

How CASB 2.0 Safeguards Sensitive Data

The need for an effective, comprehensive cloud security system has never been greater.



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As the adoption of cloud computing has grown, so too has cyber crime. Cyber threats to your business have multiplied, but the “next generation of cloud app security” has emerged to combat cyber criminals and safeguard your organization:

Cloud Access Security Broker (CASB) 2.0 protects cloud apps and data
—regardless of the user, location, or access device.



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Cloud Adoption Soaring

Cloud computing has taken huge strides from the initial concept of an interconnected system of computers. In 1963, Director of the Information Processing Techniques Office, J.C.R. Licklider, wrote to his colleagues describing a network of computers speaking the same language and enabling data to be transmitted and worked on by programs "somewhere else."

This "interconnected system of computers" of the 1960s has morphed into one of the top technologies of the twenty-first century.

The past 50 years has seen an incredible growth of organizations and consumers adopting cloud computing: in 2017, over 80% of enterprises used cloud services for early adoption functions such as portals, workplace productivity, customer and content management, sales and marketing, and analytics and reporting. Also, consider Adobe, Oracle, and Microsoft: they have all encouraged their on-premises software users to upgrade to their cloud equivalents—enticing because they offer these on a subscription pay-as-you-go service. Thus, fueling the growth of cloud adoption.



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Cyber Crime Flourishing

Parallel to the soaring adoption and growth of cloud computing, cyber crime's growth continues undiminished. From the perspective of security and regulatory compliance, as more and more organizations migrate their services to the cloud, these become increasingly critical. Especially considering that as vast amounts of data are moved to the cloud, it becomes a massive, irresistible magnet for cyber criminals.

Look at the following disastrous security breaches that occurred in public and private cloud computing systems:

- **2018** – Under Armor reported that its “My Fitness Pal” was hacked, affecting 150 million users.
- **2017** – Verizon compromised 14 million customer records that included PIN codes and phone numbers by relying on weak user access controls for its data stored in the cloud.
- **2017** – Dow Jones exposed the details of millions of customers by implementing weak user access settings for its data stored in Amazon S3.
- **2016** – Three billion Yahoo accounts were hacked in one of the biggest breaches of all time.
- **2014** – JPMorgan Chase exposed the details of 83 million customers when hackers gained access to a server that lacked two-factor authentication.

The fact that data stored in public and private cloud computing systems is at risk, is indisputable. With cloud services such as Dropbox, Google Drive, and Microsoft Azure now an integral part of many organization's business processes, another critical security issue occurs: loss of control over clients' sensitive data. With CASB, your users can encrypt sensitive data in the cloud with encryption keys they control, while preserving functions such as search. No third parties, not even the cloud provider, can access the encrypted data.

In the Ponemon Institute and Accenture's 2019 Cost of Cybercrime Study, in 2018 malware and malicious insider-related cyberattacks jumped 12%, accounting for one-third of all cyberattack costs. In addition, the cost of malware to companies increased 11%—to more than US\$2.6 million on average for each company. Malicious insiders—employees, temporary staff, contractors and business partners—jumped 15%, costing each company on average US\$1.6 million.

The McAfee and CSIS report, Economic Impact of Cybercrime—No Slowing Down, states “cybercrime will continue to grow as the number of connected devices grows and as the value of online activities increases.”



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CASB 2.0 Winning the War

CASB 2.0 intelligently integrates CASB functionality with core security infrastructure, including DLP, endpoint management, web security, encryption, user authentication, and advanced malware protection, to deliver comprehensive coverage for your cloud activities.

With CASB 2.0 enterprise security integrations, your business is protected with enhanced security while reducing operational overhead and expenses. As long as there is in-depth interaction with critical information shared between systems through native APIs, consistent policies enforced across cloud and other channels, user interfaces that enrich management consoles for various personas, and deployment complexity related to multiple security solutions reduced, then you can safely embrace the cloud without compromising your security.

The CASB 2.0 integrated approach:

- **Eliminates multiple islands of DLP**
 - Deploys consistent DLP policies on-prem and in the cloud
 - Gains optimal performance through native cloud APIs
 - Empowers DLP with CASB Insights
- **Delivers Malware Protection**
 - Leverages Global Threat Intelligence
 - Blocks and Neutralizes Malicious Files
 - Detects Zero-Day Threats
- **Provides Endpoint Protection**
 - Brings more value by conducting a deeper level of integration with existing endpoint security solutions
 - Integrates the CASB agent functionality with mainstream endpoint security solutions
 - Improves analysis of Shadow IT by leveraging telemetry from existing endpoint agents
 - Leverages data from endpoint agents to expand their Shadow IT analysis to include off-premise users

This is not an in-depth list of all the benefits CASB 2.0 can bring to your business. What it does do is demonstrate the necessity of adopting the CASB 2.0 approach. You are the first line of defence between your clients' sensitive data and the cyber criminals who are determined to breach those defenses. With the continued growth of cyber attacks and their devastating aftermath, it is critical you protect your clients' data. And, of course, your company.

CASB 2.0 enables you, with full confidence, to leverage cloud applications and services—all while protecting cloud apps and data, reinforcing security and ensuring compliance.



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