



The Data Loss Challenge

Synopsis

Webinar

📍 UAE



9th February 2022

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Challenge

A significant challenge today for IT security and data loss prevention teams is the exponential growth of new data. As estimated by Statista; in 2021, 79 zettabytes of data will be consumed worldwide, compared with 64.2 zettabytes in 2020. This is predicted to rise to 180 zettabytes by 2025.

With so much data circulating and more than half of security teams protecting upwards of 9,999 endpoints, it can be challenging to follow the traditional approach to DLP, which is to classify and protect their most valuable data assets. For this reason, it is important to implement modern and comprehensive data-protection tools that understand the context of data and are able to correctly identify sensitive data, as well as classify and determine how the data is handled.

Event Speakers



Veneeth Purushotaman

Group CIO, Aster DM Healthcare

Mr. Veneeth Purushotaman, Group CIO at Aster DM Healthcare is responsible for the technology across the 8 countries Aster operates in. Veneeth has been driving large technology transformation projects across Retail and Healthcare in his over 2 decades of experience. He is also a CIO Hall of Fame honoree and was awarded the Top 50 CIOs in Middle East recently by IDC. He was awarded the "MostAdmired CIO of the Year-Retail" by Images Group in 2015.



Hafeez Muhammad

Director IT, MENA, Del Monte Foods

Mr. Hafeez Sheikh Muhammad is an all-round strategic, innovative technology leader with 15+ years of rich experience leading large scale projects across FMCG, Telecommunications and other domains. He has demonstrated the ability of building, improving, and leading high performing IT teams in complex matrix organizations. Hafeez is currently leading the IT and digital transformation initiatives at Del Monte Foods, UAE.



Srinivas Rao K.

Group Head of IT & Security, Oasis Investment Company

Srinivas Rao heads IT at Oasis Investment Company (Al Shirawi Group) and has 20 years of experience in delivering innovative, cost-effective technology solutions for high-growth multinational conglomerates. He is a Certified Information Systems Security Professional with experience in working with Manufacturing, Automobile, Printing, Distribution, Construction, Education, Healthcare and IT industries.

Event Speakers



Steve Audsley

EMEA Sales Engineering Manager, Digital Guardian

Steve is a 30 year veteran of Information Technology with 20+ years in Cyber Security and Data Loss Prevention, focused on delivering valued outcomes for customers. His experience comes as a customer, as service delivery and as a security vendor. Today, Steve leads a team of skilled security experts aiming to help customers improve their data security posture.



Jamie Gallagher

Sr. Director Sales - EMEA, HelpSystems

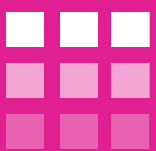
Senior Executive Director with extensive experience developed within the Cloud, Outsourcing & advertising media industries. Working as Sales Director of Helpsystems business with the responsibility for rapid growth across EMEA & APAC. Responsible to protect business-critical data with automated security solutions, business intelligence, and compliance.



Pranav Kumar

Founder & CEO, ICD Technologies

Pranav is an entrepreneur and mentor in the Digital Transformation space, with a deep passion for technology, business, and progress. He is most excited about the digital disruption & exponential impact of emerging technologies.



Highlights From The Data Loss Challenge

Webinar

Panelists views on the state of Digital Loss

Veneeth Purushotaman

Insider threats aren't always malicious but one should be aware of the responsibilities with handling data loss. Data security is much beyond the firewall and antivirus. You have to continuously educate the workforce and immediate action should be taken after identifying a data breach.

Hafeez Muhammad

Data is a valuable asset for companies and it's growing quickly because there are so many new channels and data touch points from where data is coming. To protect this, data awareness and technology plays an important role.

Srinivas Rao K.

Most of us are concerned about the data we can see whereas we should be focusing on data that we cannot see or the data that has been stolen or lost. As we grow and move forward, organisations need to clearly classify and declassify the data.

