



Wrangling Data Sprawl

How to shrink your data protection footprint

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Enterprise Data Sprawl

What and Why

- Uncontrolled / unintended proliferation of data across systems repositories and locations
- **Uncontrolled = risk**
 - Risk of Breach / Leakage
 - Compliance Violations
 - Insider Misuse
 - Reputational Damage



Enterprise Data Sprawl

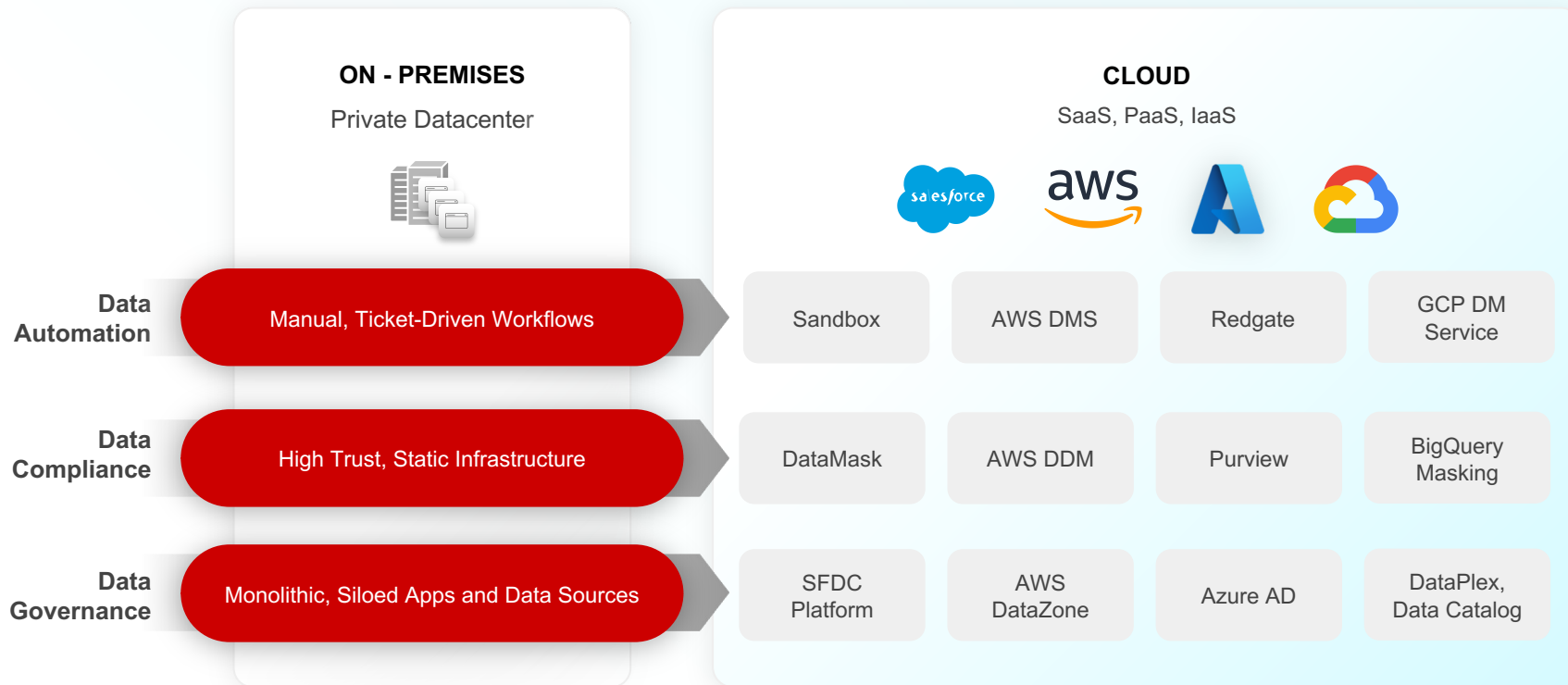
It's not getting any easier

- Data Growth
- Shadow IT
- Data Silos
- Data Democratization
- Cloud Adoption
- Constantly Increasing Regulations
- AI



MULTICLOUD INCREASES DATA COMPLEXITY

Clouds offer proprietary point solutions with differing functionality, APIs—lack of consistent controls



Ever Increasing Regulations

Data	Gramm– Leach–Bliley Act (GLBA)	General Data Protection Regulation (GDPR)	California Consumer Privacy Act (CCPA)	Health Insurance Portability & Accountability Act (HIPAA)	Brazilian General Data Protection Law (LGPD)
Full Name	X	Direct	Direct	X	Direct
First Name	X	Indirect	Indirect	X	Indirect
Middle Name	X	Indirect	Indirect	X	Indirect
Last Name	X	Indirect	Indirect	X	Indirect
Email Address	X	Direct	Direct	X	Direct
Gender	X	Indirect	Indirect	X	Indirect
Date of Birth	X	Indirect	Indirect	X	Indirect
Age	X	Indirect	Indirect	X	Indirect



All content subject to change.

Data Governance Objectives

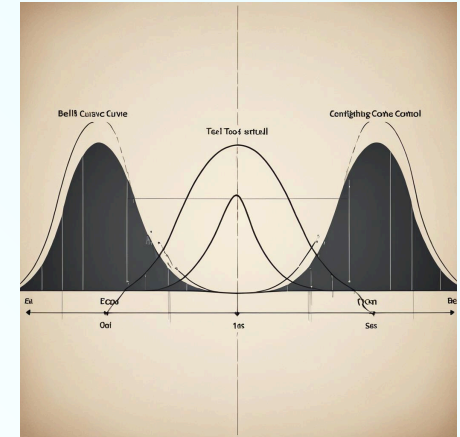
- Data Quality Assurance
- Data Lifecycle Management
- Data Stewardship and Ownership
- Data Process Standardization and Optimization
- Data Security and Privacy
- Regulatory Compliance



Infosec Leadership Needed in Data Governance Initiatives

- Data Democratization
VS
- Data Control

- Compliance / Security
VS
- Agility / Innovation



Data Security at Risk: The Non-Prod Back Door

- Lack of Security Controls in Dev Environments
- Use of Production Data
- Vulnerabilities in Dev Tools
- Misconfiguration and Weak Security Practices
- Data Retention and Disposal Risks



