

# Protegrity AI Protect

AI Protect creates opportunities to harness the sensitive data that is proven to be most effective in activating advanced analytics, machine learning, and AI.



## Why AI Matters

Protegrity wants businesses to make full use of AI and analytics without worrying about whether data is fully secure and compliant with regulations that govern privacy. **Protegrity AI Protect**, a solution within the Protegrity Data Protection Platform, allows enterprises to properly balance individual privacy with their desire to share analyzed data.

Businesses use a variety of analytics systems across different cloud environments, through different cloud services and applications. **AI Protect works in concert with those analytics systems, keeping pace with the intense speed and volume that AI brings to the process.** It makes the job of security and compliance professionals easier by ensuring analyzed data passes regulatory muster and is completely shielded from unauthorized access. When security and privacy are checked-off, the many employees who rely on crunched data get it today, not tomorrow or months later.

## The AI Challenges are Real

Despite the technological transformation that most businesses have taken over the past decade, data often lies dormant. **The inability to uniformly manage and protect data prevents the construction of an enterprise-wide analytics model that engenders the sharing of data insights across departments and even business entities.**



As long as enterprises continue to struggle with data, compliance, and cloud-based solutions, they'll also struggle to properly secure sensitive data. **Without the ability to consistently make sense of data and protect its sensitive elements, they'll miss out on the transformational advantages that can make or break businesses.**

## SOME OF THE REAL CHALLENGES ARE...



**The sheer volume of data overwhelms businesses**, and it doesn't stop coming. Businesses can't organize data well enough to even begin to make sense of it. They don't know what their data contains or whether it's structured or unstructured—a key distinction in analytics.



**Organizations have tied their data protection practices** to inflexible in-house systems, specific databases, and cloud environments that limit flexibility. Even though businesses reap benefits from cloud-based and on-premises AI tools and programs, they're discovering these many different technologies take dissimilar approaches to data protection.



**Unable to properly classify all of those gigabytes of data** and determine what is sensitive information, enterprises are stuck in a self-defeating circle: They can't effectively secure it, so they can't analyze it in a timely fashion. In the dark about which data should be protected, they're afraid of running afoul of the many regulations safeguarding the privacy of sensitive data.



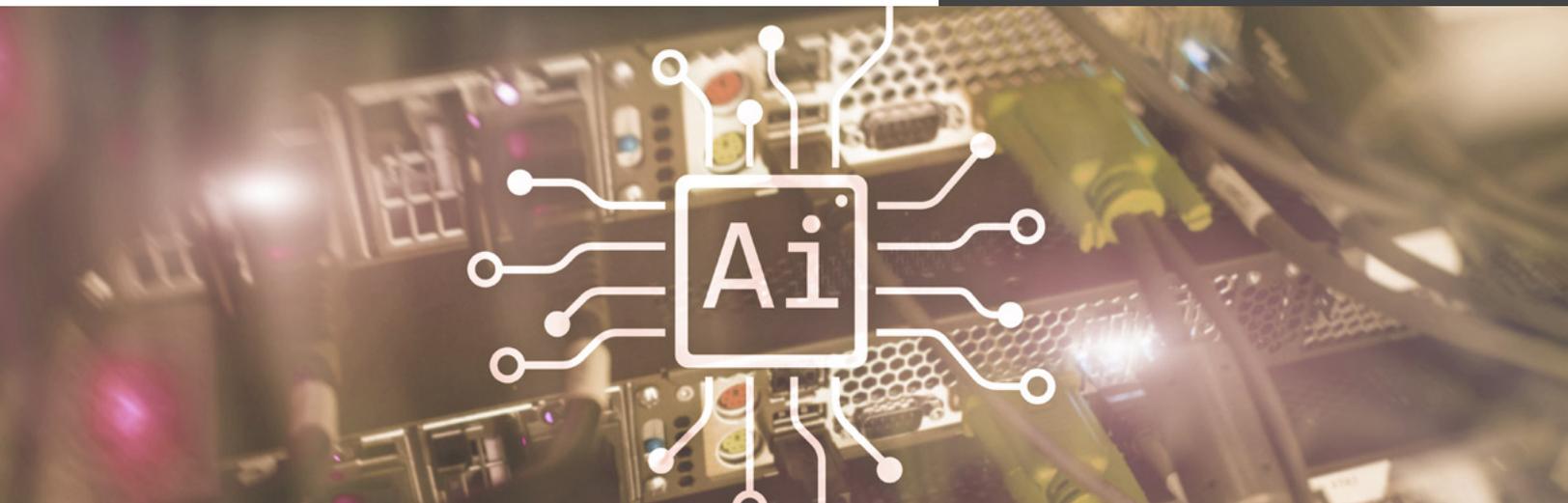
**Data-security concerns have slowed progress with cloud-based tools**, limiting the type of innovation that only cloud delivers. Like data, cloud-based analytics tools and applications are everywhere. Data warehouses that can ably handle all kinds of workloads—including cloud-native data warehouses such as Snowflake—are in the cloud.

