GROUND LABS

CHEAT SHEET

ENTERPRISE RECON

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CONTENTS

> Data is a business' greatest asset — and its greatest potential liability and risk.
>
> Its growth is exponential.

What is Enterprise Recon?

Enterprise Recon (available in 3 editions: PCI, PII & PRO) is a data discovery software solution developed, marketed and sold by Ground Labs. It helps organizations get control over the data they use by providing a platform for privacy, security and visibility of critical data in use across the enterprise.

Enterprise Recon finds and remediates critical data across the widest range of file types and locations, covering both structured and unstructured sources, on-premise and in the cloud.

What is Data Discovery?

Data discovery is a process that allows organizations to know what types of data are stored across its storage sources. It 'scans' systems and storage to detect patterns of data. From a security and privacy aspect, of most interest is the personal, sensitive, and confidential information that is found. Only when the data is 'discovered' can organizations make decisions about how it should secured and used to support business goals.

Data discovery is often a misunderstood practice. Commonly, it is seen as a technology process used in forensic and litigation proceedings. This could be a reason why important security technology is under-prioritised or ignored amongst data privacy and security professionals. However, it is vital to a healthy data management and risk management strategy.

What is Driving the Need?

The Need	How Enterprise Recon helps
› **Data privacy laws exist in the territories in which business is conducted.**	More than 130 countries now operate privacy laws recognizing the importance of protecting personal information that affects their citizens. Enterprises need to comply with privacy laws not only in their own country but also in all the countries in which they transact business. ER scans for more than 300 standard data types to find personally identifiable information from countries around the world.
› **Industry regulations require security of critical data types.**	Payment card information, patient healthcare information and many more data types are protected by country and global industry regulations (e.g. PCI DSS). ER can identify all PCI data and many more standard data types as well.
› **Enterprise specific, critical data is growing.**	ER's core data scanning engine GLASS allows for the creation of custom data types to identify enterprise specific critical data such as trade secrets, patent information, M&A information and other critical data.
› **Data is growing at an exponential rate.**	ER can help by finding the data that needs to be protected. Rather than try to protect or encrypt every piece of data, it's better to minimize the data you need to hold, identify data that is critical and focus privacy and security resources there. Data can be minimized by identifying and eliminating ROT (redundant, obsolete and trivial data)
› **The amount of unstructured data now exceeds the total amount of structured data.**	ER scans data in every file type on disk and in memory. Unlike some systems that only scan file types they recognize; ER can scan them all identifying data in places you may not expect to find it. That includes zip files, images (using OCR) and more.

The Need	How Enterprise Recon helps
There is growing concern about the effects of a possible data breach.	The effects of a data breach are well known and can include loss of customer trust and business, industry and government sanction and even pose an existential threat to the organization. Identifying and remediating data mitigates these risks. One thing we notice is that it often takes a data breach to occur before the issue is taken seriously by some organizations. Don't wait for a data breach - be proactive rather than reactive and protect against the effects of a data breach.
Data is being held both on-premise and increasingly in the cloud.	ER runs on a master server appliance typically located on-premise. It can scan both on-premise and cloud locations for both structured and unstructured data sources. Administration of the server is performed through a web-based console and can be done from anywhere with appropriate security access.
Data is increasingly being managed by the business.	With the exponential growth in data driven by process automation and digital transformation, the business needs to assume responsibility for the data it uses. Rather than expecting the IT or security teams to manage everything, ER can identify data across the organization and provides the ability to delegate remediation of data to business users across the organization.

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Target Organizations

Any organization that **deals with card payments** or **manages personal information**.

Key Vertical Industries	Size
Financial, Banking and Payment Services	
Healthcare	**500-5000 Employees**
Government (Federal, State, Local & Education)	
Insurance	**500M-1B in Revenue**
Retail	
Transportation/Hospitality	
Telecommunications Technology	
Companies that have multi-subsidiary organizations	

Target Firmographics and Personas

Vertical	Employees	Business Included
Financial Services	**100-500 SMB**	**Banking, Payments, Credit Unions, Real Estate Brokers, Insurance**
Manufacturing	**100-5000 mid-enterprise**	**Automotive Retail, Industrial, Utilities, Operations**
Technology	**500-5000 mid-enterprise**	**Software, Hardware, IT etc.**
Heathcare	**5000+ enterprise**	**Hospitals, Healthcare Facilities, Clinics, Home Health Agencies, Specialty Services**
Travel & Tours	**100-500 SMB**	**Hotel, Airlines, Casinos, Tour Operators, Transportation, Travel Agencies**

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Key Benefits

Identifies more than 300 data types including predefined and variants that cover sensitive, personal and confidential data from over 50 countries.	✓
Broaden your search with GLASS Technology™ powered custom data types	✓
Go beyond identifying. Remediate with comprehensive options — encrypt, mask, secure delete, quarantine	✓
Analyze your data with compliance reporting, risk scoring and risk mapping	✓
Scan PII	✓
Works in conjunction with DLP solutions to offer deeper data detection and remediation	✓
Broaden your search with GLASS Technology™ powered custom data types	✓

Securing a Meeting

- Hi this is <REP NAME> calling from <PARTNER NAME> to introduce you to our data discovery partner Ground Labs. We are offering the Ground Labs data discovery solution to help you easily and securely manage your data at rest while at the same time helping you meet the increased challenges of data management and compliance.

OR

- Hi this is <REP NAME> calling from <PARTNER NAME>. I'm calling today because we've recently completed our search for the best sensitive data discovery partner and would like to invite you to a lunch-and-learn to find out more about Ground Labs.

THEN

- Ground Lab's product, Enterprise Recon, helps you accurately identify and remediate sensitive personal and financial data at rest and risk across your environment. Companies are facing increased regulations and customer scrutiny as it relates to the protection of personal data. Proactive scanning and remediation of sensitive data decreases the risk of accidental exposure or theft of one of your most valuable assets, your customer or corporate data.

- Are you available on XX date at YY time? Let's look at calendars.

Find an opportunity?

Submit a deal registration to: partnerinfo@groundlabs.com or contact your Ground Labs Channel Manager