



How are you protecting your unstructured data from breaches?

Why protect unstructured data?

80%

It makes up 80% of your enterprise.¹

Unstructured data proliferation

23%

Unstructured data is growing 23% annually, doubling every 40 months for the average organization.²



Unstructured data challenges

New vulnerabilities

Sensitive unstructured data is vulnerable to compromise in testing environments.

Costly regulatory risks

Regulations like CCPA, GDPR, HIPPA, and PCI DSS have made data breaches costlier than ever.



What can help mitigate the risk of a security breach?

Data masking optimizes your security and improves compliance by protecting sensitive data such as personal customer information.

Unstructured data masking helps protect against being a target for hackers and reduces the risks of data breaches.

\$3.9M

Average cost of a data breach³

\$150

Cost per data record lost³

25,575

Average size of a data breach³

Top 3 masking benefits:

1.

Migitate data breach risks

Since the majority of the data is unstructured, reduce data breach risks by having that data masked.

2.

Accurately test with protected

Consistently mask across structured and unstructured data for referential integrity in testing and development.

3.

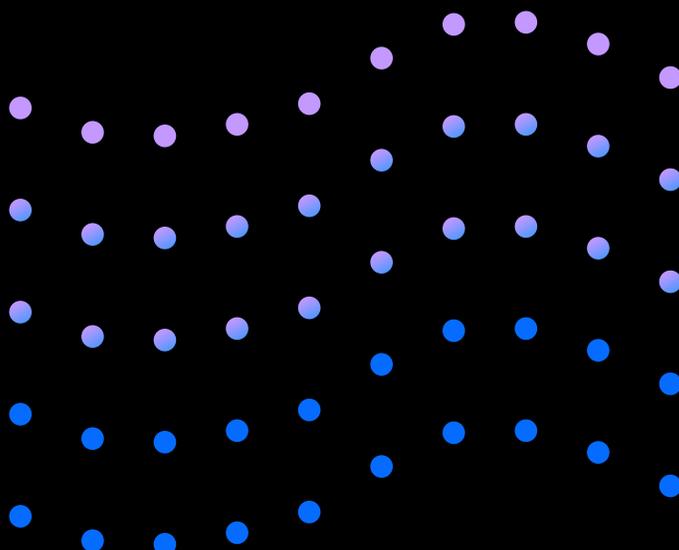
Protect across data privacy needs

Static and dynamic masking protects data across content management, testing, analytics, development, customer and tech support.

Protect unstructured data—your largest risk

Discover how IBM® InfoSphere® Optim™ for Data Privacy helps organizations maintain privacy, compliance, and protect against fraud by masking sensitive data, replacing like-for-like values, consistently across the enterprise.

[Learn more](#)



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1. Predicts 2019: Technological Convergence of Content Services—Gartner, January 2019
2. Data Management Falls Short for Unstructured Data—Datanami, January 31, 2019
3. Cost of Data Breach—Ponemon Institute, 2018