



# Protecting the Creative Process from Insider Threats

Mary Roark  
VP Marketing



## Protecting Creativity

- ▶ Collaboration drives Creativity
  - ▶ Global Scale
  - ▶ Reservoirs of talent
  - ▶ Wider Array of ideas
- ▶ Collaboration Challenges
  - ▶ Chaos
  - ▶ Assumes horizontal structure

# Creativity

is not an option. It's essential.



# MOTOROLA

## INTELLECTUAL PROPERTY PROTECTION



### COMPELLING EVENT

Losing market share to copycats due to continuous leaks of pre-launch hardware designs



### COST SAVINGS

Reduced IR team from 3 FTEs to 1PTE  
Increase Productivity



### TIME TO VALUE

Immediate - In two hours, detected a malicious leak of IP by employee



### INSIGHT TO IP RISKS

Reduced risk to sensitive data exposure with global visibility and malicious user identification



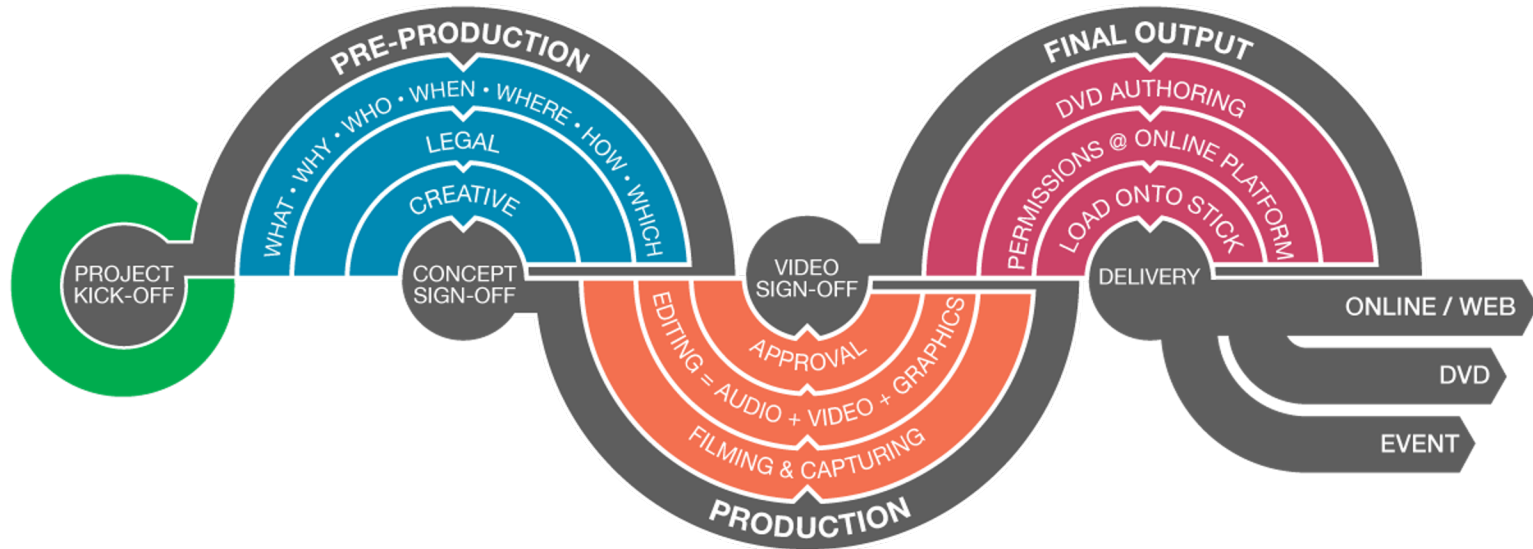
Cyberhaven provided new capabilities for unprecedented visibility across our business to quickly identify data leakage in less than a few days.

