A Expansive Exposé on All Things Zero Trust, Data, and Security

IN 10 SLIDES (OR LESS)

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WHO YOU GONNA TRUST?

What exactly IS Zero Trust?

It's a premise. | Originated in 1994 | History | What it is. What it isn't. | Why now?

Why do I need it?

No excuse. These days, it's technically feasible.

Biggest drawback was managing Access Control Lists (ACLs)

No longer with Network Access Control (NAC) but that's not the end all be all

Compliance standards demand it.

SP 800-207, Zero Trust Architecture

EO 14028 M-22-09

How did we get here?

Let's face it. Nothing else is working.

Everything's getting hacked at an exponential rate.

—I'd love just one day when a data breach is not in the news

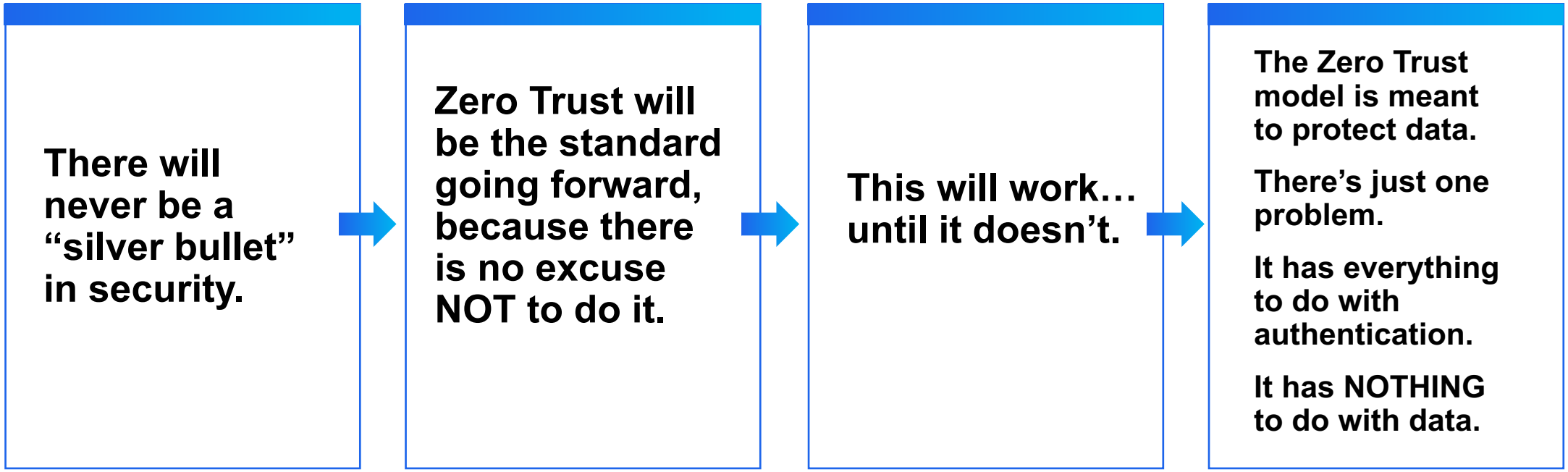
The first things people ask are:

—Who did it?

