

Semantic Intelligence™ Solution with RiskDistance™ Analysis

Cloud Data Loss Prevention



Concentric MIND for autonomous risk findings

Centralized deep learning as-a-service for fast, accurate identification of business- critical cloud data without complex rules or upfront configuration



Risk Distance for context based data discovery

Autonomous risk analysis based on peer data comparisons to spot security concerns without rules or end-user involvement



Why customers love us for Cloud DLP:

- Autonomous cloud data discovery, risk monitoring and remediation
- Agentless integration with numerous cloud products and services
- No rules or regex
- Easy to deploy — sign up in 10 minutes, see value in days

Challenge

With massive cloud migration and more data to manage than ever, protecting it is increasingly difficult. Cloud-based data is everywhere: Software as a Service (SaaS) solutions, application hosting, data storage services, collaboration apps, webmail, and video conferencing, for example.

The problem is, cloud-based services store and process massive amounts of confidential data. Plus, employees connect to these services from various locations and devices and from corporate and personal accounts. To stay productive and collaborative, they're sharing that data as well.

Knowing where the data resides and who has access to it makes things even more difficult. It's not uncommon for an organization to have 30 versions of a contract in 5 different data depositories in 15 different locations.

Overview

Faced with exponential data growth, massive cloud migration, and increasingly diverse and complex data types, today's modern enterprise is struggling with cloud data security.

Protecting intellectual property, financial, business confidential, and regulated PII/PCI/PHI) data in increasingly complex cloud environments presents unique challenges.

With Concentric AI's Cloud DLP solution, organizations are empowered with consistent data security and management tools for their SaaS and IaaS resources. Businesses must ensure that their sensitive data is safe from cyber attacks, insider threats and accidental exposure.

Concentric's Semantic Intelligence™ deep learning solution addresses cloud data loss prevention by autonomously discovering, categorizing, and remediating data. Semantic Intelligence protects all structured and unstructured data stored in the cloud.

CLOUD-BASED DATA PROTECTION IS ACHIEVED THROUGH THESE 3 EASY STEPS:

1. The solution develops a semantic understanding of cloud data and provides a thematic category-oriented view into all sensitive cloud data - from financial to intellectual property to business confidential to PII/PCI/PHI - all without any rules, regex patterns or end user-involvement
2. Concentric's Risk Distance™ analysis compares each cloud data element to baseline security practices exhibited by semantically similar data. Risk is autonomously identified from inappropriate permissioning, risky sharing, unauthorized access, wrong location etc. Concentric's User 360 and File 360 functions identify inappropriate user activity and provide support for access control planning and data security posture management.
3. Concentric Semantic Intelligence autonomously remediates these issues to prevent cloud data loss

Concentric AI's Cloud DLP solution also provides the following benefits:

- Increase data security by preventing data breaches and unauthorized access to sensitive information.
- Ensure, improve and maintain regulatory or privacy compliance
- Reduce risk of data leaks
- Improve efficiency by automating the process of identifying and protecting sensitive data, reducing the time and resources required to manually review and classify data.
- Increase cost savings with reduced costs associated with responding to and recovering from such incidents



Highlights

- Discover, monitor and protect all cloud data types, whether it's structured, unstructured or shared via messaging services
- Gain a risk-based view of cloud data and users
- Leverage automated remediation to instantly fix access and activity violations
- Find risk without rules, formal policies, regex, or end-user involvement
- Secure API-based SaaS solution with no agents required
- SOC 2 Type company-wide certification

