datiphy™

Ensuring continuous business operations by protecting business critical database systems
Datiphy, Inc.

In today's organizations, database systems are the key data management technology for day-to-day operations and critical decision-making. These databases hold the most sensitive and tightly regulated data and resources like intellectual property, customer payment data, etc. that malicious insiders and external attackers seek. Thus, security breaches to database systems can cause catastrophic consequences for the entire organization. In addition, the increasing adoption of web-based applications and information systems has further increased the risk exposure of databases creating a strong demand to secure the database systems. In order to protect data that matters to the business, there is a need for security solutions that provide controlled and protected access to the contents of a database as well as preserve the integrity, consistency, and overall quality of the data. This is where Datiphy, Inc. comes in to provide solutions that can help an organization to establish a strong, comprehensive defense for databases and the assets they contain.

Founded in 2015 in San Jose, CA, the Datiphy solution assigns a risk score to every piece of sensitive data within an organization. Datiphy delivers products and solutions for database auditing, compliance, forensics, and behavior analytics for mid-sized and enterprise customers to bring them visibility into managing all database transactions. The key technology is its Adaptive Data Behavioral ModelTM (also called DatiDNATM) which provides risk assessments by analyzing database transactions in real-time. Its highly scalable solution consists of Host and Network Agents that deliver in-depth activity monitoring of databases. The enterprise level platform uses behavioral analytics, data-centric auditing and protection capabilities to mitigate risk.

We have the CEO, Ted Ho with us. Let's hear it from him.

Why was the company set up? How did you select the vertical and decide to be a part of the global platform?

The Company bootstrapped in 2010 with our first product focusing on Database Activity Monitoring (DAM) market in APAC. It was a solution to address Database Activity Monitoring for enterprises to protect their business data. DAM 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. Our DAM product line was widely accepted in Financial and Healthcare vertical markets due to their need for tight control over crucial/sensitive data. Over the years, we've diversified product offerings into the Data Audit & Protection market and expanded our business into US and EMEA.

What do you feel are the reasons behind your consistent organizational growth?

Talented and experienced team with domain knowledge and know-how, best practice in place for seamless execution, and teamwork with shared goals have ensured the success of future business. If there was a lack in any one of those factors mentioned above, we wouldn't have been able to reach the stage we are in today.

Our product is easy to deploy, flexible and scalable for SMB to large enterprises. It solves the real problems customers face every day with less time and effort. Datiphy believes that understanding the market trend, learning from customers, identifying new advancement opportunities and continuing to use leading technology along with seamless execution to deliver high quality products and providing new solutions to address the needs from existing and future customers have contributed towards its consistent organizational growth.

'It is difficult to start a venture but far more difficult to maintain it' - How would you and your team interpret this saying?

We completely agree with this statement. It is very hard to start a

new venture – you need to have the idea, plan, capital, and the courage to get started. However, it is even harder to keep and grow the business. You need to have the right solution at the right time, have the right vision, seamless execution without any hiccups, and always be one or two steps ahead of competitors. As well as sufficient funding to support the growth of the business. There's always new business challenges (problems and opportunities) that surface and requires many interactions and brain storming sessions among team members to come up with solutions that can achieve the best result.

Are there any trigger factors or individuals that have played key roles in shaping your organization's road map?

CTO/Founder, James Lin & VP of Engineering, Pullan Lu are the key contributors who define the product road map and deliver the leading solution with the best technology/design. Series 'A' funding from tier-one VC (Highland Capital Partners) elevated the business to the next level providing sufficient funds to expand the company to the US.

Datiphy is now rolling out Datiphy Enterprise 7, a suit of Apps model that provides leading solutions in Data-Centric Audit and Protection (DCAP) and User and Entity Behavior Analytics (UEBA) market. Our mission is dedicated to the continued innovation of security technologies that provide comprehensive scalable database security and management solutions, and we are confident that our company will grow to the next level and become the leading solution provider in DCAP and UEBA global markets.

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Let's meet the leaders behind Datiphy Inc

Ted Ho, CEO & Board Director

Ted Ho, CEO & Board Director: Prior to joining Datiphy, Ted co-founded Gigamon in 2004 and is currently serving on their Board of Directors. Prior to founding Gigamon, Ted served as vice president of engineering at Network Associates, Inc. (which later became McAfee, Inc.). Ted holds a Bachelor's Degree in Civil Engineering from the National Cheung-Kung University in Taiwan and a Master's Degree in Structural Engineering and Computer Engineering from the University of Southern California.

"Our unique approach pro–tects databases and provides customers with risk mitigation and contingency methods in the event of a data breach."

James Lin, Founder & CTO

James Lin, Founder & CTO: Prior to founding Datiphy, James served as the CTO of Reti Corporation from 2005-2007. From 2002-2004, James served as the VP Systems Engineering at WatchGuard. In 1998, James co-founded RapidStream, which was acquired by WatchGuard in 2002. James has served as the Engineering Manager at 3-Com and also held engineering and architect roles at Hewlett Packard. James has been granted 12 US patents. James holds a Bachelor's Degree in Electrical Engineering from National Taiwan University and a Master's Degree in Electrical & Computer Engineering from UC Santa Barbara.