



# Data Loss Prevention for the Cloud



## Strategic Security for 2020 and Beyond

26% of organizations feel that improving data security with DLP is the most important thing they could do in 2019 to meet their goals.<sup>1</sup>

## DLP From Avanan

Avanan offers a structured Data Loss Prevention (DLP) approach, all in the cloud, activating in only one click. Avanan is the only data classification solution that applies the same policy rules across your cloud that you already use for your network and desktops.



### Identify Confidential Files

Avanan leverages the industry's most advanced tools to identify and mark files containing confidential, financial, and personally identifiable information, including: credit card numbers, social security numbers, and bank routing numbers.



### Prevent the Accidental Share

Avanan uses cloud-native controls to enforce granular share policies for individual files or folders based upon its contents and context. Files can be deleted, quarantined, or encrypted before they become security incidents.



### Complete Control

File control goes beyond encryption by limiting permissions like printing, copy and paste, or screen capture. Watermarking and file retraction can provide audit trails and file controls long after a document has left the organization.

## Compliance Made Easy

Policy-driven controls make encryption seamless, ensure compliance, and guarantee that your people and data are protected.

*The Shadow IT & DLP features have allowed the organization to obtain realistic insights into how employees seek to carry out their job functions and to what extent confidential data is leaking outside the organization.<sup>2</sup>*

**- Customer (Analyst, Energy and Utilities)**



**GDPR**



1. "Voice of the Enterprise: Information Security, Budgets & Outlook - Quarterly Advisory Report," 451 Research. (May 3, 2019).  
2. "Gartner Peer Insights - Email Security, August 2019"

## DRM/IRM Encryption<sup>3</sup>

Some cloud providers encrypt servers to defend against outside threats, but do not follow the file once it has been shared. But the file can be copied, emailed and opened by anyone. With Avanan, sensitive documents can be encrypted on-the-fly, preventing unauthorized access to your sensitive information — even if left in a shared directory or forwarded via email.

## Use What You Know

Avanan integrates your existing DLP software into its platform, eliminating the need to implement and manage different tools for different applications across the cloud.

## GTB TECHNOLOGIES Featured on the Avanan Platform

*Due to the precision of its detection technology, ease of use and quick time to value, GTB's DLP allows processes to be streamlined, instead of bogging down administrators with errors and false positives (the Achilles' heel of DLP).*

### Content Aware Detection

Advanced methodology to conduct real-time deep packet inspection on all data streams in motion to correctly identify content accurately.

### Optical Character Recognition

Detect sensitive information in over 75 languages on all file types — including image files and images within scanned documents.

### Coverage for all Ports & Protocols

Cover all forms of communication to identify the best match rule on data so end users can conduct regular business processes. Protocols include SMTP+TLS, Webmail, HTTPS, FTPS, Microsoft Teams, Slack, and other popular options.

### Smart Host & MTA

Implement advanced DLP rules for emails on Exchange or Office 365 to automate actions such as quarantine, severity block, encrypt, pass, and log.

### File Type Agnostic

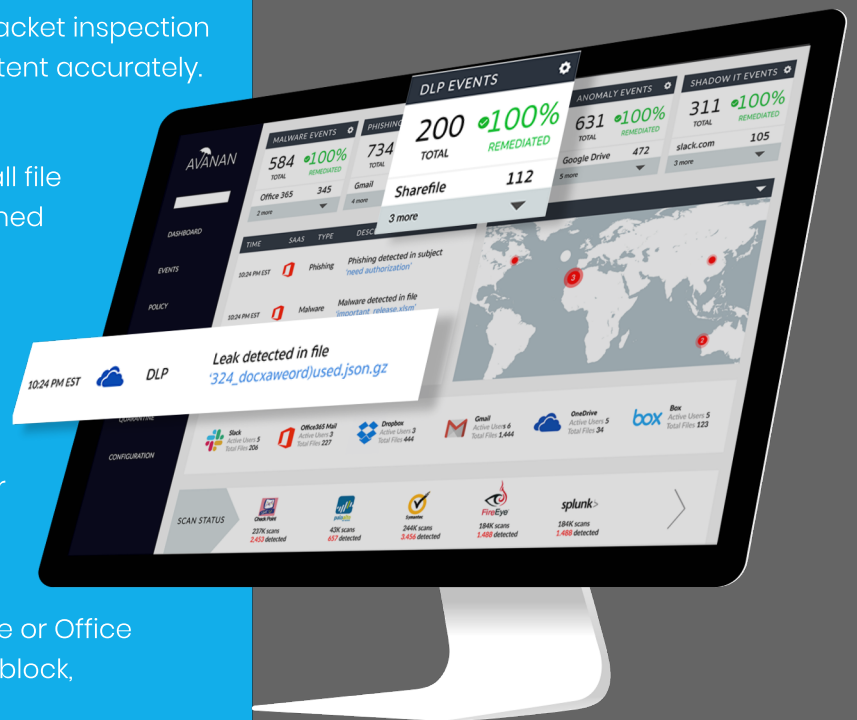
Scan for sensitive data on *all* files types, including binary data.

# AVANAN



## YOUR FAVORITE DLP IS NOW IN THE CLOUD.

No matter what your favorite\* DLP is.



\*Avanan supports multiple DLP solutions; here, we have highlighted GTB, our default offering/recommendation for DLP.