How it works

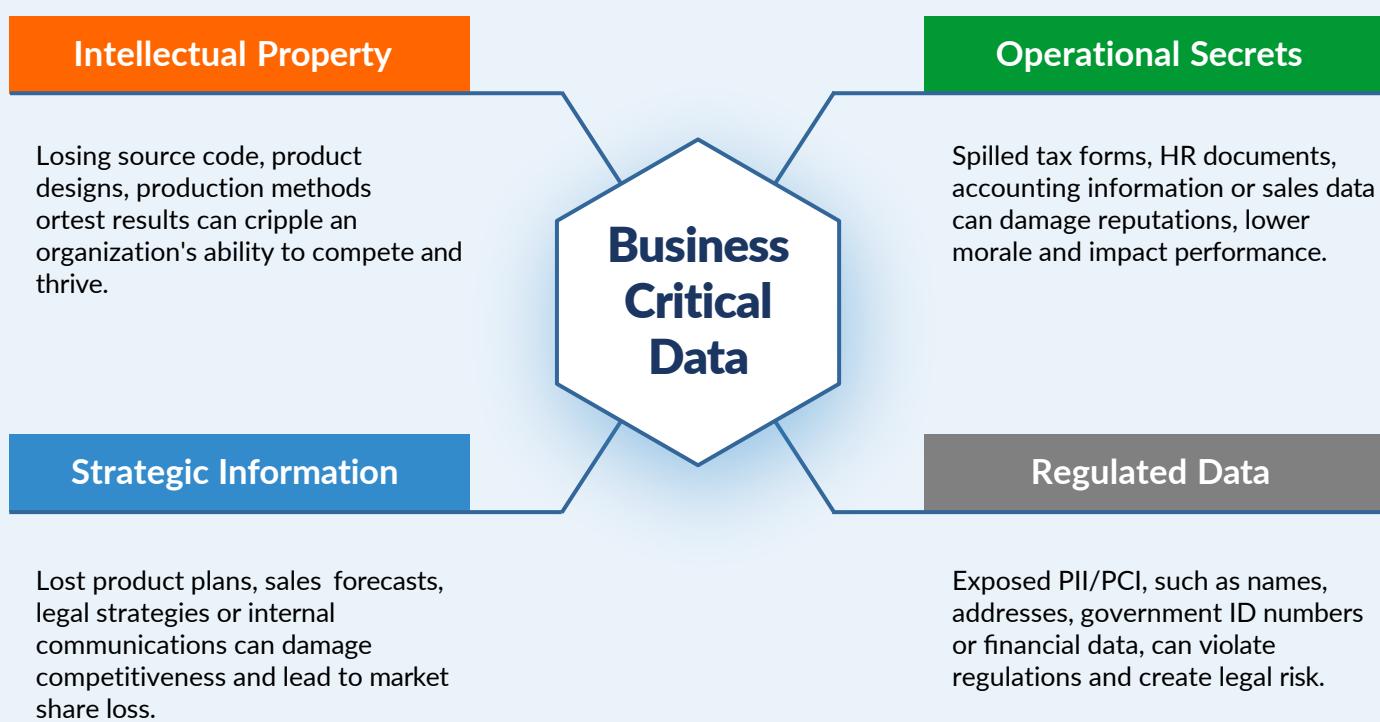
Semantic Intelligence™ automates cloud data security for structured and unstructured data, e-mail, messaging text, and attachments. Built with our extensive domain expertise, our MIND deep learning model captures and builds upon the collective wisdom of our massive dataset and a growing community of data owners. Best thing is, it works without hard-to-maintain rules or end-user classification.

Leveraging deep learning, Semantic Intelligence organizes cloud data into thematic categories that offer insights into data's true meaning and how sensitive it is. Then, our Risk DistanceT™ analysis uncovers each

category's baseline security practices to identify at-risk data.

Concentric's User 360 solution assesses risk through a user-centric lens to find any activity indicative of insider threats and data loss. User360 reveals inappropriate sharing, unusual locations, or incorrect classification – all without rules or policies.

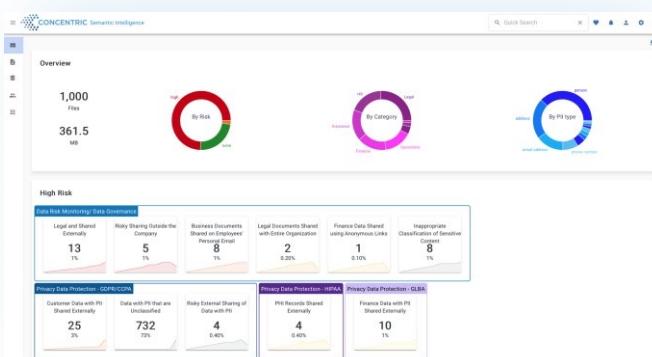
Ultimately, Semantic Intelligence is a secure SaaS solution with agentless API connections for data intake (such as cloud storage, internal file servers, databases, e-mail, messaging). A deployment could be stood up in 10 minutes, delivering tangible value in a matter of days. Our solution also integrates with other security solutions to boost their effectiveness while reducing overhead.



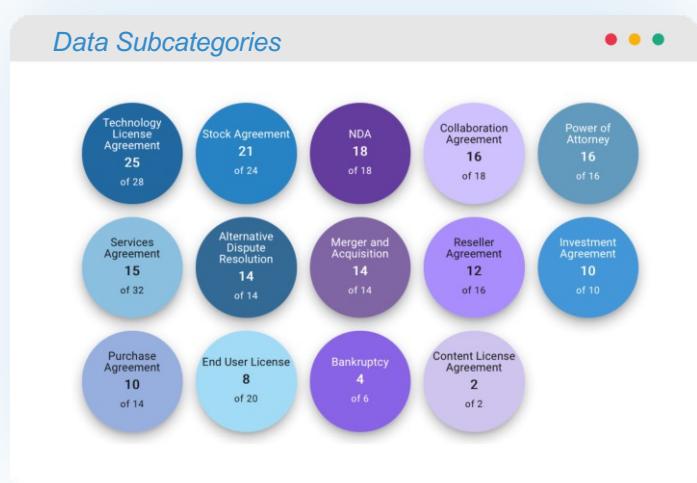
AUTONOMOUS DATA DISCOVERY

Accurate and continuous data discovery and categorization is the cornerstone of effective data security posture management. Concentric's sophisticated natural language processing capabilities (a type of deep learning) accurately and autonomously categorizes data into over 250 categories, including privacy-sensitive data, intellectual property, financial information, legal agreements, human resources files, sales strategies, partnership plans and other business-critical information. Even if it's hidden in structured or unstructured cloud data stores, we discover and categorize all of an organization's data – without rules, regular expressions, user input, or IT staff overhead.