**Richard Rushing**  
CISO, Motorola



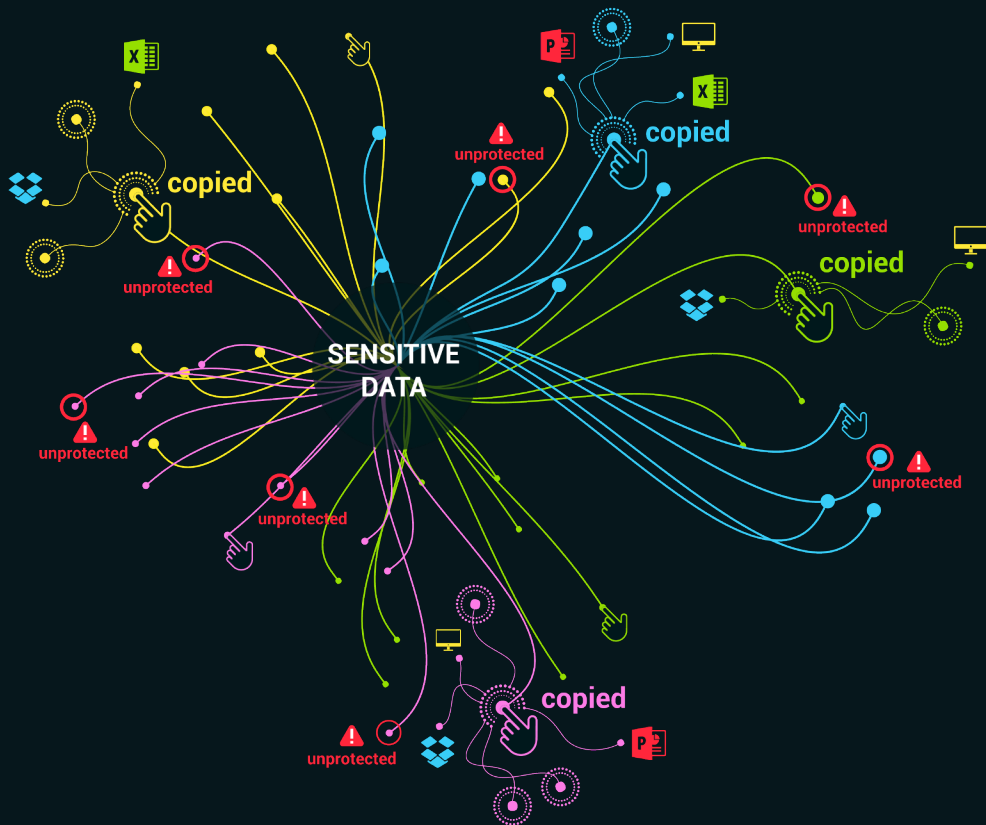
77% of M&E cite **COLLABORATION** as critical skill that drives **GROWTH**

## MEDIA PRODUCTION PROCESS & WORKFLOW



# LACK OF VISIBILITY TO DATA SPRAWL

- ▶ Creativity and Revenues at Risk
  - ▶ Increased collaboration
  - ▶ 70% suffering from rogue clouds
- ▶ Insider Threat Challenges
  - ▶ 47% increase in 2 years of insider threats
  - ▶ Avg cost of \$1.6M/incident
  - ▶ Unique challenge of “Careless Insiders”