Jamie Gallagher

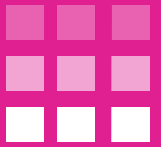
Data is growing exponentially everywhere - from the documents you create to the fingerprint access to the CCTV captures.

Following are the key challenges when it comes to data loss:

1. Compliance issues with GDPR, HIPAA, etc.
2. Data visibility is a big challenge as data gets stored in different places like USB, computer devices, cloud storage, etc.
3. Insider threat is still the most common form of data breach.

The key to data loss prevention is ensuring that the data prevention tools are working for you and your company.

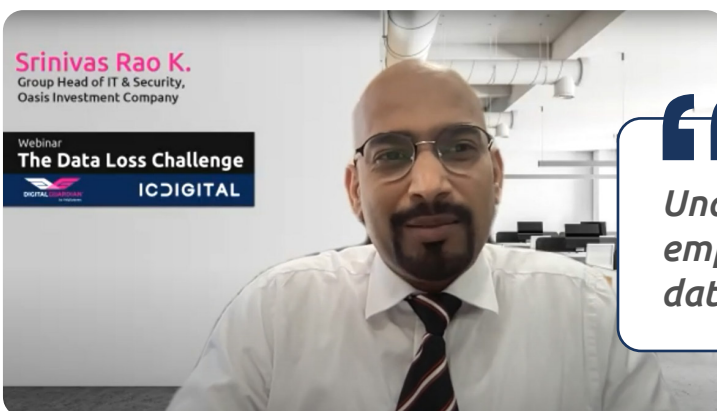
Words Of Wisdom



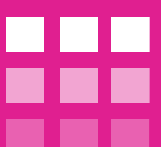
Internal threats aren't always malicious in intent, but one must be aware of the responsibility that fall in line with handling data loss



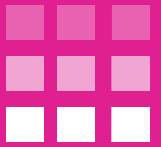
We are all aware of the data loss, but we need to understand why it is occurring in order to prevent it further



Understand your customer and employee personas while designing data security programs



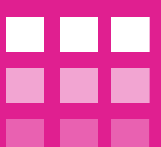
Words Of Wisdom



It is critical to know where the risks are when implementing DLP



People, process and technology working together can help to ensure that data is always



What's Driving The Need For A New DLP Approach

Data, data, data!

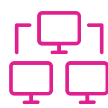
- ▶ IDC estimates that by 2025, 463 exabytes of data will be created every single day.
- ▶ Internally or externally, intentionally or unintentionally, it's at risk for loss or theft.
- ▶ 80k incidents and ~5k+ breaches in the 2021 VDBIR.
- ▶ Emphasis on providing strong and coordinated protections across all user touchpoints with sensitive data.

No-Compromise Data protection



Cloud-Delivered

Powered by AWS, Digital Guardian delivers simplified deployment, low overhead, and elastic scalability for increased return on your security spend.



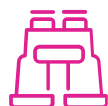
Cross Platform

Coverage for your Windows, macOS, or Linux operating systems and all your applications, both browser based and native.



Flexible Controls

Fine-grained controls, ranging from log & monitor to automated blocking, help protect data before it's lost.



Deepest Visibility

We see everything that happens to your organization's sensitive data.



No Policy, No Problem

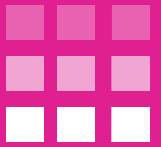
Fine-grained controls, ranging from log & monitor to automated blocking, help protect data before it's lost.



Comprehensive Classification

We see everything that happens to your organization's sensitive data.

About



ICDIGITAL

ICD Technologies is passionate about shaping the future of work, by bringing enhanced efficiency and greater security to our clients in the region. Its cybersecurity offering ensures business continuity and has saved infiltrator-targeted organizations millions of USD in ransomware attacks.



Digital Guardian provides the industry's premier data protection platform that is purpose built to stop data theft from both insider threats and external adversaries. The Digital Guardian platform performs across the corporate network, traditional endpoints and cloud applications, and is buttressed by a big data security analytics cloud service.