DATA SECURITY, COMPLIANCE RISK

Cost of Bad Test Data Management

77M Customer Records Exposed

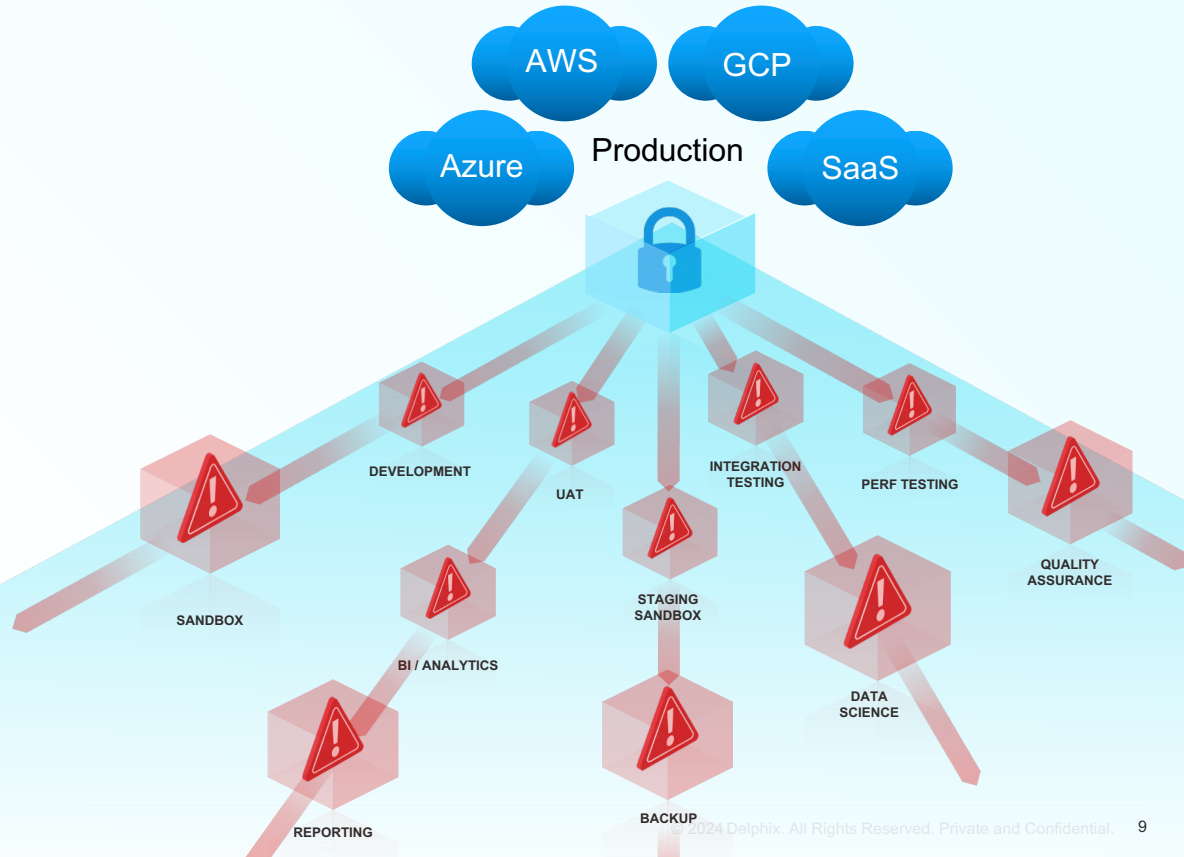
\$350M CCPA Settlement

\$150M Remediation

“The bad actor leveraged their knowledge of technical systems, along with specialized tools and capabilities, to **gain access to our testing environments.**”

T Mobile

— Mike Sievert, T-Mobile CEO



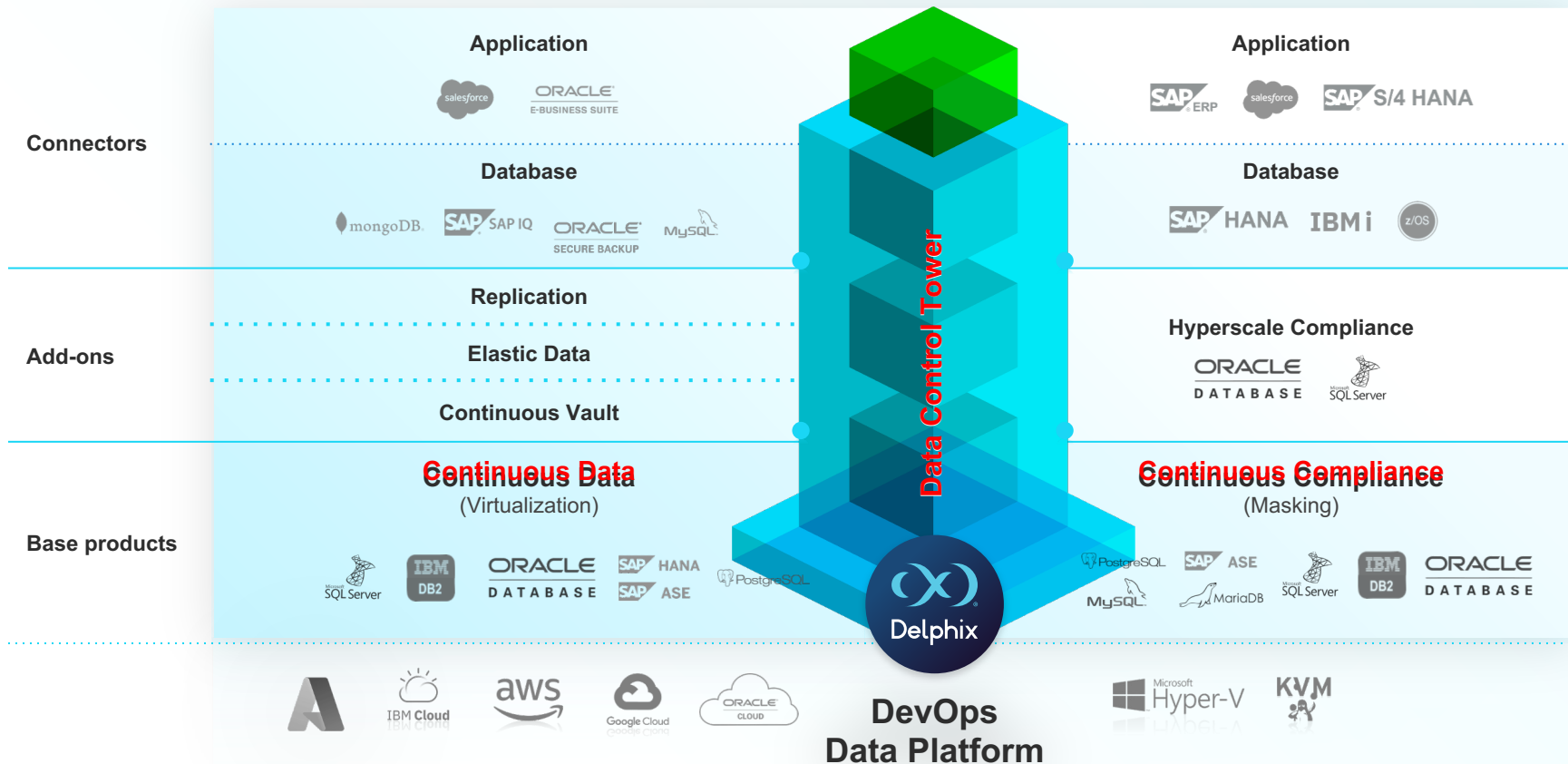
Data Compliance Needs to Extend to Non-Prod

