

# Semantic Intelligence™ Solution with RiskDistance™ Analysis

## Data Security Posture Management



### Concentric MIND

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



### Risk Distance

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



### Why Customers Love Us

- Autonomous and comprehensive data discovery, classification and risk monitoring without rules and regex
- Policy marketplace to identify risky behavior right out of the box
- Agentless and easy to deploy — sign up in 10 minutes, see value in days

## Challenge

Faced with exponential data growth, massive cloud migration, and increasingly diverse and complex data types, today's modern enterprise is struggling with data security. Protecting intellectual property, financial, business confidential, and regulated PII/PCI/PHI) data in increasingly complex environments presents unique challenges.

Traditional data protection methods like rule writing to discover what data is worth protecting simply doesn't work in today's cloud-centric environment. Additionally, with cloud, it's very easy for employees to create, modify and share sensitive content with anyone. This places sensitive data at risk from data loss.

Organizations cannot rely on their employees to ensure that data is shared with the right people at all times.

## Overview

Data security posture management (DSPM) enables organizations to gain a clear view of the where, who and how of their sensitive data: where it is, who has access to it, and how it has been used. Concentric's Semantic Intelligence™ deep learning solution addresses data security posture management by autonomously discovering, categorizing, and remediating data. Semantic Intelligence protects structured and unstructured data stored in the cloud, on-premises, and in the text and attachments shared on email or messaging services. Protection is achieved through these 3 easy steps:

1. The solution develops a semantic understanding of data and provides a thematic category-oriented view into all sensitive 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 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/Data 360 functions identify inappropriate user activity and provide support for access control planning and data security posture management
3. Concentric Semantic Intelligence can centrally remediate these issues and prevent data loss

## Highlights



- Discover, monitor and protect all data types, including Cloud, on-premises, structured, unstructured, and shared via messaging services
- Gain a risk-based view of 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 2 company-wide certification

## How it works

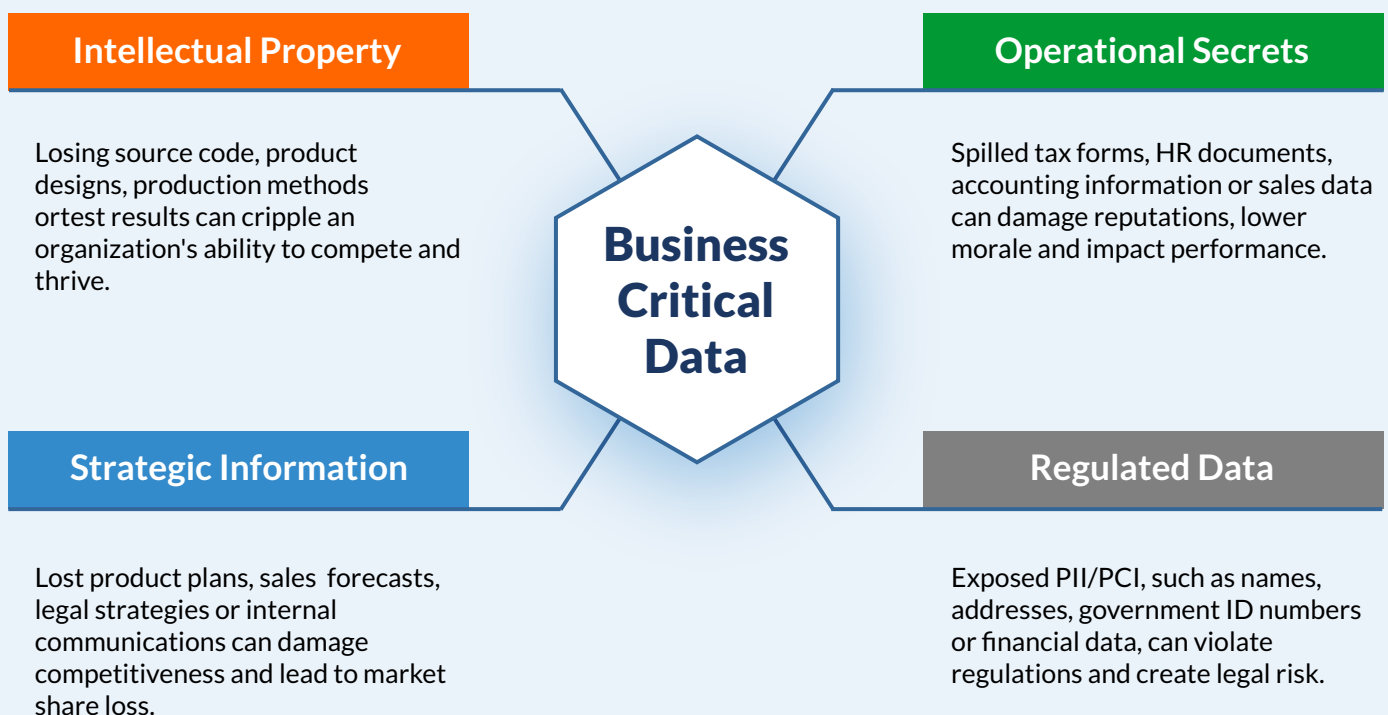
Semantic Intelligence™ automates data security for structured and unstructured data, e-mail, messaging text, and attachments. Built with our extensive domain expertise, our MIND deep learning model captures and builds upon the collective wisdom of our massive dataset and a growing community of data owners.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