RISK DISTANCE ANALYSIS



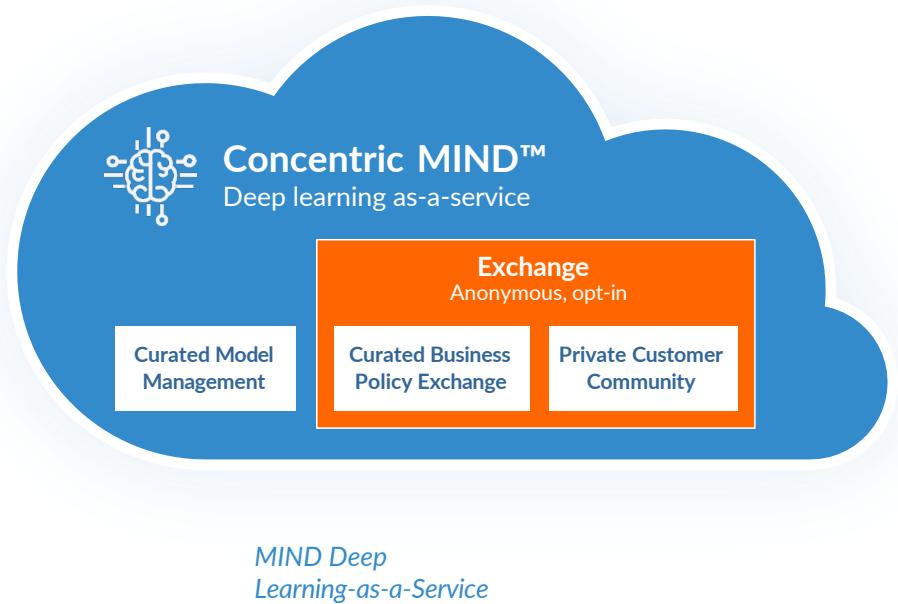
Semantic Intelligence™
Dashboard



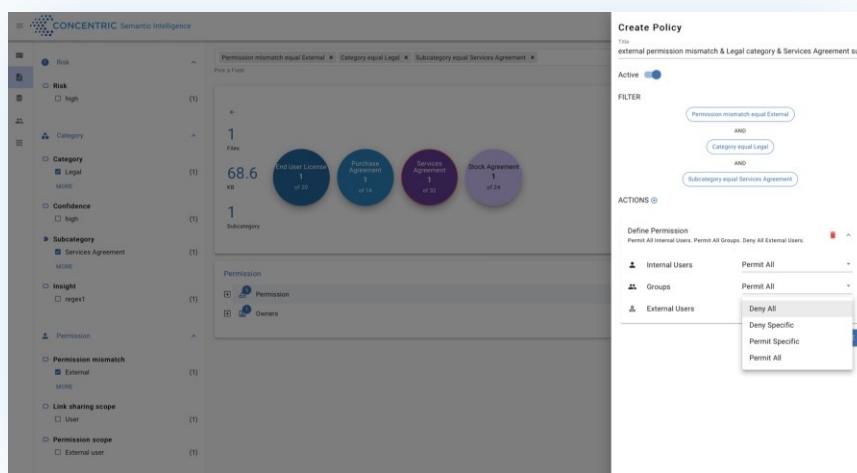
The collective security practices deployed within a data category should accurately reflect the best judgment of the content owners. But with so much cloud data, content owners can't be expected to be perfect stewards of data risk. Concentric Risk Distance fills the risk identification gap by calculating the distance from the category's security baseline to each individual data element. Risk distance autonomously discovers inappropriate sharing, incorrect group membership or access control settings, unclassified regulated data, unauthorized activity and inappropriate data locations that place sensitive data at risk of loss. Plus, Risk Distance offers critical insights into users and data usage to spot any security issues that need immediate attention.

Centralized MIND, a deep learning-as-a-service capability, improves categorization coverage and as it learns by aggregating intelligence across Concentric customers. What this means is MIND only gets better as it learns, curating all of Semantic Intelligence's deep learning models (developed by Concentric or our customers) to deliver the best-fitting model to every customer when they need it. To ensure customer privacy and security, our models are entirely mathematical, do not contain source data and are never stored.