DATA COMPLIANCE



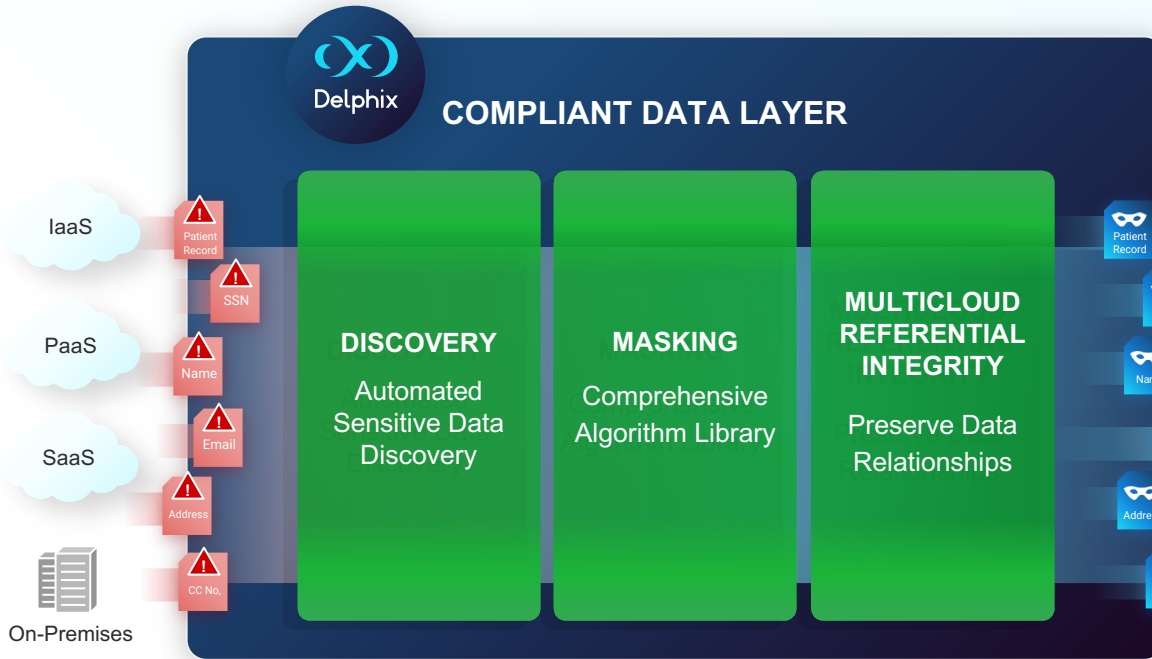
- Eliminate Sensitive Data from Non-Prod Environments
- Improve the Quality of Sanitized Data
- Facilitate Rapid Refreshing of Schemas and Data to match Production
- Deploy Protections at Enterprise Scale and Speed