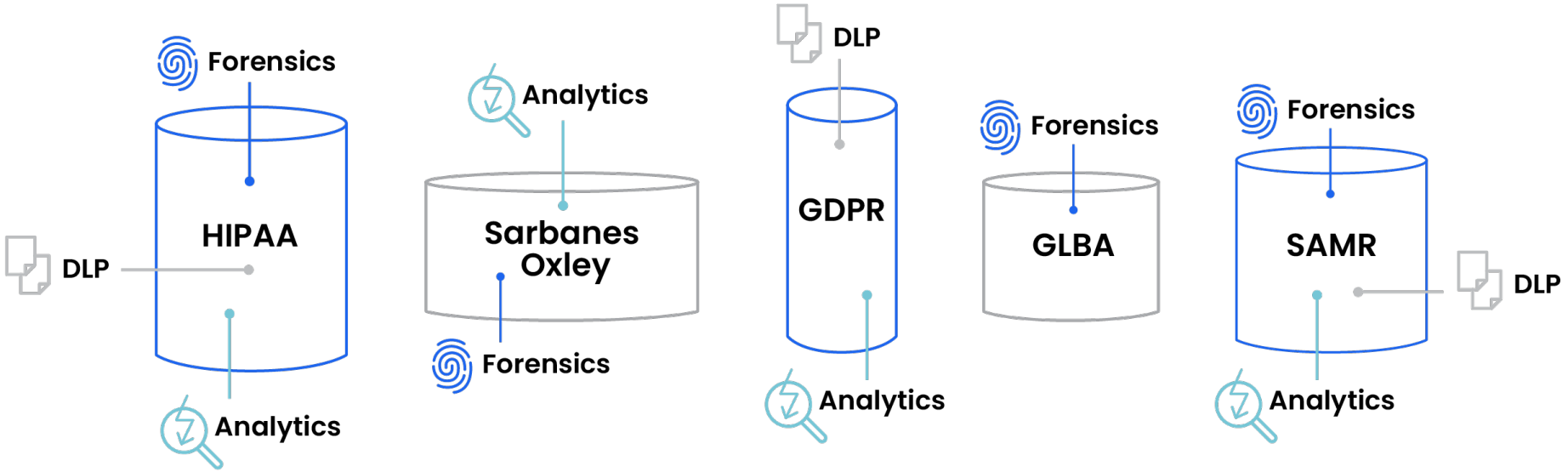
—What did they get?

See the problem? If you're still asking these questions…

So Zero Trust is going to work this time. Right? Right?



When compliance requires DLP & encryption, where does Zero Trust fit?



Good question. Compliance data must fit into a Zero Trust model and processes that have nothing to do with data.

Where Zero Trust falls down…

There’s a big gap between the 2 technologies currently used to implement Zero Trust for data.

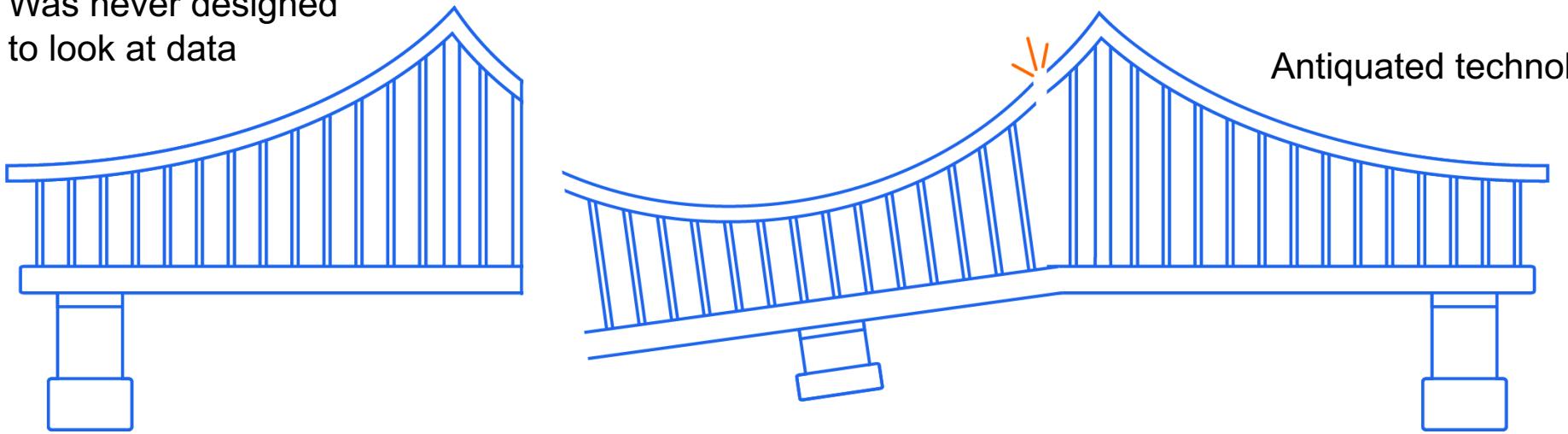
NAC
Focused on devices, users, and network segments