CONCENTRIC MIND



REMEDIATION OPTIONS

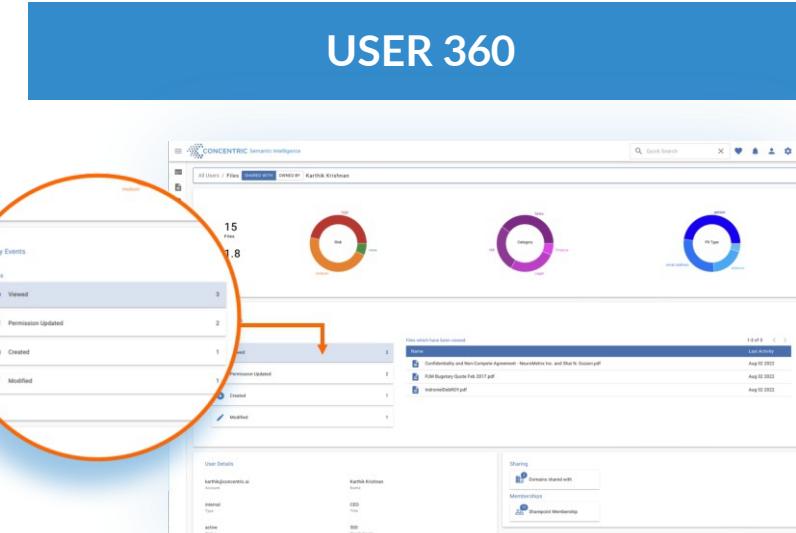


The screenshot shows the Concentric Semantic Intelligence platform interface. On the left, there is a navigation sidebar with categories like Risk, Category, Confidence, Subcategory, Insight, and Permission. The main area displays a dashboard with various metrics and filters. On the right, a detailed view of a 'Create Policy' window is shown, allowing users to define permissions for internal users, groups, and external users.

Centrally Update Access Permissions

Concentric Semantic Intelligence™ remediates risk by leveraging security management mechanisms already in use at most organizations, allowing you to choose the remediation options that best fit your organization's requirements. Our solution can automatically classify documents, change entitlements, or adjust access controls based on risk. Concentric's easy integrations with other data loss prevention products or document management approaches like Microsoft Information Protection (MIP) enable even more effective protection.

User 360 offers a user-centric view of each data type accessible by specific employees. The solution can quickly establish usage patterns, spot inappropriate storage locations, and identify risky sharing patterns. User 360 compares a user's access and sharing practices with similar users, spots personal email sharing and understands what privacy-sensitive data each user can access. Best part is, it proactively protects against insider threats and data loss without rules or hard-to-maintain policies.



Gain Insights Into User Behavior

Architecture

Concentric Semantic Intelligence™ Solution

Data

- ✓ In the cloud
- ✓ On-premises

Unstructured



Structured



Messaging

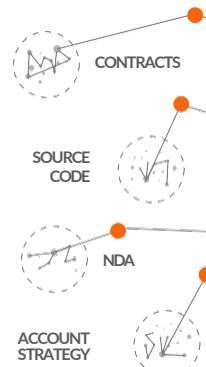
- ✓ Microsoft Teams
- ✓ Slack
- ✓ E-mail

Scan and Evaluate

- AUTONOMOUS OPERATION
 - Advanced natural language processing
 - No rules or regex
 - No policy development
 - No ongoing maintenance

- ROLES AND RELATIONSHIPS
 - File Location
 - Sharing Patterns
 - Owner/Creator
 - Document Tags

Semantic Clusters



Risk Distance™

- Contract shared outside of Legal
- Documents/ text / attachments shared inappropriately
- Detected misclassified confidential doc
- Doc contains PII but isn't classified

Remediate

RESOLVE ISSUES

- ✓ Auto classify
- ✓ Fix sharing
- ✓ Update permissions/ block access
- ✓ Recall message

INTEGRATE WITH 3RD PARTIES



Concentric

Deep Learning as-a-Service



User 360

User-Centric Insights Into Entitlement, Permissions, Sharing and Activity Violations

Broad Connectivity

Concentric Semantic Intelligence™ offers API connectivity to securely scan unstructured data wherever it's stored: on-premises, in the cloud, in email or on messaging platforms.

We support Office365, Slack, Microsoft Teams, e-mail, Amazon S3, OneDrive, Google Drive, Box, Dropbox, SharePoint Online, Windows file shares, Snowflake, MySQL, and more ([click here for current list](#)). Continuous autonomous monitoring ensures your data is constantly protected and compliant.



About Concentric

Venture funded
by top Silicon
Valley VCs

A secure
SaaS solution,
API driven

SOC 2
Type 2
certified



Try Concentric using your own data. Contact us today for a free risk assessment and we'll help you plan your next cloud data security move

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