Protect Data Privacy by Persistently Masking Sensitive Information

## Informatica Persistent Data Masking Benefits

- Reduce the risk of data breaches

- Improve development, testing, and training quality

- Simplify test data management

- Support data privacy compliance

Informatica® Persistent Data Masking is scalable data masking software that helps your entire IT organization manage access to your most sensitive data. The software shields confidential data such as credit card information, Social Security numbers, names, addresses, and phone numbers from unintended exposure to reduce the risk of data breaches. It provides unparalleled enterprise-wide scalability, robustness, and connectivity to a vast array of databases.

In addition to simulating masking rules before actual execution to validate privacy policies, the software also defines and reuses data masking rules to adhere to privacy policies and produce quick results with support for in-place and in-stream masking. Informatica Persistent Data Masking can establish a consistent data masking policy across the enterprise with a single audit trail, and it enables you to track procedures for protecting sensitive data through comprehensive audit logs and reports.

Informatica Persistent Data Masking minimizes the risk of data breaches by masking test and development environments created from production data regardless of database, platform, or location. The software provides sophisticated but flexible masking rules that allow your IT team to apply different types of masking techniques to various data used in testing, training, and other nonproduction environments.

Informatica Persistent Data Masking features robust masking algorithms including substitution, blurring, key-masking, and other special techniques for credit card numbers, Social Security numbers, account numbers, and financial information to enable IT and security organizations to maintain structural rules to de-identify values.
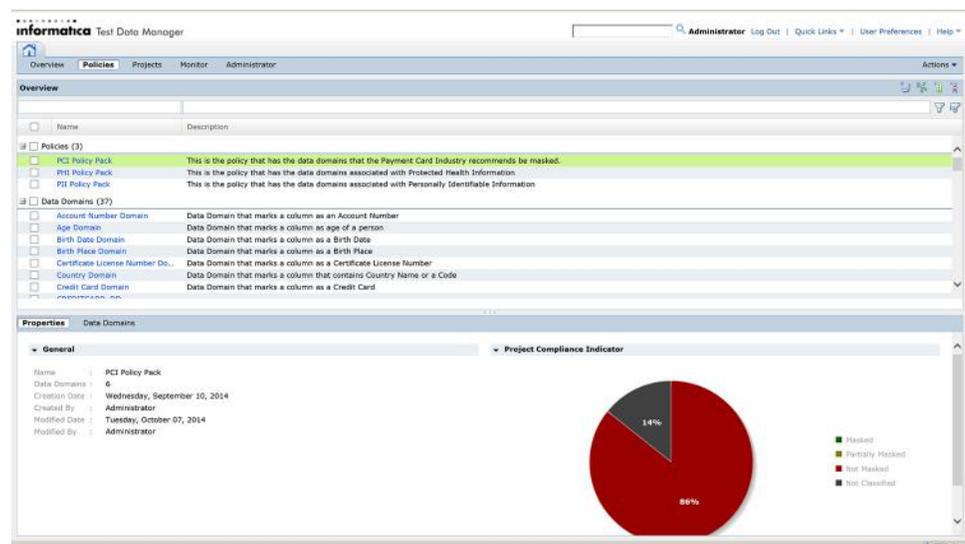
Key Features

Single, Scalable Data Masking Environment

Create and centrally manage masking processes from a single, high-performance environment that readily handles large data volumes. Leverage the scalability and robustness of the Informatica Platform and its enterprise-wide connectivity to mask sensitive data regardless of database (Oracle, DB2, SQL Server, Sybase, Teradata), platform (Windows, UNIX/Linux, z/OS), or location.

Robust Data Masking Support

Maintain structural rules to de-identify values by using masking algorithms such as substitution, blurring, sequential, randomization, and nullification, plus special techniques for credit card numbers, SSNs, account numbers, and financial data. Substitute production information with realistic prepackaged or user-defined data sets.

Comprehensive Set of Application Accelerators

Pre-identify sensitive data and recommend appropriate algorithms with data masking accelerators. Rapidly deploy data privacy policies with accelerators for ERP, SFA, CRM, and SCM applications, including Oracle E-Business Suite, SAP, PeopleSoft, and Siebel.

Broad Connectivity and Custom Application Support

Quickly apply masking algorithms to any sensitive data, in any format. Access and mask a wide variety of databases, mainframes, and business applications, including Oracle, IBM DB2, Microsoft SQL Server, IMS, VSAM, JD Edwards, and Baan. Create data masking rules and standards across all enterprise systems.

Key Benefits

Reduce Risk of Data Breaches

Creating consistent masking policies across the enterprise with a single audit trail dramatically decreases your organization's risk of a data breach. With Informatica Data Masking, your database administrators can preview masking policies and rules before data is actually masked. The software simplifies the maintenance and administration of privacy policies.

Improve the Quality of Development, Testing, and Training Activities

The software masks sensitive or confidential application data so it can be replicated safely to nonproduction systems. You can preserve the original information characteristics and maintain data and referential integrity. The realistic yet de-identified data enhances the quality of test data for improved development, testing, and training.

Support Compliance with Data Privacy Mandates and Regulations

With access to realistic yet de-identified data, your IT organization can comply with privacy regulations—including EU Data Protection Directive, HIPAA, PCI DSS, and GLBA—and with data governance policies.

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 to realize their information potential and drive top business imperatives. Informatica Vibe, the industry's first and only embeddable virtual data machine (VDM), powers the unique "Map Once. Deploy Anywhere." capabilities of the Informatica Platform. Worldwide, over 5,000 enterprises depend on Informatica to fully leverage their information assets from devices to mobile to social to big data residing on-premise, in the Cloud and across social networks. For more information, call +1 650-385-5000 (1-800-653-3871 in the U.S.), or visit www.informatica.com.

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