

2016 was a record year for data breaches, the number of exposed records exceeded 4.2 billion, nearly four times the previous high.



**Are you protecting Customer's data from hackers?**

**If it's installed in your data lake you probably are not!!!**

**Video of BigDataRevealed Discovery Sequester Encrypt Remediation**



# BigDataRevealed's Intelligent Catalog

BigDataRevealed has developed an intelligent catalog which has capabilities unique for the identification and eradication of information that makes hacking a risk.

With the intelligent catalog, the risks of personal identifiable information (PII) being hacked is prevented by **identifying, sequestering and encrypting information at risk**, thereby eradicating the risks associated with **exposing PII data in your data lake**.



# The Threat and Costs

The threat is significant, and so are the costs. A recent *Forbes* Insights report pegged the cost of cyberattacks to businesses at \$400 billion to \$500 billion a year. But closer to home for the PR professional is the potential reputation and brand damage that accompanies a breach.

Thomas Fischer, threat researcher and security advocate at [Digital Guardian](#) also commented on the issue saying that “Public and private organizations alike have a duty of care, not to mention legal obligation, to protect data.

# A new era of hacking: 2017 will be the Year of the data integrity breach

More devices, more data, more vulnerabilities

We create 2.5 quintillion bytes of data every day according to [IBM](#), and with Gartner predicting that there will be [20 billion connected devices on the market by 2020](#), it's clear that the amount of data that we create is only going to continue to rise. But with more devices creating data, comes more risk.

# From data theft to data manipulation

## From data theft to data manipulation

Even though 2016 saw businesses begin to understand that it's not a case of if you get breached, it's when you get breached, there is still a lot of work to do.

When you Google "top crises of 2015," included in the top-10 of nearly every list are one or more of the high-profile data breaches of 2015. Chick-Fil-A, Blue Cross Blue Shield, the U.S. Office of Personnel Management, Harvard University, American Airlines and dating service Ashley Madison are just a few of the organizations that fulfilled the prophecy of former FBI director Robert Mueller III, who said at a 2012 RSA cybersecurity conference, "There are only two types of companies: those that have been hacked and those that will be hacked."

# How to Protect your data

PII

1

We believe before you can use a data lake to its full capacity you must identify and eradicate exposed PII data risks; thereby preparing the data for full, yet risk free, access by your data scientists.

2

The drive to allow your data lake to be safely used to its full capacity has resulted in the only *big data risk sequestering encrypting engine* available in the market today.

PII

3

We couple our power to identify big data patterns and ability to eliminate false positives with our newest capability to sequester and encrypt data as it enters the big data environment.

PII

4

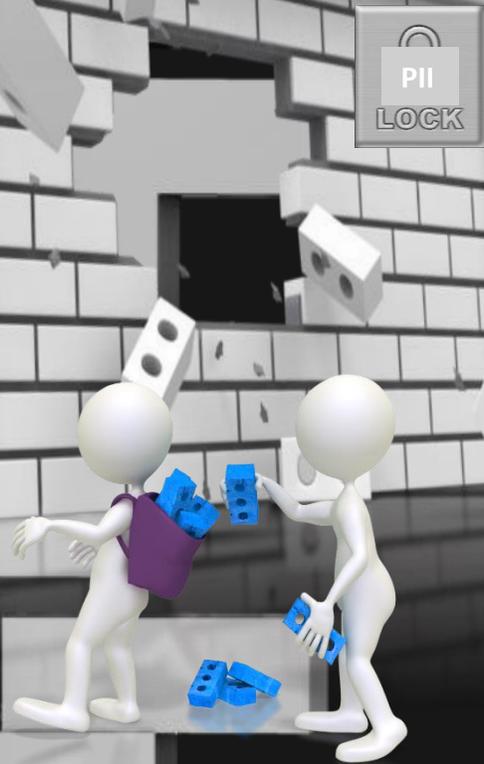
Our Intelligent Catalogue is the engine that powers our risk eradication process and should be compelling to all risk officers as they watch the frequency and intensity of data breaches around them.

# From data theft to data manipulation

## From data theft to data manipulation

Even though 2016 saw businesses begin to understand that it's not a case of if you get breached, it's when you get breached, there is still a lot of work to do.

When you Google "top crises of 2015," included in the top-10 of nearly every list are one or more of the high-profile data breaches of 2015. Chick-Fil-A, Blue Cross Blue Shield, the U.S. Office of Personnel Management, Harvard University, American Airlines and dating service Ashley Madison are just a few of the organizations that fulfilled the prophecy of former FBI director Robert Mueller III, who said at a 2012 RSA cybersecurity conference, "There are only two types of companies: those that have been hacked and those that will be hacked."



# Digital Commerce depends on it

The digital economy depends on the availability of key information derived from partners, customers, intermediaries and other sources critical to its business needs. Even though the big data environment is ideally suited for housing the necessary volume of information needed to excel in the digital economy it is ill equipped to protect the information entrusted to it; UNTIL NOW.



# It's Your Move, Call BigDataRevealed

We would like to share our data sequestering use case of the intelligent catalog and demonstrate how it bolsters security for your data lake. Let us prove our product makes a difference. We intend to work with our partners to deliver a one day review of the contents of your big data environment and illustrate the exposures that need to be addressed. Let us assist you in securing your data lake. Take the next step and accept our offer, please call Steven Meister at 847-791-7838 to arrange for the review.