Introducing The Delphix DevOps Data Platform



ELIMINATING RISK FROM DATA INNOVATION

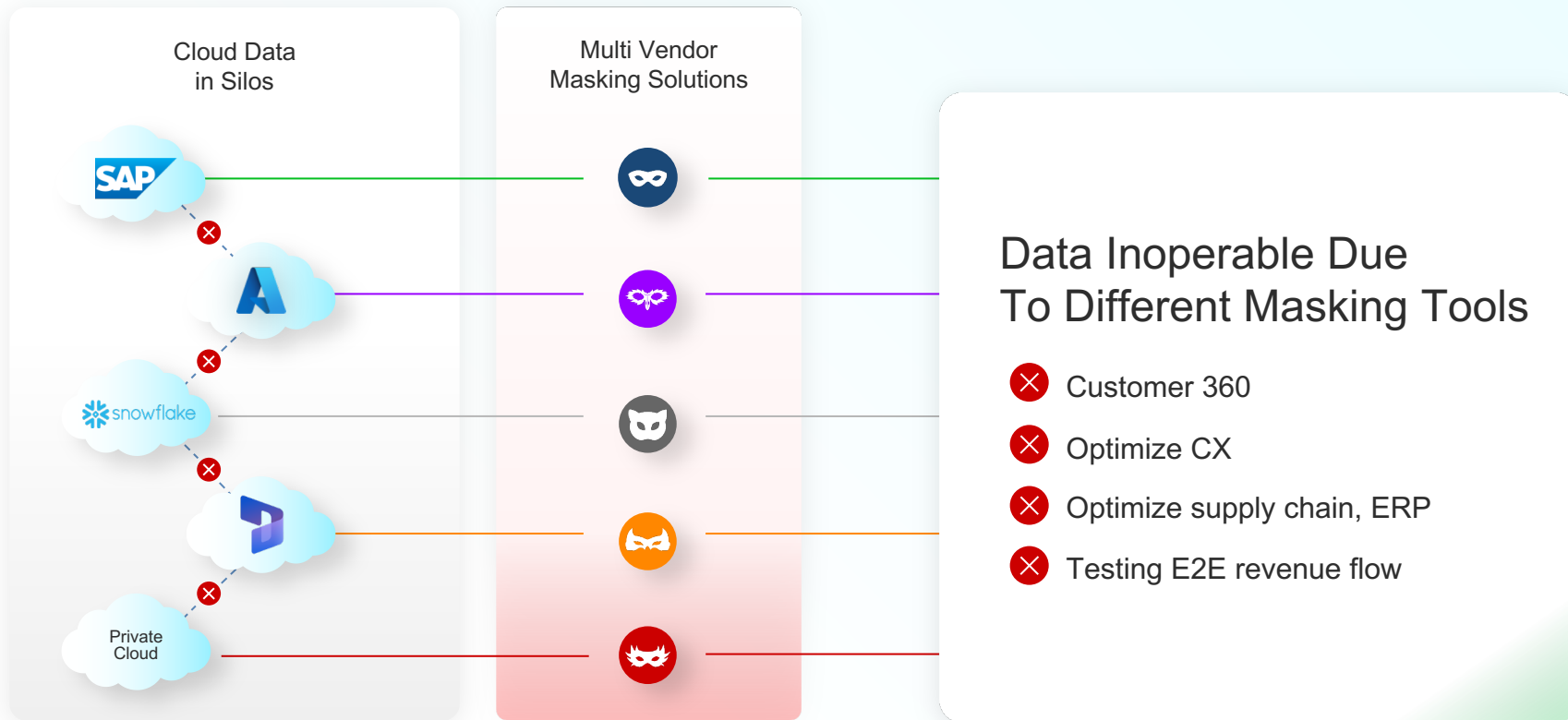
DATA COMPLIANCE
CONTINUOUS COMPLIANCE



Use Cases

- ✓ Application Testing, QA
- ✓ System Integration Testing
- ✓ User Acceptance Testing
- ✓ Training
- ✓ Operational Reporting
- ✓ AI/ML Model Training
- ✓ GenAI

COMPLIANCE IN SILOS BLOCKS INNOVATION

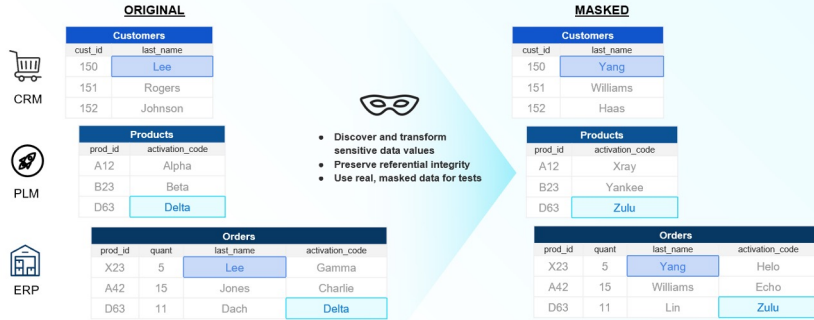


How Does Delphix Work?

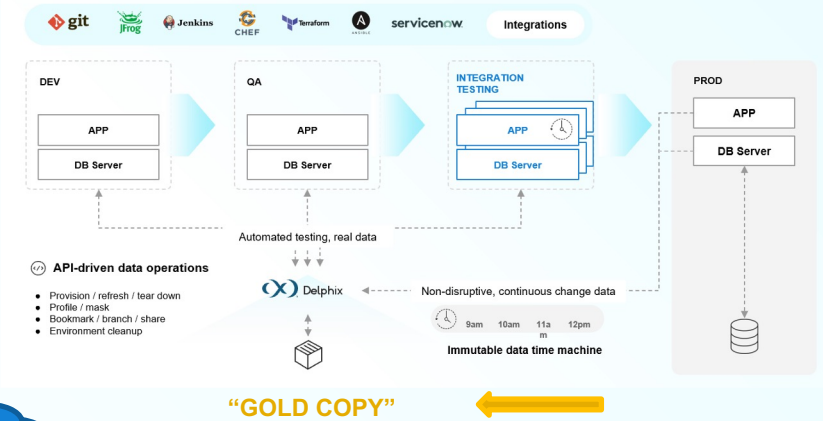


Continuous Compliance

Automated sensitive data discovery, masking with referential integrity

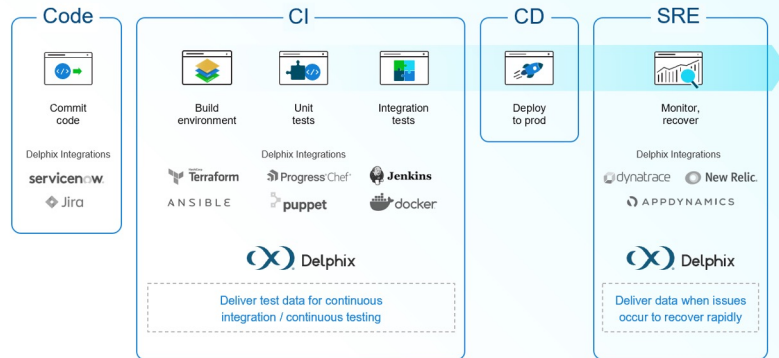


How It Works: Accelerate App Releases



On-Prem and/or Cloud, APIs to AUTOMATE

Delphix Automates Data in DevOps Pipelines



Centrally Automate Ephemeral Data at CI/CD Scale



FAST, SCALABLE, COMPREHENSIVE CONTINUOUS COMPLIANCE

PROD

CRM

Contacts	
cust_id	last_name
150	Lee
151	Rogers
152	Johnson

PLM

Products	
prod_id	activation_code
A12	Alpha
B23	Beta
D63	Delta

ERP

Orders			
prod_id	quant	last_name	activation_code
X23	5	Lee	Gamma
A42	15	Jones	Charlie
D63	11	Dach	Delta



- Consistent, automated discovery
- Replace sensitive data with synthetic data
- Comprehensive library of algorithms
- Preserve data relationships
- Fast, scalable
- Full, realistic data for high quality testing

