helps data security and governance teams achieve this balance. Laminar delivers the first cloud-native data security platform for everything you build and run in the cloud. Laminar helps enterprises discover, prioritize, secure, and monitor cloud data in AWS, Azure, GCP, Snowflake and Databricks.

1 in 2
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Most solutions stop at managed storage, Laminar covers everything you build and run in the cloud.

Laminar is the first and only multi-cloud data security platform that provides:

- **Autonomous** discovery for all cloud data assets including Shadow Data
- **Agentless** architecture that operates asynchronously to avoid performance impacts
- **Continuous** monitoring to identify new risks, provide Data Leak Protection, and uncover security anomalies in real time
- **Embedded** functions so that data never leaves your cloud

Putting You Back in Control of Your Data

To reduce the attack surface and detect data leaks and access anomalies, Laminar discovers, prioritizes, secures and monitors data in multi-cloud environments.

DISCOVER

Using our DeepScan™ technology, Laminar autonomously and continuously discovers all cloud-resident data, not just known or manually tagged assets. Laminar comprehensively detects data embedded in virtual instances, logged in application caches, and more. Detected assets include managed and unmanaged data assets, Shadow Data, data caches, data pipelines, and Big Data. Without requiring a password, the platform leverages multi-step contextual validation to precisely identify and classify sensitive data such as PII, PHI, and PCI. Laminar builds a comprehensive, consistent data catalog across clouds.

PRIORITIZE

Laminar has built a data-centric risk model that provides risk-based prioritization of controls and notifications based on sensitivity, volume, data security posture, and exposure. Laminar begins by identifying your crown jewels according to the overall sensitivity and volume of the data. Laminar also assesses the overall risk to the asset from all sources within the cloud. The prioritized risk score combines sensitivity and risk to tailor customized controls, monitoring, and remediation recommendations.

SECURE

Laminar provides Data Security Posture Management (DSPM) that enforces best data security practices and data policy. Laminar provides specific posture improvement recommendations and data context to guide actions. Recommendations are tailored to each cloud environment to maximize efficacy of the proposed actions.

MONITOR

For prioritized data assets, Laminar provides 360 degree data access monitoring for all issues including Data Leak Protection. The platform monitors data transfers and detects suspicious anomalies. Detected anomalies can be in the datatype, volume, rate, unusual communication channel, and more. For data leakages, Laminar provides precise notification and remediation guidance.

Summary

For CISOs and data protection teams who need to enable the safe leverage of data across the entire organization, Laminar is the only cloud data security platform that delivers data security for everything you build and run in the cloud.

ABOUT LAMINAR

Laminar's Cloud Data Security Platform is first in the market to protect data in everything you build and run in the cloud across cloud providers (AWS, Azure, and GCP) and cloud data warehouses such as Snowflake and Databricks. The platform autonomously and continuously **discovers** and **classifies** new datastores for complete visibility, **prioritizes** risk based on sensitivity and data risk posture, **secures** data by remediating weak controls and actively **monitors** for egress and access anomalies. Designed for the multi cloud, the architecture takes an API-only approach, without any agents, and without sensitive data ever leaving your environment. Founded in 2020 by a brilliant team of award winning Israeli red team experts, Laminar is proudly backed by Tiger Global, Insight Partners, Battery Ventures, and Salesforce Ventures. To learn more please visit laminarsecurity.com.

Empower
Data Security
teams to
regain control
of cloud data

Discover and classify all
data in your cloud without
requiring passwords

Prioritize attention
based on sensitivity (e.g.
PII or PHI) and actual risk
for that data

Security posture
guidance is tailored to
each cloud environment

Continuously monitor
your crown jewels for
access anomalies

See Laminar's Cloud
Data Security
Platform in Action

