sertainty

Data privacy you can prove and data privacy you can manage. It's privacy made certain.

Sertainty makes data privacy certain, provable and manageable by building intelligence directly into data.

Call 615.846.5500 to schedule your one-hour consultation with Sertainty today.

sertainty.com | sales@sertainty.com

[1] http://www.ipcommission.org/report/IP_Commission_Report_Update_2017.pdf
[2] https://www.forbes.com/sites/kateoflahertyuk/2019/02/15/another-127-million-records-have-gone-on-sale-on-the-dark-web-heres-what-you-should-do/#681fca222293
[3] https://databreachcalculator.mybluemix.net/
[4] https://iapp.org/news/a/data-indicates-human-error-prevailing-cause-of-breaches-incidents/
[5] http://dynamic.globalscape.com/files/Whitepaper-The-True-Cost-of-Compliance-with-Data-Protection-Regulations.pdf

"What do you mean, the data's compromised? Do you know how many systems we put in place to protect it?"

The cybersecurity status quo is broken – and the security community sorely lacks the resources and tools to improvise and win.

Stolen sensitive and secure information can ruin careers, company reputations and may ultimately cost human lives. But monitoring and protecting a porous, ever-expanding network is no longer a viable strategy. Why?

- Data is the new attack surface.

- Existing policies are only as good as the people who follow them.

93% Percentage of data breaches that are unintentional[4]
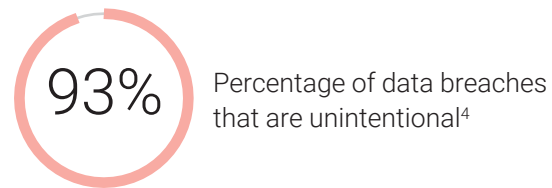
- Historically, companies have been forced to manage risk by sacrificing the value of their data to attain an adequate level of security and compliance.

43% Increase in spending by companies to comply with new data privacy standards, 2011-2017[5]
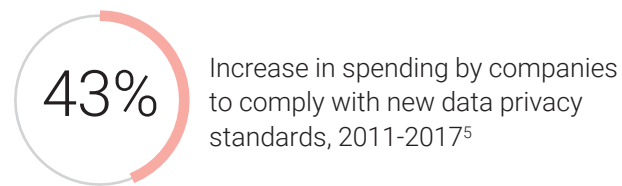
As sharing data becomes increasingly complex and restricted, the value of protected information depreciates. Information that cannot be accessed has no worth.

What if you could

Increase:
- Data integrity and security
- The value of your information

Reduce:
- Human error
- The void of valuable cyber resources

With Sertainty, you can.

DATA-LEVEL PROTECTION

In effect, the Sertainty Data Privacy Platform creates a new layer of protection independent of the network, computer or directory where the data resides.

- The Sertainty Data Privacy Platform embeds the Sertainty Intelligence Module (along with encryption keys and authentication credentials) into the target data-file, creating a data-file which is far more "aware" and that protects itself.

- The Sertainty Data Privacy Platform resolves file storage and transport issues related to disparate systems, siloed operations and legacy applications.

The simplicity of the Sertainty Data Privacy Platform reduces likelihood of human error and a reliance on sophisticated cyber resources.

DATA-LEVEL GOVERNANCE AND MONITORING

Data is protected at rest, in flight and in-process. It becomes:

- **Self-Governing**: the integrity and value of the data is preserved

- **Self-Authenticating**: data is forensically reliable via a self-audit and record

- **Self-Monitoring**: data-file understands its context/location

- **Self-Protecting**: data defends itself rather than relying on perimeter-focused protocols

ASSIMILATES INTO EXISTING DATA PROCESS FLOWS

With Sertainty Data Privacy Platform, there's no need for complex handoffs across platforms and programs.

- Simple, serverless implementation

- Operates seamlessly with legacy applications without requiring code changes

- Integrates audit logs into third-party applications such as SIEM tools

- Eliminates the hassles and vulnerabilities of server-based encryption key management and PKI certificate protocols

- Reduces dependence on man-hours to support and monitor network

Billions of dollars of Intellectual Property are siphoned out of our Nation on an annual basis. We believe this fundamentally weakens our Nation and ultimately puts our citizens at risk. Sertainty wants to stop it. Our vision is to establish Self-Aware Data as the standard for data-centric security.