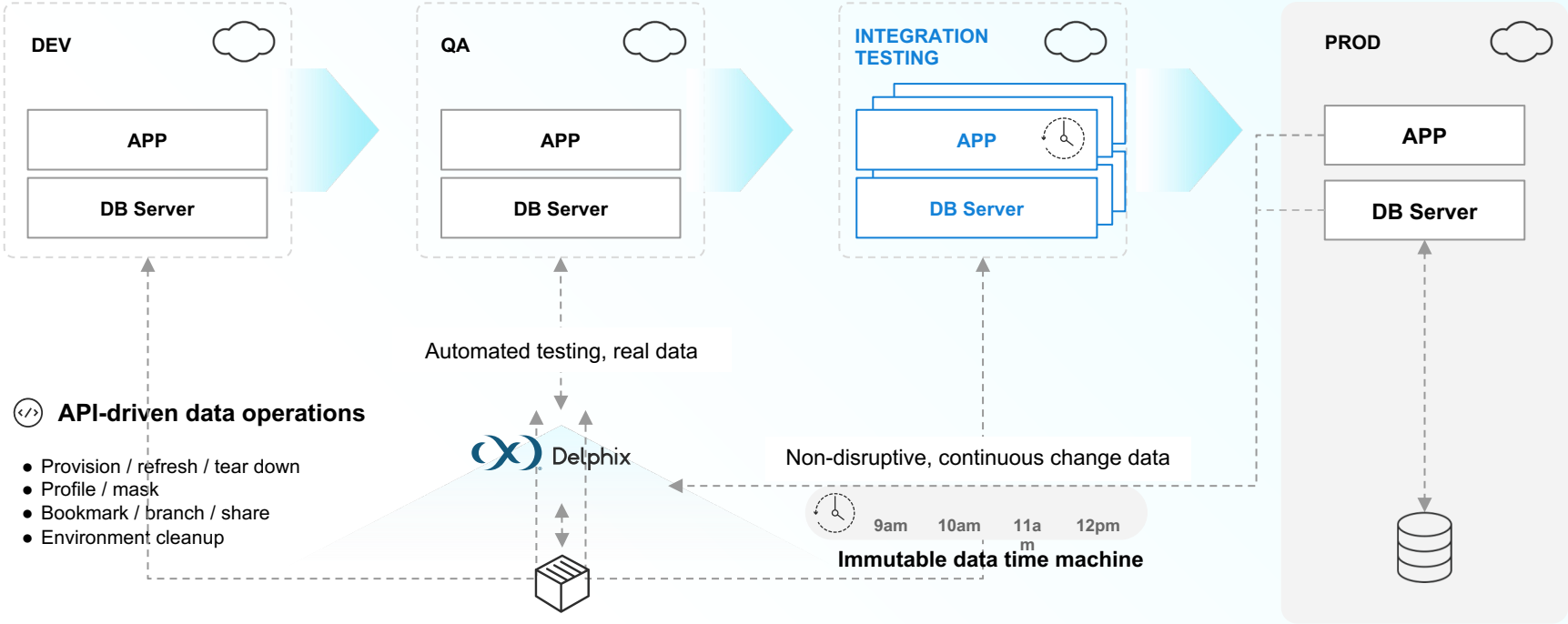
NON-PROD

Contacts	
cust_id	last_name
150	Yang
151	Williams
152	Haas

Products	
prod_id	activation_code
A12	Xray
B23	Yankee
D63	Zulu

Orders			
prod_id	quant	last_name	activation_code
X23	5	Yang	Helo
A42	15	Williams	Echo
D63	11	Lin	Zulu

How It Works: Accelerate App Releases



Delphix Automates Data in Devops Pipelines

Dev/Test



Commit code



Build environment



Unit tests



Integration tests



Deploy to prod

Provision Time drops orders of magnitude. Worldpay creates 400+ TB vDBs < 14 min., total build time including Delphix masking data drops from 45d to 4d.

Deploy complex groups of data ephemeral. A Major Manufacturer is creating multi-source ephemeral test environments for their 200+ microservices for rapid integration testing.

Delphix agility brings elasticity and ephemerality to pipelines at scale. DELL Scales up to 2M Ephemeral Test Pipeline Runs/Month with Delphix Data. Developer Focus Jumps from 20 to 80%. Defects across mature DevOps Team drop over 7%.

Data can be treated like Code w/GIT-like controls Banks & Big Tech see defects drop 8 - 40% Average Defect Shifts 2 SDLC Steps to the Left.

Delphix Capability applied to Dev /Test accelerates deployment frequency and reduces batch size. StubHub accelerated from Quarterly to 1K/year to 10k/Year releases in 3 Phases.

Production



SRE: Monitor, recover



Ransomware Recovery

Data recovery is simple, rapid, and economical. After an error took down all video rentals, Comcast rapidly restores its video rentals table in minutes.

Immutable High Fidelity Copies provide data certainty and speed at scale. Major Healthcare company capable of recovering pristine data at the rate of 1 TB every 45 minutes over 30+ databases in ongoing tests.

Analytics & AI



Data Integration



Data Science

Microsoft ADF Integration A Major Consulting Firm masked sensitive data in their Azure SQL PaaS apps & delivered to their Azure SQL non-prod with RI

Powering AI Models, Featurization and easy access to enterprise scale datasets. CalState "used Delphix to deliver data to their AI instances to identify students who might be at risk of failing or dropping out.

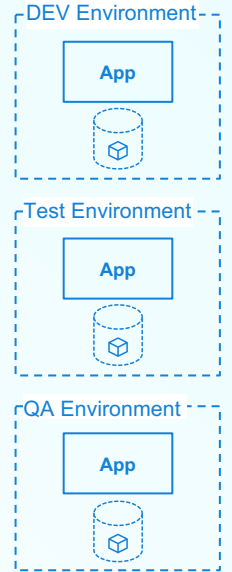
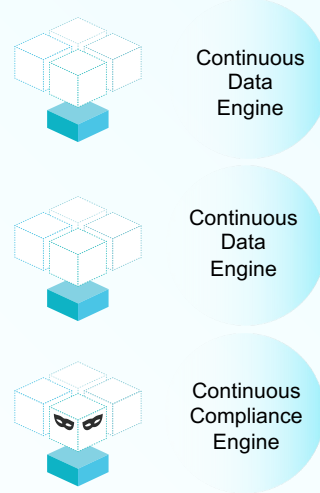
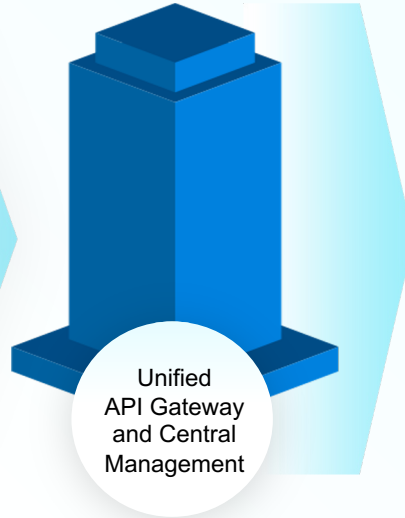
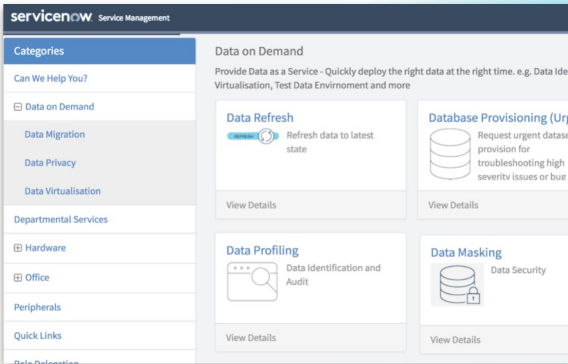
Automate Data