Was never designed to look at data

DLP
Focused on regulatory data and regular expression

Does not integrate with NAC

Antiquated technology

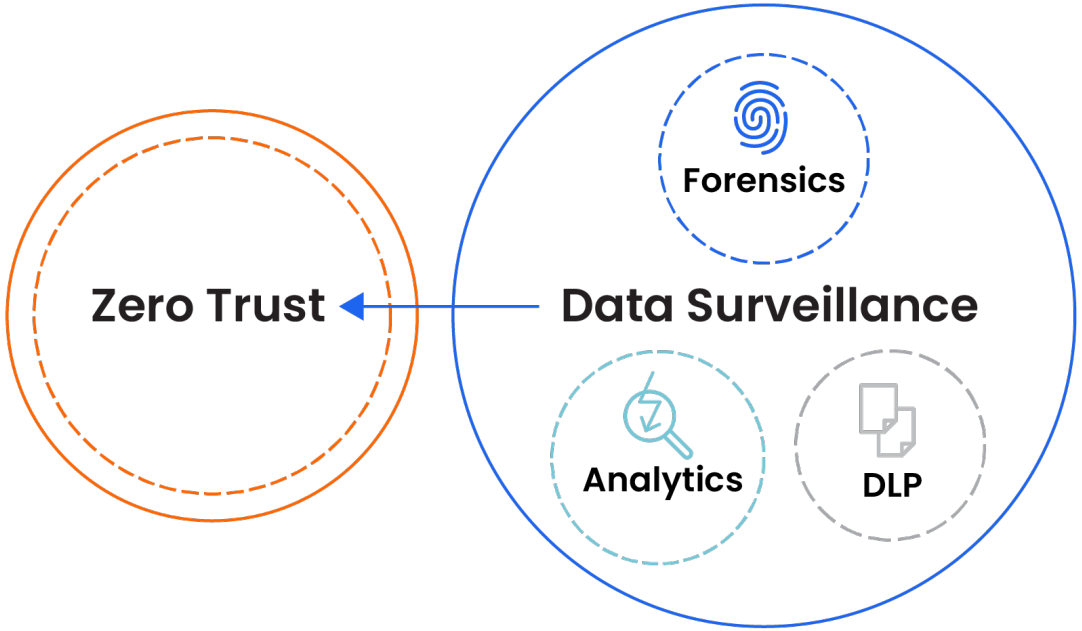


…data surveillance steps in…

See your data for the first time. Data surveillance fingerprints, monitors, and analyzes data everywhere it moves—beyond compliance and solution silos.

KNOW exactly who, what, where, when, and how. Data surveillance delivers a chain of data custody to make sure the *right data* gets to the *right users* and devices on the right network segments.

It's simple. It's already delivering results.



…and closes the gap.