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

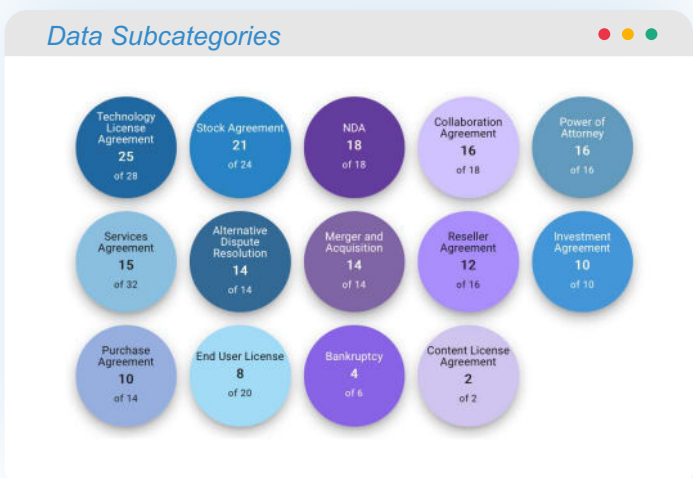
Ultimately, Semantic Intelligence is a secure SaaS solution with agentless API connections for data intake (such as cloud storage, internal file servers, databases, e-mail, messaging). A deployment could be stood up in 10 minutes, delivering tangible value in a matter of days. Our solution also integrates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



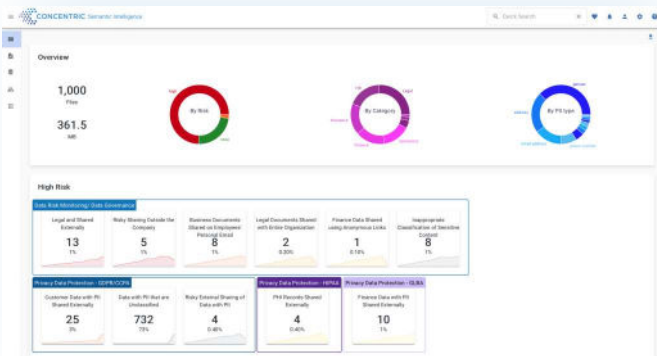
# AUTONOMOUS DATA DISCOVERY

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 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

