

ENTERPRISE SECURITY

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Top 10 Information Security Consulting/ Services Companies - 2019

The war between data defenders and data thieves has been described as a cat-and-mouse game. As soon as the white hats counter one form of black-hat malicious behaviour, another malevolent form rears its ugly head. Ensuring data privacy became the main challenge for many organizations in 2019. While Europe was desperately getting ready for GDPR compliance, the rest of the world was deeply affected by data privacy scandals around Google and Facebook. In 2020 and beyond protection of data privacy and security will become a key target for the majority of organizations.

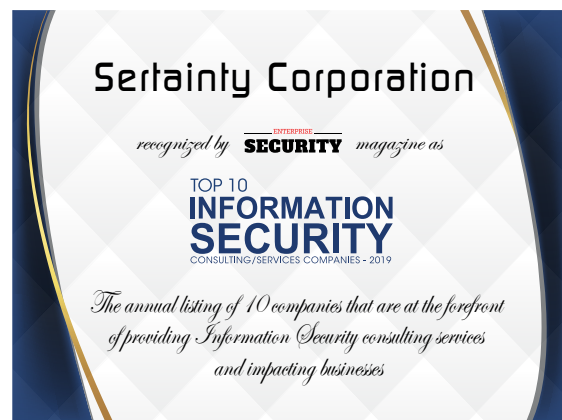
First, attention towards protecting personally identifiable information (PII) will lead to creation of new data security and privacy laws. Within the next five years, we should expect adoption of a national data privacy standard in the U.S., which would echo the GDPR. Organizations can get ready in advance by adopting

security best practices like ongoing IT risk assessment, regular auditing, and ensuring profound visibility into data repositories and user activity.

General security best practices although will stay the same: Encrypt your data; grant access on a need-to-know basis; implement data recovery processes; be on the lookout for open or unprotected APIs; and streamline monitoring of your cloud infrastructure. To automate the execution of certain security operations and minimize human error risk, you will also have to consider AI and machine learning technologies.

To stay safe in 2020, organizations are encouraged to employ basic security controls, understand and comply with any regulations they are subject to, and ensure to have visibility into the entire IT infrastructure and data.

We present to you “Top 10 Information Security Consulting/ Services Companies - 2019”



Company:
Sertainty Corporation

Description:
Offers a self-protecting data platform, developer tools, and utilities for application developers to embed an intelligence module into clients' data files to produce self-aware data

Key Person:
Greg Taylor
President & CEO

Website:
sertainty.com

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Sertainty Corporation Self-Aware, Self-Protecting Data

Data is the new end-point, driving risk through the roof. Are companies prepared for the new challenges?

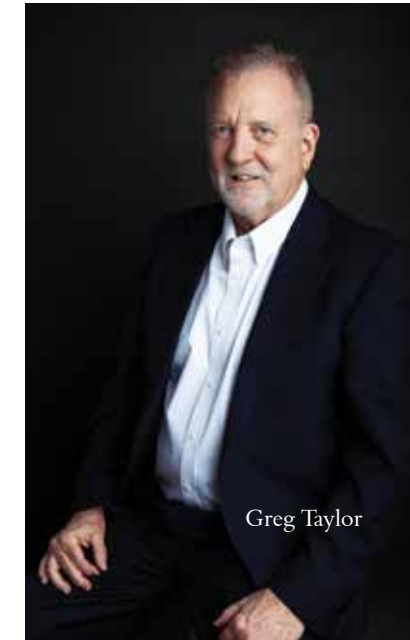
Today, data has emerged as the most important element in any business, and yet, it cannot act or react on its own. Amid the growing instances of unethical data exploitation, Federal CISO, Grant Schneider noted that data has to be much more aware of its location, level of protection, and access rights.

Essentially, it should be fully aware of the context based on which an individual can gain access to it. Although the C-level executives in an organization strive to optimize the security within the organizations' disparate systems, their efforts hit a

roadblock due to the lack of resources and tools. They need tools that multiply skilled resource productivity and automate the optimization of protection as well as performance processes. Also, they require access to the intended recipient and verify the production of data by the authorized creator—both in intra-domain and inter-domain scenarios.

Nashville-based Sertainty Corporation is the first to invent and commercialize self-aware, self-protecting data by enabling data to act and react using 'induced' intelligence—putting the data on the offensive. Sertainty offers a patented data-layer engineering platform as well as developer tools and utilities for technology integration into software applications. By inoculating the data, these solutions allow any developer to easily enable highly advanced crypto functionality and policy enforcement into any data which is at rest, in transit, or under processing. "The best cybersecurity is built in verses bolted on," states Greg Taylor, President and CEO of Sertainty. "Previously, policies could be introduced only at the network and applications layers, but we have changed the game," he adds. Moreover, these solutions improve skilled resource productivity, establish data as the last layer of defense, and automate the optimization of protection and performance processes.

At the core of Sertainty's technology strategy is to embed an intelligence module into clients' data files and deliver data



Greg Taylor

centric security. This module gives the data—including PII, proprietary and confidential information, IP, and trade secrets—the ability to act and react without disrupting the workflow or hindering its availability. "We have established our configurable intelligence module as the standard in the market for not only detecting data anomalies but also mitigating risks in real-time, making your data intelligent," adds Taylor. The patented module offers application developers the simplicity and ease in assuring governance and protection at the data layer.

Sertainty's innovative platform caters to the unique needs of diverse businesses across industries. The platform decrypts information in the file for a given user and the built-in workflow neither exposes information to unverified users nor does it allow any data tampering or theft. Besides, the platform supports the development of

custom applications. Banks, for instance, can easily meet compliance mandate and produce account statements, legal notifications, and invoices for their customers. Additionally, the platform automatically initiates audits and compliance regimen.

What's more, Sertainty aids clients in protecting all licensed content (music, video, film, literature) that has been converted into digital format. Sertainty can re-associate the licenses with the content, and manage content creation, distribution, and protection in stipulated time for real-time accounting and distribution of royalties.

The demand for Sertainty's solutions is expanding with the rising cyberthreats and the emergence of new technologies like quantum processes, edge computing, 5G, distributed ledgers, and robotic process automation. Sertainty is at the intersection of cyberthreats and the latest technologies as it delivers a broad range of cyber-functionalities at the data layer without depending on data type, communications protocols, or the quality of network infrastructure. Sertainty remains focused on helping clients explore valuable business information and mitigate risks in real-time.

All in all, Sertainty inoculates a company's comprehensive data and enables them to know where their data is and who has it. **ES**