Laminar

Ad-Tech Company Establishes Data Security and Saves Cloud Cost with Laminar

A Case Study

🟣 RISE

Rise provides unmatched programmatic solutions and search capabilities to publishers, helping them scale their business, and give them back control. Rise is client-first, leveraging its extensive R&D resources and data science to develop a wide range of programmatic solutions and search capabilities to fit publishers' needs. Cloud Services AWS DynamoDB AWS S3 AWS RDS AWS EC2 AWS Elasticache

INDUSTRY
Adtech

CLOUD PLATFORMS
🟠 AWS

Rise understands the importance of agility in the media and publishing world.

The company's platform, which provides high-precision contextual targeting that combines all the elements for publishers and advertisers to deliver more contextual advertisements, depends on automated programmatic advertising technology, such as data science, algorithms, and AI.

CHALLENGE

Find Shadow Data, Improve Development Velocity and Reduce Expenditure

Rise was looking for ways to find shadow data in the AWS environment that was to improve development velocity and remove unneeded cloud expenditure.

"As VP of R&D, my concern around data is ensuring that it is secure and being used effectively. We have a lot of data stored in our AWS environment that originates from a lot of different sources and applications and it's important that we have full visibility into how and where it is stored and to make sure it is being used to its full potential," says Arditti.

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To help achieve their goals, Rise implemented Laminar, the first agile data security platform, so that they could now have visibility into their data in a continuous and autonomous way.

SOLUTION

Laminar Provides Fast Time-to-Value

Laminar automatically and continuously discovers and classifies all sensitive, proprietary, and regulated data, including shadow data across AWS, Azure, GCP, and Snowflake in a unified view that is configurable to meet your security, privacy, and governance requirements.

Laminar also provides support for SaaS, managed, and selfhosted technologies and structured, semi-structured, and unstructured data. There is no need for connectors, access credentials, or lists of data assets, and data is never sent outside the customer's environment.

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"I didn't have to configure anything and the deployment was super simple. This is important for two reasons: first, I wanted a tool with fast time to value and without the overhead, and second because I didn't know where we might have shadow data so pinpointing to specific assets is impossible."

Laminar gives Rise a full and comprehensive view of their data in S3, RDS, EC2, Elasticache, and DynamoDB along with when and how it was accessed. Thanks to the access analysis that Laminar does, Rise can understand not only how their sensitive data is exposed, but how it might be shared and used internally.

This understanding has been critical for Rise, says Arditti: "In S3 it means knowing what data we have in each object. It also means knowing the access permissions and patterns at the object level. When it comes to databases—whether in RDS or hosted on EC2s—it means understanding the database scheme, and also the content of each and every column."

BENEFITS

Full Visibility and Unprecedented Data Context

By analyzing access at very high granularity levels, Rise gets an unprecedented level of understanding of how the data is being used in its environment. This results in better engineering, better cloud cost management, and a more secure data posture.

> "With Laminar's access analysis, we can identify unused data on our terms, such as identifying data with no read or no write activities for the last 90 days. This allows us to be flexible in how and what we want to delete and better manage data that we store, as well as reducing the risk"

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See Laminar's Cloud-Native DSPM in Action

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