## Tap into the Power of Data

AI Protect keeps pace with the exponential increase in sensitive data, data-storage systems, and tools that surface insights and enable predictive analytics. With the confidence that sensitive data is protected, businesses can quickly extract value, apply insights in real time, and predict outcomes that accelerate growth. **With Protegrity, businesses can tap into the power of data and separate themselves from the pack in an increasingly competitive digital economy.**

AI Protect is a singular answer to the often-crippling question of how enterprises can get their many cloud-based and on-premises AI tools working in harmony to protect data. It streamlines classification and discovery as well as the management of the many ways that sensitive data can be safeguarded to meet regulations mandating data privacy.

**By effectively securing data, the solution unleashes the power of AI and transforms businesses into intelligence-first innovators.**



In the end, we strive to be the global standard for ubiquitous data protection.

Email [info@protegrity.com](mailto:info@protegrity.com) for more info.



# AI Protect Strategies

## 1) **Secure AI for Growth:** *Artificial intelligence is a business imperative*

Digital transformation has brought with it the ability for businesses to generate, organize, and activate data more seamlessly than ever before. At Protegrity, we see data as a superpower—one that is available to all who choose to harness it, making it a game-changer for some and an equalizer for others. Data-savvy businesses understand the potential that lies in their data. They use it to drive advanced analytics and AI that become woven into the fabric of their digital infrastructures.

## 2) **Anonymized Data Sharing:** *Give your anonymized data wings*

Anonymization ensures sensitive data can never be de-identified later—a sound method for protecting data that's shared with partners and third-party analytics services. It strips sensitive elements from the data, a non-reversible process that generalizes the sensitive data to the point where it's indistinguishable from less sensitive data, losing the defining personal information that makes it valuable to cybercriminals. With personal identifiers such as date of birth and zip code removed from customer data, enterprises can share it more freely outside of their four walls and generate revenue.

## 3) **Cloud-Enabled Analytics Agility:** *Analytics & AI are key cloud migration initiatives*

When digital transformation comes knocking, it wants to take your sensitive data with it—to the cloud. Today's enterprises know they can increase analytics agility by leveraging hybrid- and multi-cloud services and cloud-native databases. Centralizing policy management and enforcement is the only way to secure data at rest and in motion as it spans environments. Only then can businesses confidently drive innovation through advanced analytics and secure AI.

## Why Protegrity AI Protect?

AI Protect is the industry standard because. . .

- It continuously finds valuable data for AI
- It streamlines access and enforcement
- It works in all kinds of environments
- It protects all kinds of data in many different ways
- It quickens the pace of data analytics and time to value, accelerating innovation

Facing the pressure of stringent regulations and exacting demands from customers to safeguard personal data, enterprises desperately need to align data security with AI-backed technologies so they can transform and renew ineffective and moribund business practices.

Our AI solution puts enterprises at ease by protecting all kinds of data in all kinds of places so that business lines can confidently extract value from data faster than ever before and use insights in near-real time to become the businesses they've always wanted to be.



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