servicenow

Data Control Tower

Delphix Engines

Target Environments



1

User Initiates Data Request Workflow (EG ServiceNow)

2

Request triggers DCT API transactions to process request

3

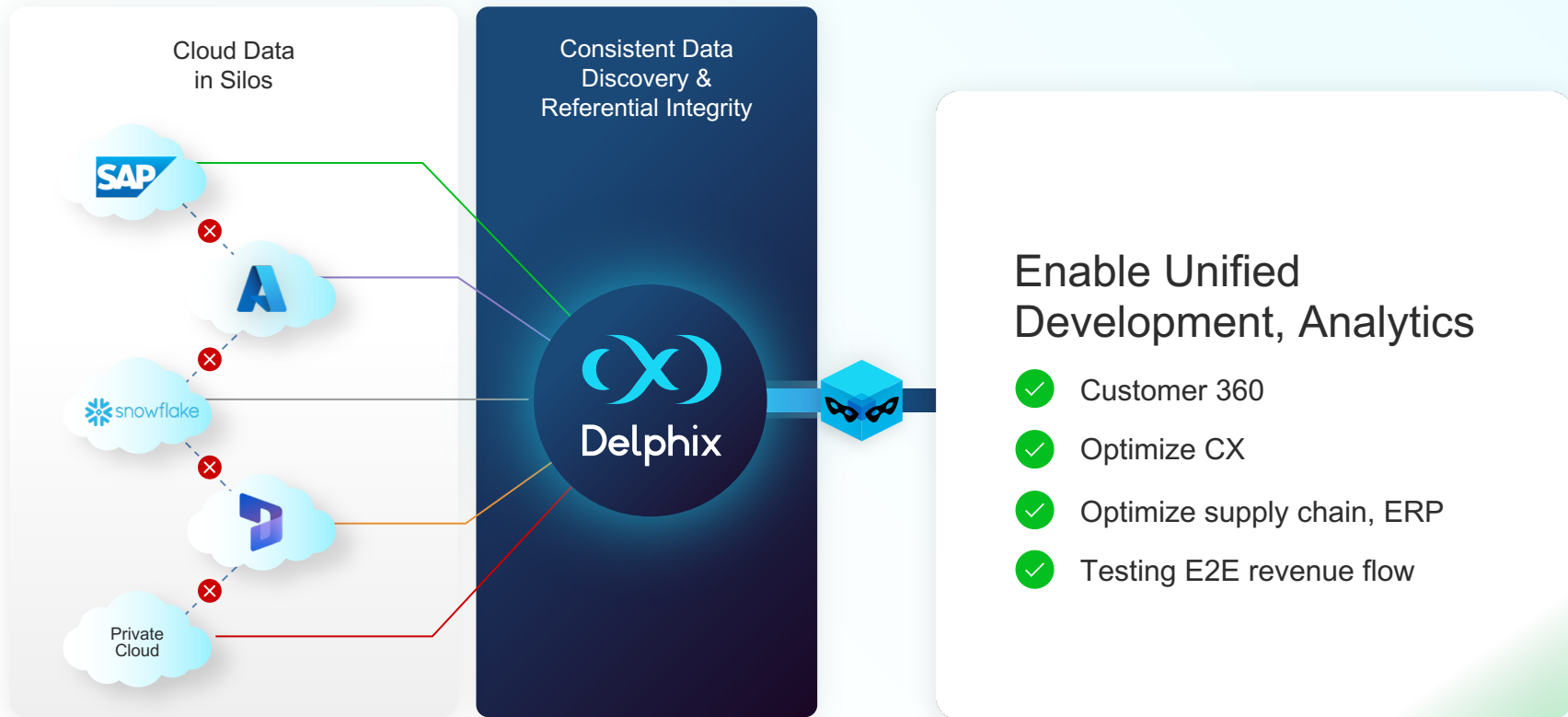
DCT executes requests across appropriate Delphix engines

