

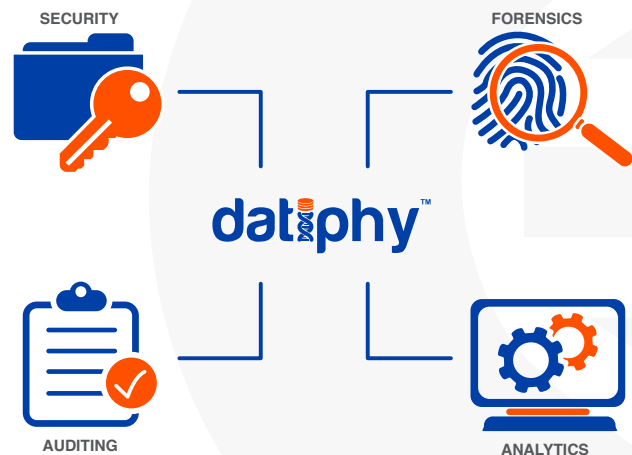
Data breaches are on the rise and challenging enterprises to increase database visibility for risk mitigation and compliance. Discovering and documenting all business data assets and database transactions is vital to breach detection and data protection. A data-centric audit and protection component is becoming increasingly important to security organizations.

Datiphy developed its DatiDNA™ solution to identify the genetic nature of data in an effort to detect negative behaviors that can lead to data breaches. Changes to data, including behaviors, in the database, application, or user activity are identified and linked. Every database transaction is processed and recorded. By focusing on the complete transaction, data activities and the full context in which they occur are captured. DatiDNA automates the identifying, capturing, and correlating of database events for a clearer data-centric audit and protection visibility.

The Datiphy DatiDNA solution takes the learned behavior of database infrastructure and monitors based on unique data transaction characteristics of each environment. The ultimate goal is to reduce the enterprise's risk exposure.

Datiphy DatiDNA – Fundamentals

- Every database transaction is processed and all events recorded
- All assets are extracted in each database transaction
- Changes, including methods and behaviors, are detected and linked
- Policy management creates visibility to breaches, regardless of where they take place
- Real-time audit, protection, and forensics of all database transactions
- Integrated event analysis with other network tools, such as SIEM



About Datiphy

The Datiphy methodology provides leading solutions in database auditing to safeguard business data assets and improve business operations. Our product is a next-generation Database Activity Monitoring (DAM) that is a hybrid of User and Entity Behavior Analytics (UEBA) and Data-centric Audit & Protection (DCAP) for dynamic database security and risk assessment. This innovative approach automatically organizes data and data transactions into assets for easy control and management.

For more information about the Datiphy Platform or to schedule a product demonstration please visit www.datiphy.com