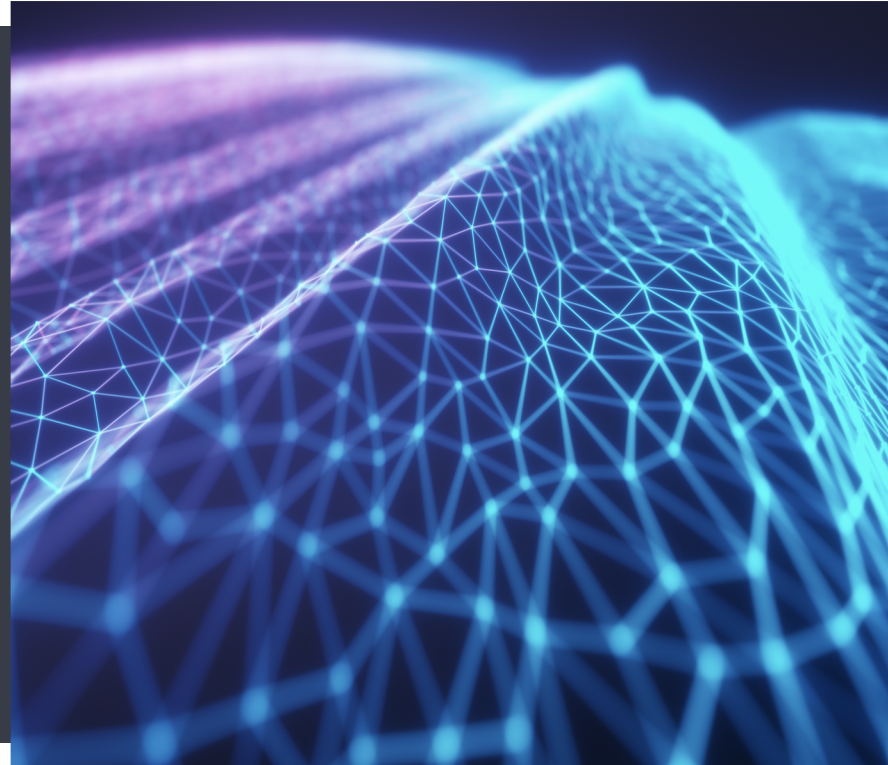


## Security that adapts to your way your people work: **Storytelling**

**Data Behavior Analytics (DaBA): tells the story from the data's perspective**

### ▶ **DaBA reveals Data Journey**

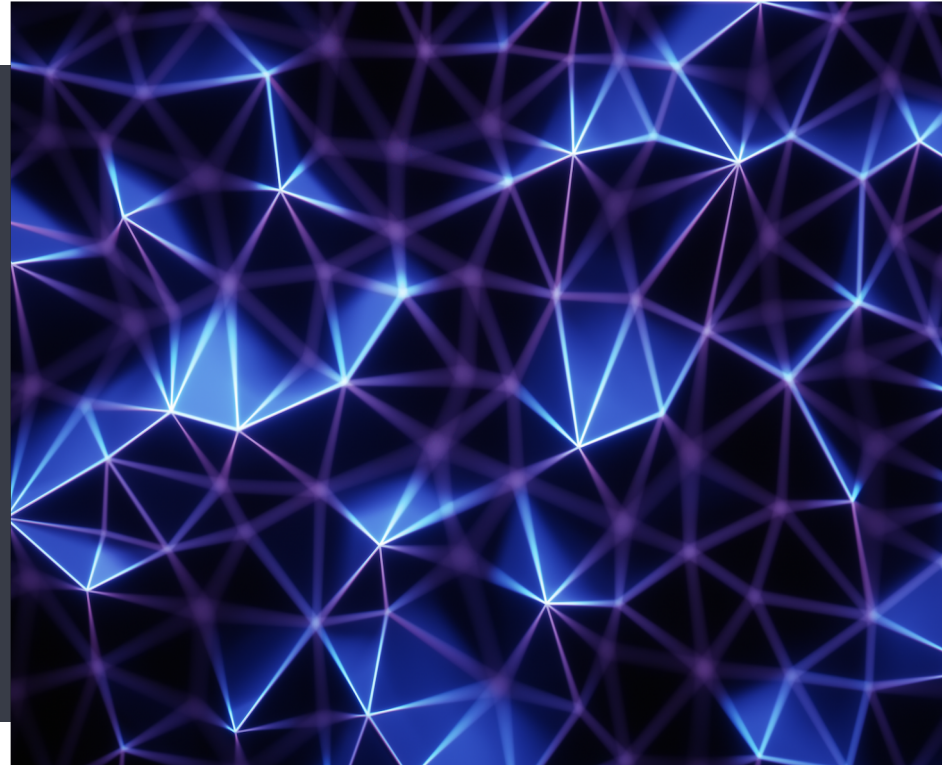
- ▶ Continuous Data and User Monitoring
- ▶ Focus on interaction with important data
- ▶ Follow all data everywhere despite data sprawl and shadow IT
- ▶ Reduce risk with real-time response



## Security that adapts to your way your people work: Creatively



- ▶ Cyberhaven's DaBA
  - ▶ NO classification
  - ▶ Timeless - search forward and backwards
  - ▶ Allow spontaneity
  - ▶ Adapts to your creative process