4

Delphix engine performs requested operation in target environment

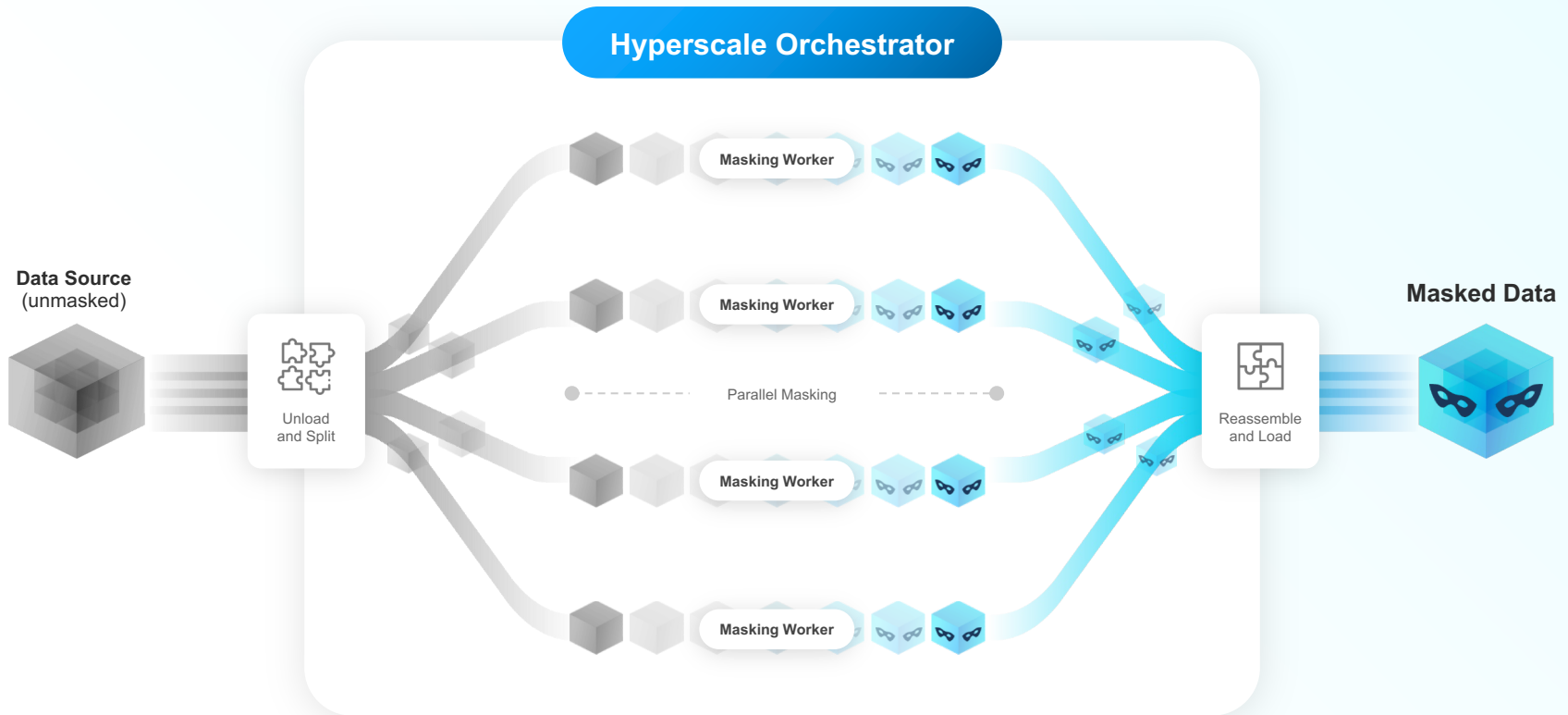
MULTICLOUD REFERENTIAL INTEGRITY

DATA COMPLIANCE
CONTINUOUS COMPLIANCE

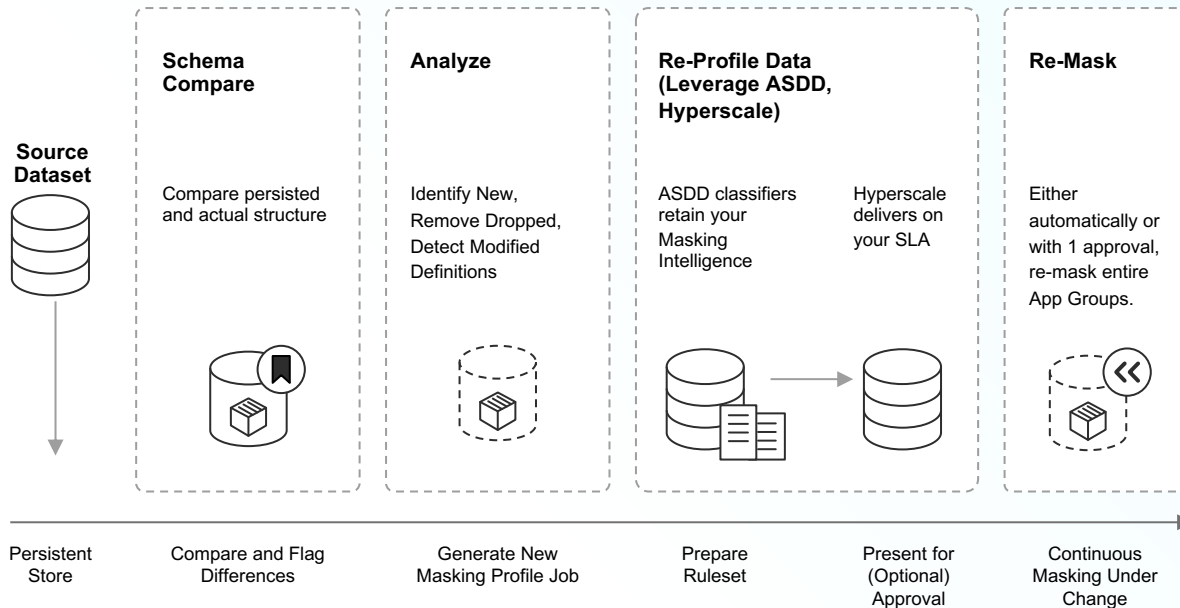


Hyperscale Compliance: How It Works

10X Masking Speed for Massive Data Volumes: Datasets Over 10TB or 1B Rows



Masking Automation: Large Healthcare Software Provider



Delphix Capabilities

- In use at scale for a large Healthcare software provider.
- Leverages most advanced features of Delphix: ASDD, Hyperscale
- Could be easily integrated with your own Catalog (DB Maestro, Liquibase, Collibra)
- Automated End to End.

Key Benefits

- Maintains High Protection AND velocity for Developers
- Can be used on a single app or a set of apps.

CISO Governance

[Overview](#) [Compliance Jobs](#) [Data Sets](#) [Data Lineage](#) [Access](#)

Number of Data Types

5,235

Data Types with Sensitive Records

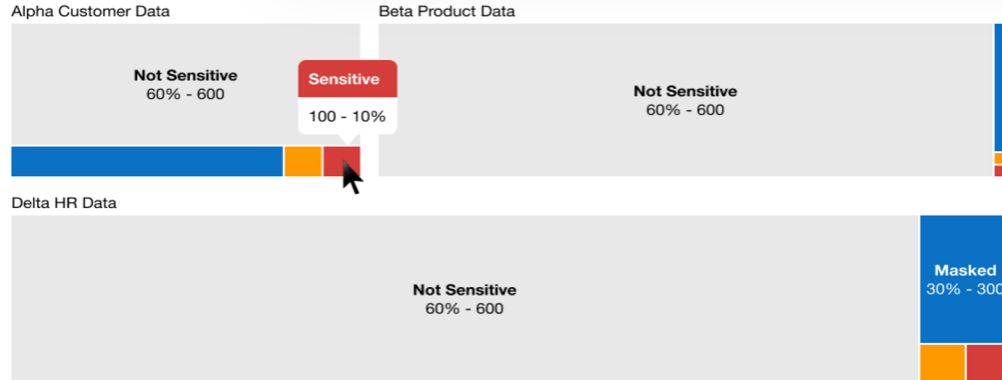
105

Sensitive Records

2.4M

Compliance Coverage

Number of Data Types in All Data Sources



Regulatory Risk

GDPR:

1 At Risk

CCPA:

1 At Risk

HIPAA:

No Risk Found

SHIELD Act:

1 At Risk

The Privacy Act:

1 At Risk

All content subject to change.