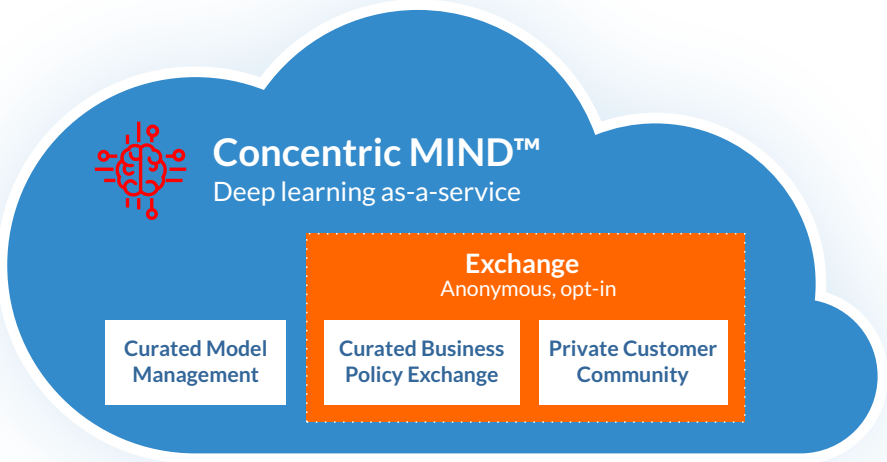


Semantic Intelligence™ Dashboard

The collective security practices deployed within a data category should accurately reflect the best judgment of the content owners. But with so much 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, 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.

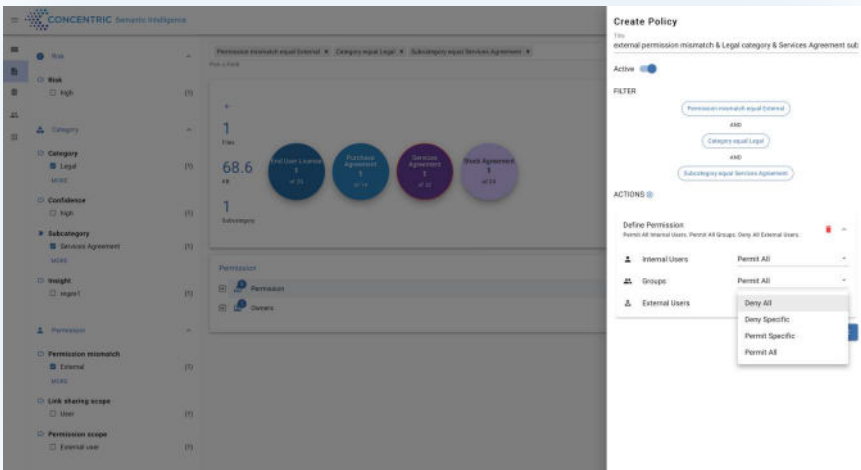
Centralized MIND, a deep learning-as-a-service capability, improves categorization coverage and as it learns by aggregating intelligence across Concentric customers. What this means is MIND only gets better as it learns, curating all of Semantic Intelligence’s deep learning models (developed by Concentric 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



*MIND Deep Learning-as-a-Service*

## REMEDIATION OPTIONS



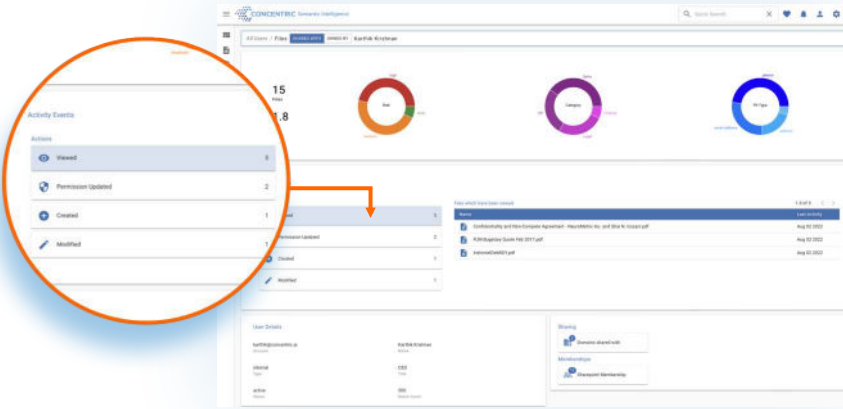
*Centrally Update Access Permissions*

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 data loss prevention (DLP) 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.

