



PROTEGRITY FOR SNOWFLAKE

ACCELERATE THE DEMOCRATIZATION OF DATA TO DRIVE INNOVATION

Snowflake's cloud data warehouse is designed to increase the ability of organizations to turn data into valuable insights. However, increased security requirements and regulatory pressures — coupled with the need to audit and report — can limit a firm's ability to take advantage of cloud-based services, i.e Azure. To alleviate much of that, Protegrity for Snowflake on Azure combines Snowflake's superior data-warehouse capabilities with the ability to extend internal data-security policies to Snowflake to keep sensitive data private.

Protected data that meets privacy requirements empowers enterprises to boldly embrace digitalization initiatives with crucial business insights to improve the customer experience and manage costs.

Enabling IT to Accelerate the Use of Data



Continuous Compliance

Precision data protection that reduces in-scope systems and ensures the data is never exposed



Hybrid Infrastructure Support

Centralized policy management that ensures enforcement in the Cloud or in the data center



Continuous Data Democratization

Provision access to protected data that meets the enterprise's need for security and continuous development



DATA SECURITY THAT PROTECTS TODAY AND TOMORROW

Self-service data security that empowers application developers with security-by-design capabilities

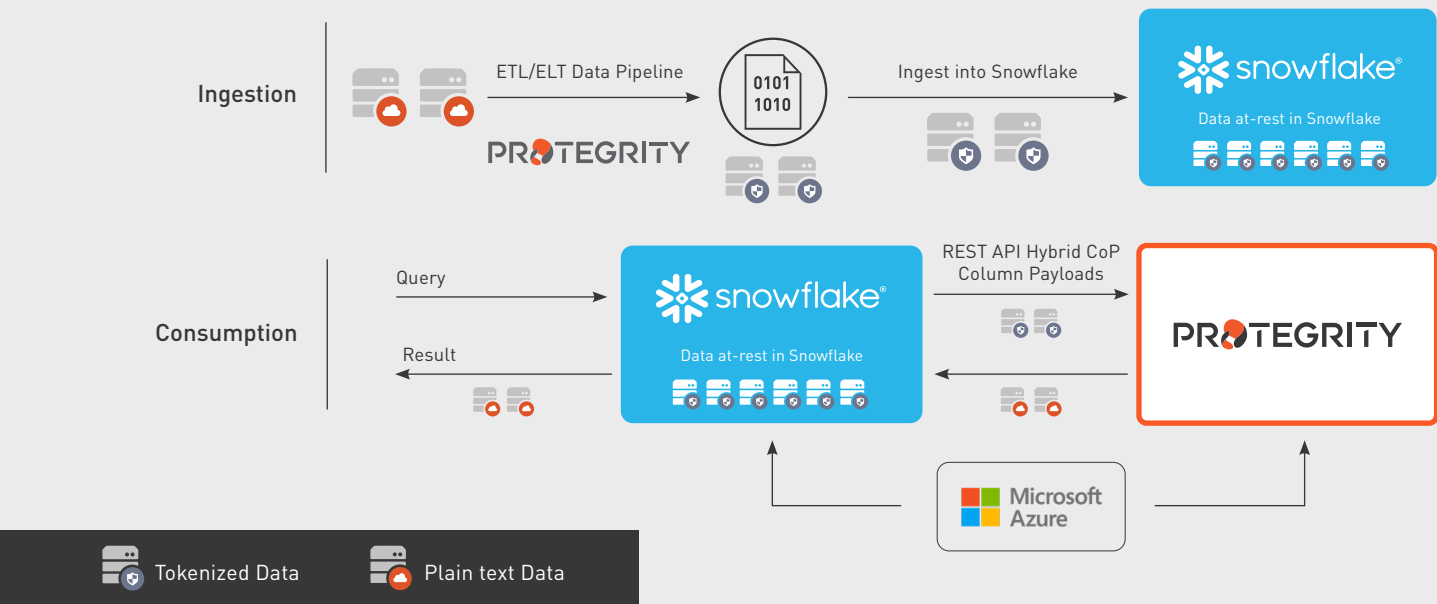
An enterprise-wide data security solution that protects sensitive data agnostic to the deployment model

Data governance and policy management that allows the enterprise to comply with evolving privacy laws, including data de-identification and localization

Logging, monitoring, and SIEM integrations to ensure transparency

A protected data-custody chain across environments and platforms

HIGH-LEVEL DATA FLOW



TOKENIZATION OFFERS FLEXIBLE DATA PROTECTION

Encryption technologies can be performance-intensive and often used as macro-protective measures. Protegrity prefers tokenization, which replaces an individual data element, such as a consumer’s name, with a token. This process de-identifies Personal Identifying Information (PII) to protect it in the data store while retaining the ability to perform analytics on the data set. The token-value replacement is consistent, which keeps referential integrity across data stores and environments. Quite simply, this allows for analytical work on protected data, which dramatically enhances performance compared with the use of encryption.

Protegrity’s tokenization system allows for the preservation of length and format across a variety of data types — credit-card numbers, dates, email addresses, etc.— because PII includes more than just a consumer’s name. Since the token preserves format and length, applications and middleware only require limited, or, in some cases, no, changes to process the protected data. Tokens are reidentified just-in-time for the user, whose process remains unchanged.

PROTEGRITY TOKENIZATION

Protected Data

IDENTIFIER	ORIGINAL DATA "in the clear"	PROTECTED Tokenized	CUSTOMER SERVICE REP Help desk can see certain PII data in the clear
Name	James Cameroon	hwqax lansdtyj	James Cameroon
Address	21 Bishop Drive...	47 srtawwr coete...	47 srtawwr coete...
DOB	12/25/1956	01/02/1042	01/02/1042
SSN#	076-39-2778	478-39-8929	478-39-8929
Credit Card	3678 2289 3907 2278	3846 2290 3371 3890	XXXX XXXX XXXX 2278
E-mail	joe.smith@comp.org	eo.e.nwuer@buepo.com	joe.smith@comp.org
Phone #	760-278-3389	998-389-2289	760-278-3389

TOKENIZATION REDUCES COMPLEXITY OF DATA PROTECTION

The growth of the cloud has delivered exceptional and specialized technologies that the modern enterprise can leverage, but it also introduced the need for robust, multi-cloud strategies. The management of duplicative solutions that are bound to a single cloud or data store creates more work, as well as the increased possibility for human error. An enterprise might run a managed data warehouse, such as Snowflake, on a domestic cloud, while additionally running a consumer-facing application serving a specific market through a regional provider. Both of these clouds leverage data from on-prem data stores to provide an engaging customer experience. Protegrity’s data-security solution enables managing the data policy across these environments through a single, central interface.