## NEXT STEP - FREE DATA RISK Consultation

Uncover risks & security blind spots with a Cyberhaven Data Risk Consultation



Understand your people and data



Highlight risks for inspection

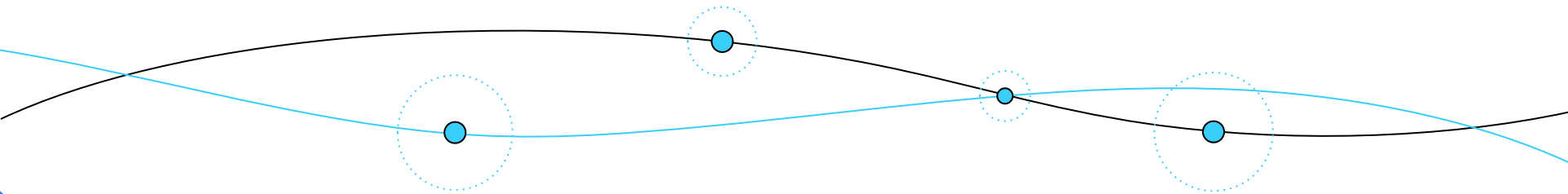


Audit security controls

100% OF  
CONSULTATIONS  
find some form of  
undetected insider  
threat







*Addendum*

# Data Behavior Analytics (DaBA) KEY USE CASES



## PROTECT HIGH-VALUE DATA

Instantly detect and stop insider threat risks to high-value data to proactively prevent data breaches



## IDENTIFY MALICIOUS AND CARELESS EMPLOYEES

Identify employees who are putting high-value data at risk and get evidence of intent to guide response

