Informatica Dynamic Data Masking

Protect Data Privacy by Dynamically Masking Sensitive Information

Informatica® Dynamic Data Masking de-identifies data and controls unauthorized access to production environments. The software dynamically masks sensitive information and blocks, audits, and alerts end users, IT personnel, and outsourced teams who access sensitive information while ensuring compliance with privacy regulations.

Informatica Dynamic Data Masking is built on a patented database network in-line proxy, transparently installed between applications and databases. Acting as a database listener, the proxy processes all inbound application requests coming from application screens, canned reports, and development tools. Once they are analyzed or acted on, they are then sent to the database for prompt execution.

Your IT organization can apply sophisticated, flexible data masking rules based on a user's authentication level. Through a simple yet elegant rules engine, criteria can be specified to identify which SQL statements are to be acted upon (rewritten). When there is a match, Informatica Dynamic Data Masking applies one or more actions—including mask, scramble, hide, rewrite, block, or redirect—to prevent unauthorized users from accessing sensitive information in real time. Armed with a comprehensive set of application accelerators and prebuilt privacy rules, organizations are able to implement this award-winning technology and secure their applications rapidly—in some cases days.

Benefits

- Cost-effectively protect business applications and production databases from data breaches without impact

- Quickly customize security solutions for maximum ROI

- Support outsourcing and cloud initiatives while protecting sensitive information

Informatica Dynamic Data Masking makes names, account numbers, Social Security numbers, and other sensitive information anonymous in real time when accessed by authorized users—either inside or outside your organization.
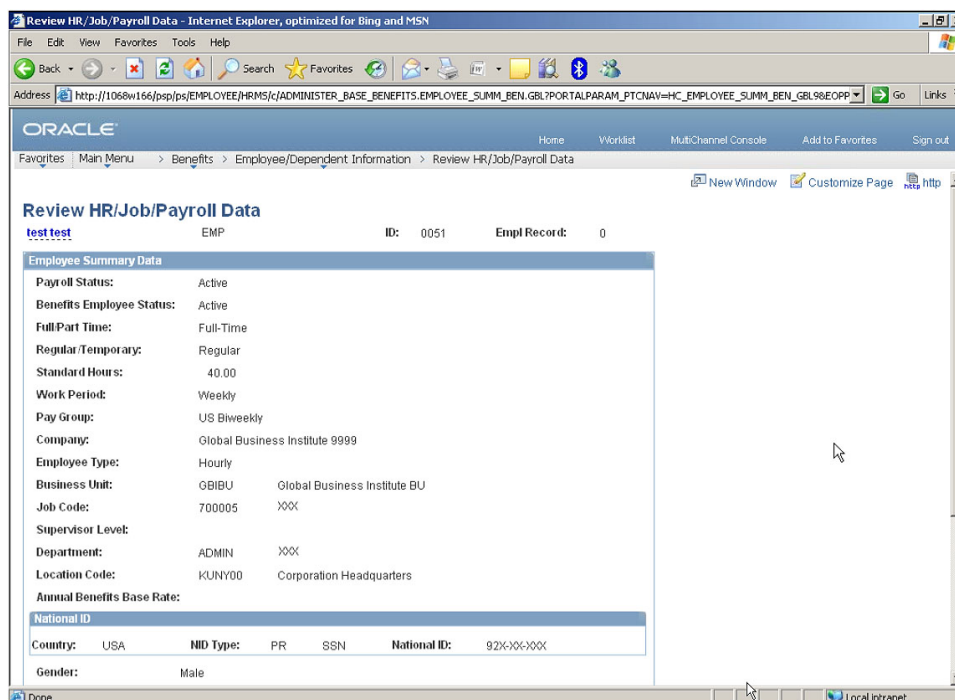
Key Features

Policy-Driven, Role-Based, Real-Time Database Security and Monitoring

Informatica Dynamic Data Masking applies security actions in real time to dynamically mask, scramble, hide, block, audit, and alert about unauthorized access. It restricts access based on screen, table, column, row, and cell access level.

Scalable and Easy to Install and Configure

The software scales to support hundreds of databases with a single installation. It enables quick and consistent access restriction across tools, applications, and environments by defining data masking policies once and applying them multiple times. You can apply data masking algorithms to any sensitive data, in any format.

Versatile and Nonintrusive to Applications or Databases

While supporting virtualized and cloud-computing environments, Informatica Dynamic Data Masking prevents unauthorized access to custom applications, packaged applications, data warehouses, and operational data stores without performance impact.

Integration with Authentication Software

Informatica Dynamic Data Masking provides business-critical information only to those required to see the data, based on selectively applied security rules. The software also leverages your existing identity management software to speed implementation time and increase your security footprint on applications and tools.

Real-Time Data Masking and Blocking

Functional appearance and integrity of masked data is maintained for complex applications by synchronizing data values across rows and tables.

Key Benefits

Cost-Effectively Protect Business Applications and Production Databases

Informatica Dynamic Data Masking cost-effectively protects your business applications and databases in production from internal and external data breach threats without impacting the application or performance. Easy to install, the software makes anonymous the sensitive information that may be accessed in real time.

Quickly Customize Security Solutions for Maximum ROI

Informatica Dynamic Data Masking makes it easy to customize a database security solution. The software is quick and easy to implement across all applications, backups, clones, data warehouses, and development and DBA tools, so you can maximize ROI quickly.

Support Outsourcing and Cloud Initiatives While Protecting Information

By providing secure access to your production and nonproduction environments, your IT organization can boost productivity and respond quickly to business needs by leveraging offshore, outsourced, and cloud-based resources.

About Informatica

Informatica Corporation (NASDAQ: INFA) is the world's number one independent provider of data integration software. Organizations around the world rely on Informatica for maximizing return on data to drive their top business imperatives. Worldwide, over 4,630 enterprises depend on Informatica to fully leverage their information assets residing on-premise, in the Cloud and across social networks.

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Put potential to work.™