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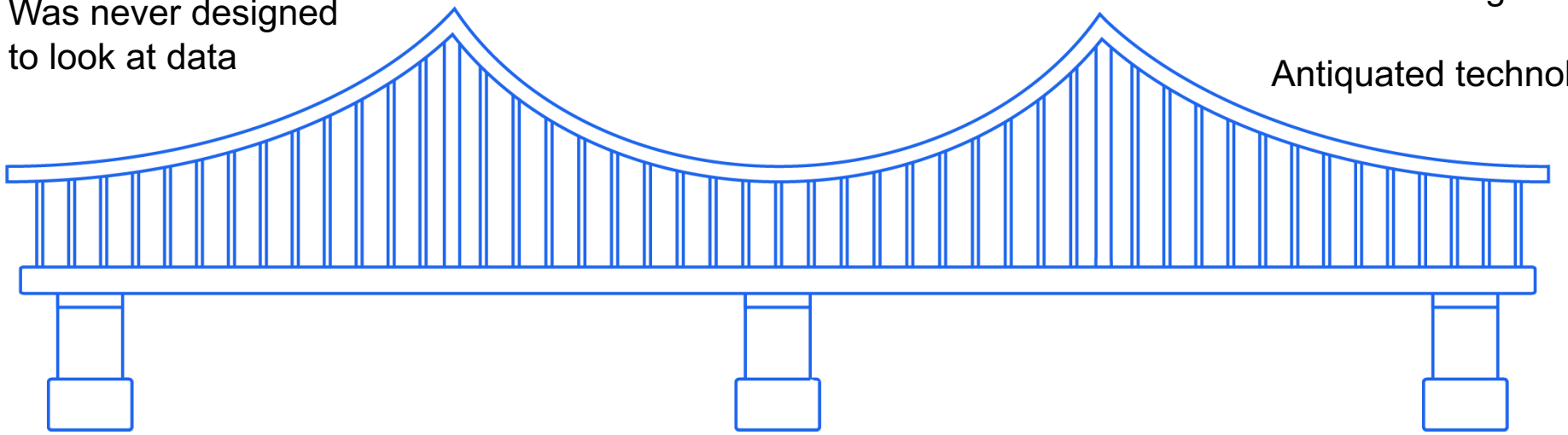
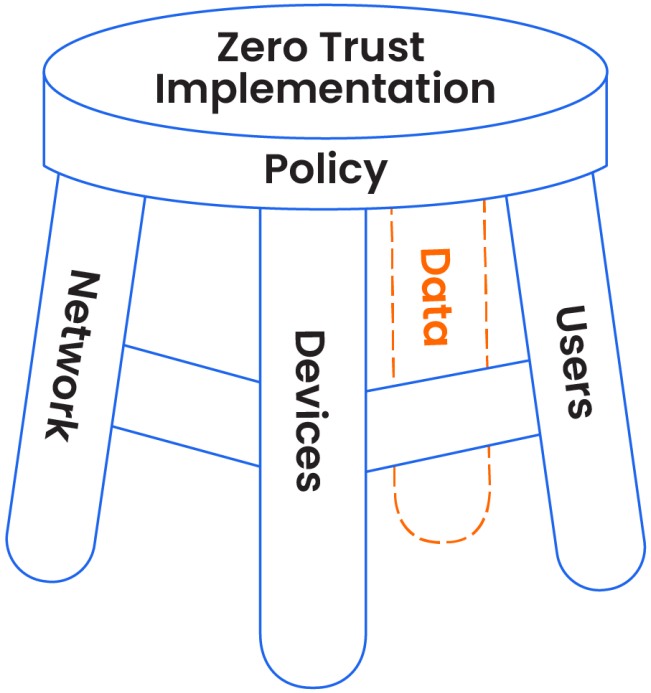


You can’t have Zero Trust without data surveillance.

Four legs of the Zero Trust stool.

A solid Zero Trust implementation must incorporate data surveillance. When you don't know where your data is or who has it—you're still at risk.

Some vendors are starting to incorporate data surveillance into this model natively, making it even easier to implement. Aruba Networks is one. NACs need data surveillance in order to meet zero trust expectations.



Good news!
Data surveillance is already here.

Hospitality
- Protecting customers from becoming cyber targets
- Seamlessly defending customer data across Wi-Fi, IoT, CRM, and social platforms—on premises and in the cloud
- Greatly simplifying data accountability and compliance reporting
- Meeting compliance regulations across countries

Manufacturing
- Easily complying with data standards in every country of operation
- Easily integrating data surveillance across complex infrastructures without user impact
- Reducing high costs of data encryption and DLP false positives

SAMR Compliance
- Separating, defending, and documenting data separation—and compliance
- Documenting and protecting trademarks, patents, copy rights and “trade secrets” as defined by China
- Stopping data exfiltration
- Preventing data moving between on-premises repositories and cloud-based SharePoint

Cyber Insurance
- Carriers identifying—and stopping—suspicious data and activity way before the final act of ransomware
- Now have a way to better effectively assess potential clients’ infrastructures to structure premiums and coverage
- Clients with mature zero trust data policies save $1.76M per breach*

Zero Trust is a good start.

It just needs to focus on the data.

Data needs policies, procedures, etc.

There are no silver bullets or magic wands.

Teams still need ongoing education.

Security is an incomplete process without data surveillance.

Flying Cloud

Ready to *really* protect your data

In Closing...

Questions?

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