Our customer

Mary Kay Inc. is an American privately owned multi-level marketing company that sells cosmetics products. Due to the Company’s business model, it has to manage a lot of information on its consultants and partners; and, accordingly, the Company’s transactions associated with them. Database integrity and keeping information secure are a top priority for the Company.

The customer’s needs and requirements

- The Company operates Amazon Redshift and MS SQL Server databases in the AWS cloud environment.
- Each Company consultant and partner has access to the company website where they enter information. The Company required to keep the existing system functionality in place while increasing the data security.
- The Company’s QA team needed to use static data masking security solution for internal testing.
- The Company required to audit databases and dynamically mask the data.
DataSunrise meets all requirements

- The Company established continuous data auditing with DataSunrise to log all incoming queries. Audit logs are saved to the database for compliance purpose.
- A dedicated SQL injection filter was configured to detect and block the execution of queries that contain a malicious code. Notifications are set to notify the customer’s IT personnel about detected threats.
- DataSunrise was deployed in the proxy mode in the AWS cloud. In this configuration DataSunrise blocks direct access to databases, so all database queries are going solely through DataSunrise.
- Continuous data masking was set up in two modes: static and dynamic to obfuscate real data during internal testing.

Results

- Since DataSunrise runs independently of a database in an agentless non-intrusive way to a database and a client application there is no additional load on the Customer’s database servers. It means no performance impact as a result of deploying DataSunrise.
- The Customer can change its database type whenever needed. The security level will still be maximum.
- DataSunrise is providing an unsurpassed level of database protection and confidence for the company irrespective of a number of databases and their types or size of stored data or throughput.
- The state-of-the-art solution from DataSunrise is proactively protecting the customer’s databases in the cloud.
- The databases are protected against external SQL attacks and access rights abuse. In addition, the databases are audited and masked in two modes: dynamic and static.
- DataSunrise helps the Company to be compliant with international and regional privacy regulations. Such regulations are especially stringent in respect to data protection and IT security.
DataSunrise is an innovative IT company that developed a unique product to protect the most valuable asset of any company – data. Every company irrespective of its size inevitably amasses a lot of data: financial, personal and operational, which is usually stored in different databases which could be numerous and different type. You might think that your data belongs only to you and to you only, but let’s face it, monthly news on data breach and leaks prove otherwise. There are always people out there who might be interested to know more about your business, technology, your customers and personnel. Too often this sensitive information falls prey to cybercriminals. That is why there are nationwide regulations in place to ensure that management of companies understands that data protection should be a top priority for every company nowadays as we’re talking about financial and personal security here.

That’s where DataSunrise comes into play. By using our database protection solution you can eliminate the slightest possibility of data theft or mishandling whether it comes from the inside or the outside.

One might say that there are companies out there claiming they can protect your database. That’s true, but here is what makes DataSunrise so advanced and superior to others. Our Database Protection Suite knows what is happening with your database at any time literally down to bits. And the quality of data protection largely depends on that. That is how deep your protection system can analyze passing and stored data. Knowing how to protect your information is our business and we know how to do it professionally.

Here is what makes DataSunrise so unique:

1. Data audit. The feature keeps track of each query made to your database. In other words, it’s database activity monitoring.

2. DataSunrise firewall. It protects a database from unauthorized queries and SQL injections. This is proactive protection from DataSunrise.

3. Automatic Data Discovery. Every database tends to get larger with time and sensitive data may come in various forms and formats. DataSunrise automatically searches for newly added sensitive data and protects it proactively.

4. You can protect various database types, virtually it can be any commercially available database. We can protect more than 20 types of databases while others can’t do more than 5.

5. Static masking. A copy of your database with data of your choice obfuscated is created and all what any query gets is just fake data.

6. Dynamic masking. Query execution results are obfuscated on the fly. The original sensitive data remains intact.

7. DataSunrise Database Regulatory Compliance (DDRC). In few simple steps user can select what one or more regulations (GDPR, PCI, HIPAA or SOX) to comply with and execute. DataSunrise Data Discovery will automatically find the sensitive information to be protected and audited in accordance with the chosen regulation. Compliance with national and international personal data protection regulations is highly automated and easy with DataSunrise!

So, with DataSunrise you can have 2 types of protection: active and passive. Developing each feature takes a lot of time and, definitely, talent. Please note that all the above features work real-time which is crucially important for security. Using our protection suite, you and only you have control over your databases 24/7.
This highly professional arsenal of features can be used all together or separately as a standalone feature. We have it all and you just need to choose which you want.

Also, our company has some customers that come from the IT field. These are the companies that have reputation and huge experience. If you can’t make your choice yet, just follow IT professionals that trust us.

Dynamic and static data masking from DataSunrise may come in very handy for many things. This particular customer used Static Masking for internal QA testing which was effected without exposing real data. Very detailed tasks can be set up for Static Masking which increases overall database security. For real-time protection the customer can set up Dynamic Masking Rules and monitor Dynamic Masking Events. The auditing feature of DataSunrise includes many options which make auditing a highly adjustable and effective process which is a prerequisite for compliance with national and international regulations such as GDPR, SOX, PCI DSS, HIPAA, etc.

DataSunrise is setting new standards in database protection and inviting you to enjoy cybersecurity you and your business really deserve!