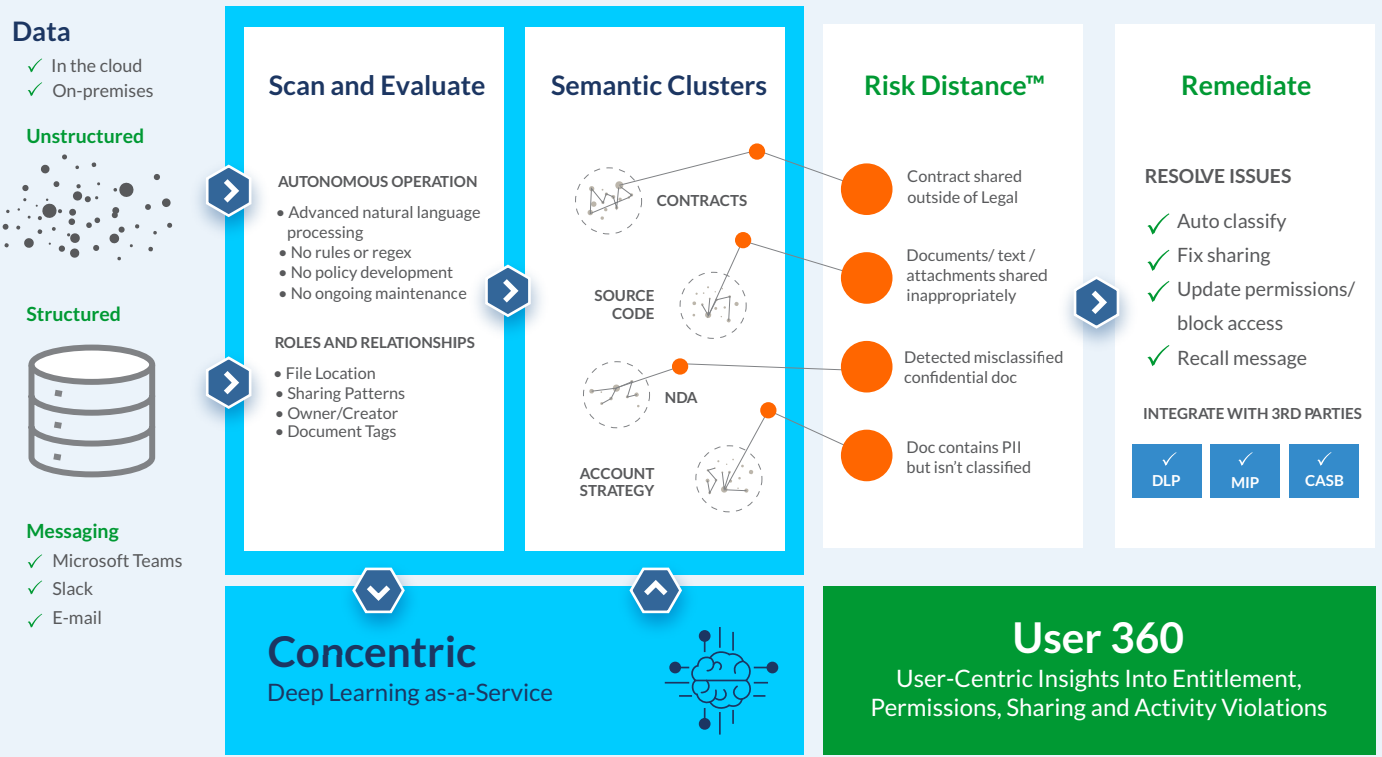
## USER 360



Gain Insights Into User Behavior

## Architecture

## Concentric Semantic Intelligence™ Solution



## 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



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