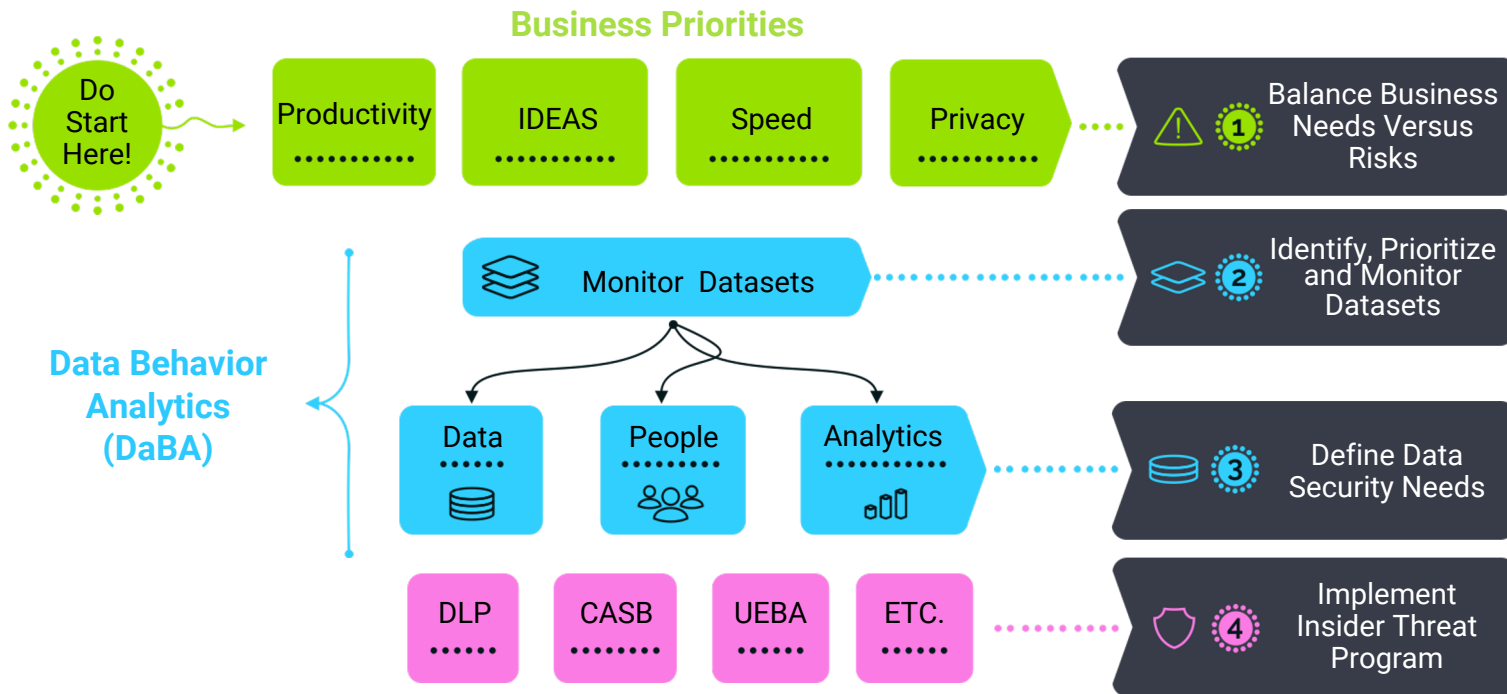
## ACCELERATE INCIDENT INVESTIGATIONS

Rapid resolution of incidents with full visibility into the journey of data from creation to breach, to find the root cause, accountability and exposure

# Data Behavior Analytics (DaBA): A new approach to Insider Threats



## A Data-Centric Blueprint

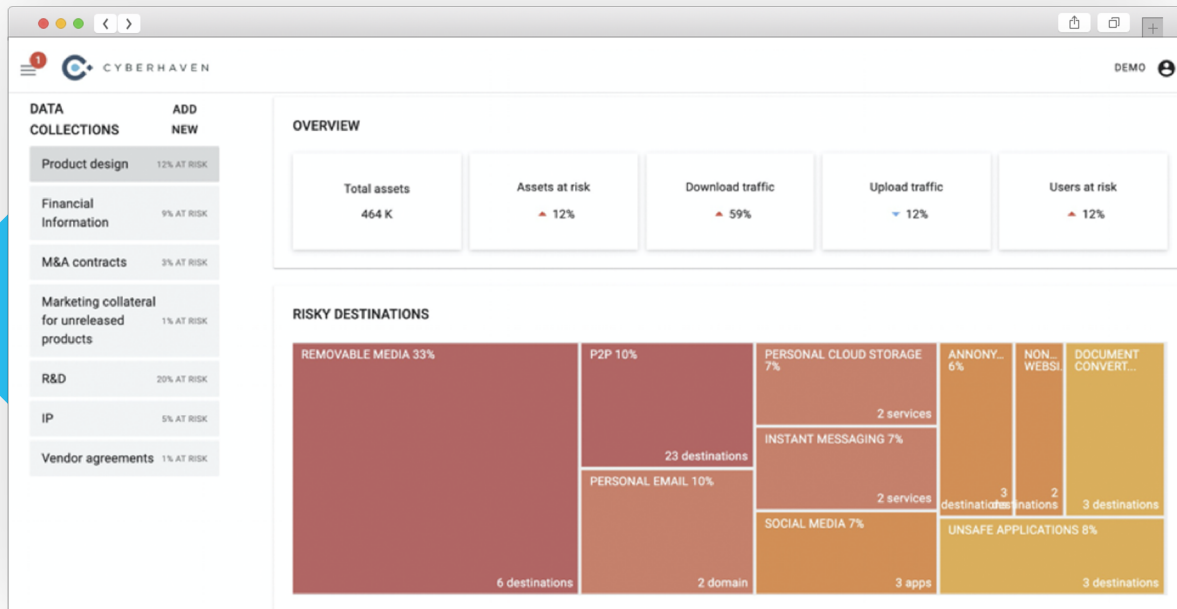


# DATA BEHAVIOR ANALYTICS (DaBA)

## RISK VISIBILITY FOR ALL SOURCES TO ALL DESTINATIONS

Monitor data  
SOURCES

Discover all risky  
DESTINATIONS



# DATA BEHAVIOR ANALYTICS (DaBA)

## DATA JOURNEY REVEALS RISK AND INTENT

MONITOR ALL  
DATA  
SOURCES

DISCOVER ALL

- RISKY DESTINATIONS
- RISKY BEHAVIORS
- RISKY USERS

