

# Tracking User Access and Detecting Anomalous Behaviors

## DataGravity for Virtualization

### Protect Your Data from the Inside Out

Despite efforts to protect the perimeter and control access to sensitive data, it is still difficult to protect your organization against data breaches. More than half of all data breaches are caused by insiders according to recent industry surveys. Employees, contractors and partners each often need access to confidential designs, trade secrets, customer data and employee personal information in their daily pursuits, leaving you exposed to the risk of a malicious user wreaking havoc.

Every day you are at risk of a disgruntled employee deleting critical information or an unethical contractor stealing intellectual property. Innocent users inadvertently place sensitive data in harm's way or expose the company to ransomware as the result of an unwise decision. Cybercriminals that gain access from the outside often roam freely within the infrastructure once they've procured privileged access rights, looking for useful data to steal.

By knowing what your high value data is, where it exists, and who is accessing it, you stand a far better chance of preventing exposures and overcoming the challenges most organizations face to discover, diagnose and recover from breaches. While many organizations are legally required to provide clear and documented proof of access control and audit trails, all IT environments benefit from more effective tools to manage and monitor data access.

### Secure Your Data from Insider and External Threats

#### Greater Data Security with Behavior-Based Analytics

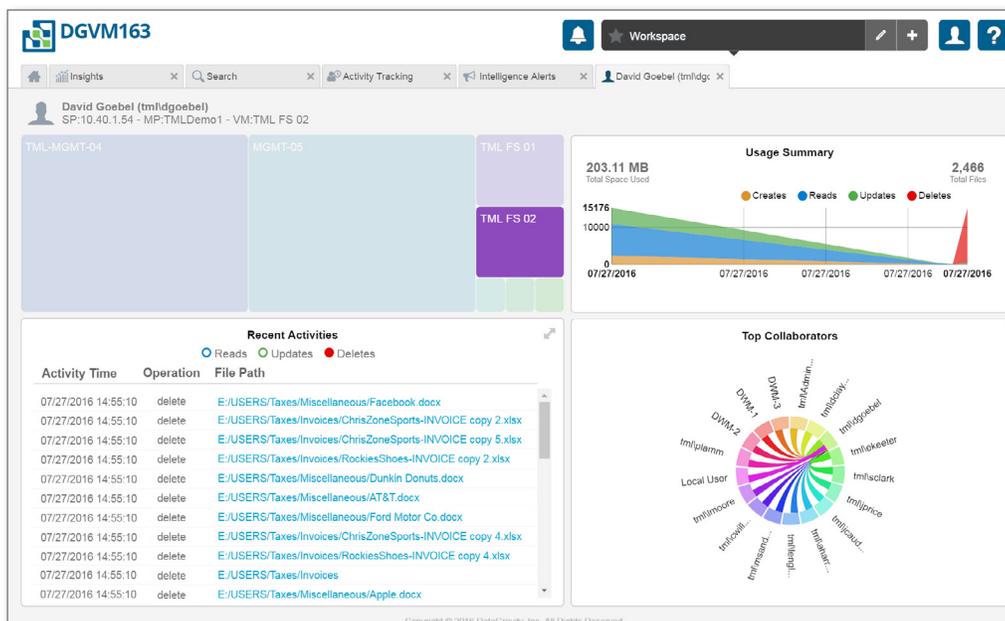
- Be alerted when a user exceeds normal activity levels
- View and understand user data access across any timeframe

#### Rapid Recovery with Behavior-Based Protection

- Automatically protect data as potential threats are detected
- Quickly find and recover corrupted, maliciously encrypted and deleted files

#### Content-aware Auditing of All Files, All Users

- Know who has accessed your most sensitive and business critical data
- View immutable audit trails across all users and files for security, compliance and governance



### SECURE YOUR DATA WITH USER BEHAVIOR ANALYSIS

Using DataGravity for Virtualization, you can quickly identify and investigate suspicious behavior, understand what files are affected, and develop an action plan to respond and recover.

## Gain Visibility into Data Access Patterns

DataGravity for Virtualization is the only data security solution designed to protect your data in the place where it lives, embedded within your virtualized environment. Seamlessly deployed as a downloadable virtual appliance, DataGravity provides timely intelligence and actionable insights to secure and protect your entire virtualized data infrastructure.

Advanced monitoring, analytics, and alerting provide you with a 360 degree view of all your virtualized data. With DataGravity for Virtualization, you define policies to automatically discover the data that is valuable to you, detect anomalous user access behaviors, and defend your organization against careless exposure, data loss, malicious users, ransomware and regulatory non-compliance.

Protect your data from theft and misuse by malicious insiders and external threats.

## Take Action against Suspicious User Behavior

DataGravity tracks and audits data access, providing in-depth visibility and understanding of usage patterns across all stored data files. With DataGravity, you can identify what data is being accessed, who has accessed it, what operations were performed, and when these actions occurred.

Spikes in activity often indicate malicious or suspicious activities resulting in harmful consequences, for example, malware and ransomware attacks, mass deletion of content, or inappropriate use of corporate resources. DataGravity monitors activity levels and proactively alerts you when suspicious levels of activity occur, so you can rapidly investigate and take action.

In addition, administrators and security analysts can automatically search for and be notified when blacklisted and bogus files are discovered. By setting up alerts based on published fingerprints and other known characteristics of viruses, ransomware and other inappropriate file content, you can quickly surface and respond to these concerns.

## Audit and Analyze Usage Patterns for Security and Compliance

Audit logs are maintained not only for files, but also for each user, including privileged users, so any user's activities can be audited and analyzed for irregular access patterns and inappropriate data usage indicative of malicious intent or malware infiltration. You can search and filter audit logs by user, activities, and timeframes to forensically analyze access patterns of security incidents. Plus, audit logs are easily exported for additional analysis, review, and compliance reporting.

Armed with this knowledge, your security analysts, compliance officers, and IT administrators can understand and assess potential risks, respond to inappropriate access, and take action to recover deleted data and remediate other forms of data loss.

## Protect Your Data from Maliciousness

When bad things happen, DataGravity is a key enabling tool to analyze the impact of a security event and to facilitate recovery. DataGravity goes beyond traditional security solutions by proactively protecting and recovering files lost to malicious deletion, encryption, or corruption. By directly integrating with the underlying virtual infrastructure, DataGravity tracks and catalogs content changes as files are created, updated, and deleted.

In the case that data is destroyed or maliciously encrypted, you can simply peruse and search DataGravity catalogs to identify, preview, and restore previous file versions, all with the click of a button. DataGravity catalogs are created according to periodic schedules you define. As added protection against ransomware attacks, DiscoveryPoints are also triggered at high levels of data change activity.

## Be Secure. Be Data Aware.

Knowing who and how your data is being accessed is key to managing and protecting the data assets most valuable to you and your company. Preventing data loss requires you to become data aware.

In contrast to implementations that require additional servers, databases and costly professional services, DataGravity for Virtualization deploys as a virtual appliance that is easy to configure and manage. DataGravity gathers data insight as it happens, correlating people, content and time to deliver a comprehensive solution that tracks and monitors user access patterns for greater data security and protection.

## GAIN VISIBILITY INTO USER BEHAVIORS AND POTENTIAL THREATS

DataGravity helps you secure your data by providing added visibility into data access patterns and proactively identifying potential threats.



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