UNLOCK REAL BUSINESS VALUE



- Devs access **full data sets**, deliver **higher quality releases**
- Data **masking time reduced** from days to just 30 minutes
- **2X faster release cycles** and **faster time-to-market**



- Accelerated **Agile and DevOps** development pipelines
- 5 months to **GDPR compliance for Dev/Test** environments
- **90% reduction in infrastructure** footprint for test data



EXPRESS SCRIPTS®

- Cloud portable test data for **42+ virtual mainframe instances**
- **Refresh, mask ML training data monthly** (vs. once per year)
- Achieved **HIPAA compliance** for dev/test environments



“Data is the life blood of our business, and Delphix has been instrumental in empowering us to use our data faster and more productively.”

Katherine Wetmur
International CIO
Morgan Stanley



natura & co

MIZUHO

CSU The California State University

proximus



StoneX™

DELL

worldpay
from FIS

MONEY

CHOICE
HOTELS™



PAYS FOR ITSELF WITH HARD SAVINGS



Data API Users:
App Dev & DevOps

Faster, Quality Releases

- **40%** increase in development productivity
- **70%** fewer errors in production applications



Risk Management:
Compliance &
Security

Reduction in Business Risk

- **100%** of non-production data masked
- Ransomware protection and recovery



Delphix Operators:
IT Operations

Better Resiliency, Lower Costs

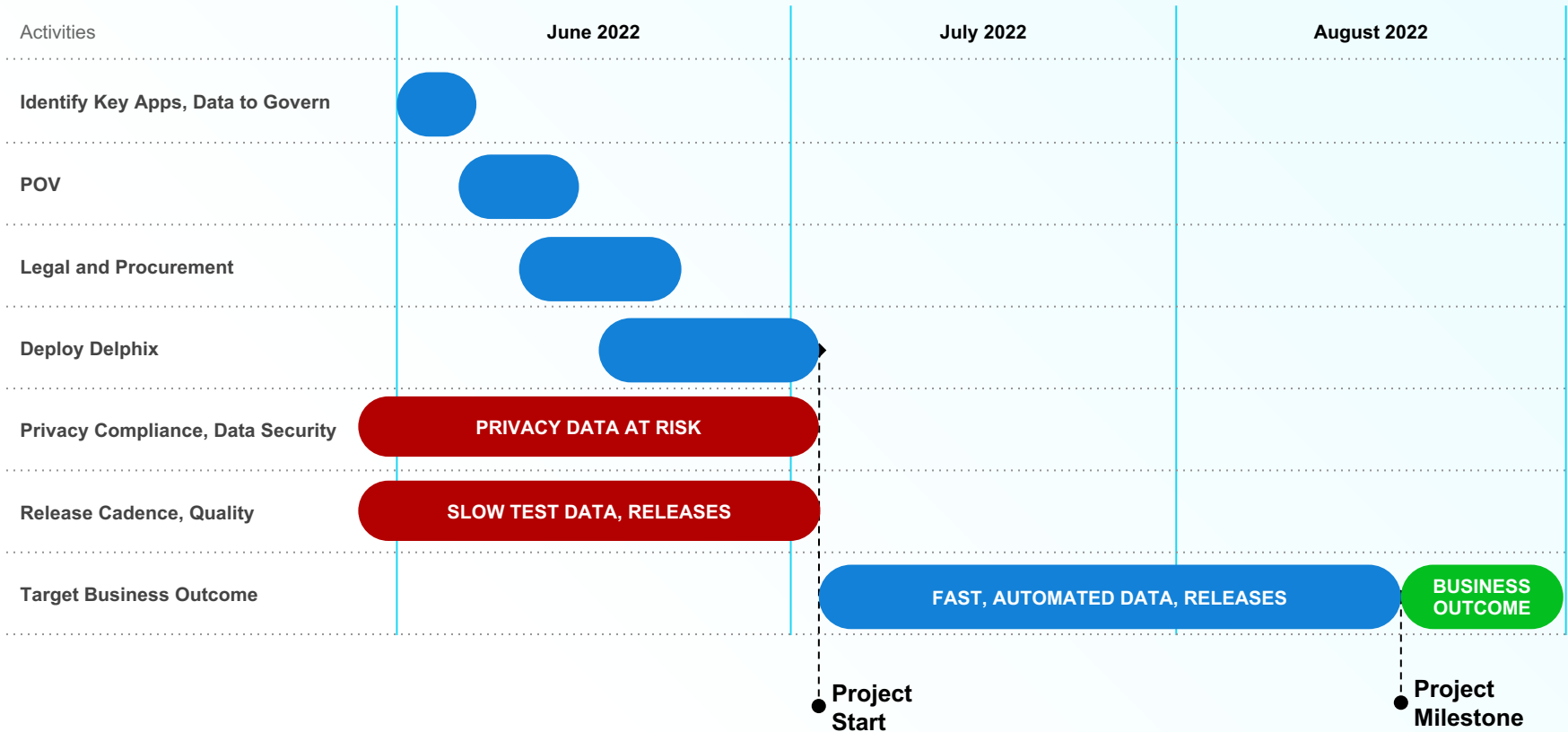
- **38%** reduction in MTTR
- **72%** reduction in infrastructure cost



560%
Average 5 Year ROI

\$15M
Average Savings

DATA TRANSFORMATION TIMELINE





DELPHIX MISSION

**TRANSFORMING BUSINESSES AND THE
WORLD WITH THE STRATEGIC,
SUSTAINABLE USE OF DATA**

THANK YOU