

# Data Risk Assessment, Monitoring and Protection

Data Risk Insight into All Your Documents Without Rigid Rules or Unreliable End-User Categorization

## Challenge

Enterprises generate millions of business-critical documents every year. Risks from compromised users, careless employees, and malicious insiders must be managed. But it's not easy to identify at-risk documents, assess your exposure, and fix security issues.

## Solution

Concentric's Semantic Intelligence solution delivers unprecedented data risk insights across your entire inventory of sensitive documents in the cloud and on premises. Deep learning technology examines each document's content and context for efficient, actionable security.

## Benefits

- Comprehensive protection of business-critical data.
- Highly effective without hard-to-manage, rigid rules or end-user categorization.
- Instant, ongoing remediation for responsive protection and peace of mind.
- Simple interface for quick access to critical issues.

Modern cloud solutions and pervasive network connectivity have democratized sharing and collaboration. At the same time, our reliance on documents hasn't really changed. Easy online availability coupled with unmanaged, sensitive data is a hazardous mix – business-critical data is widely shared, difficult to find, and nearly impossible to secure.

**How can resource-limited security teams detect, evaluate, and resolve sensitive data risks?**

## Solution

Concentric's Semantic Intelligence solution has the answer. We scan your documents, identify sensitive or business-critical data, evaluate the risk each document poses, and highlight critical concerns that need immediate attention.

Then, depending on your needs and environment, Concentric can automatically remediate issues on its own or leverage other security solutions and cloud APIs to quickly protect exposed data. We go beyond simple rules or classification tags to understand the true meaning behind each document.

## Features and Benefits

- **Comprehensive Coverage for Business-Critical Data** – each document gets an in-depth, ongoing review to ensure maximum data security.
- **Efficient and Actionable** – with no rules to write or document tags to add, Concentric makes life easy for your IT staff and your end users. Unlike other AI tools, Concentric’s results are easy to understand and trust.
- **Responsive** – mitigate security vulnerabilities fast with Concentric’s native remediation capabilities or by integrating with a variety of third-party security and data stores. Protect your data from compromised users, careless employees and insiders.

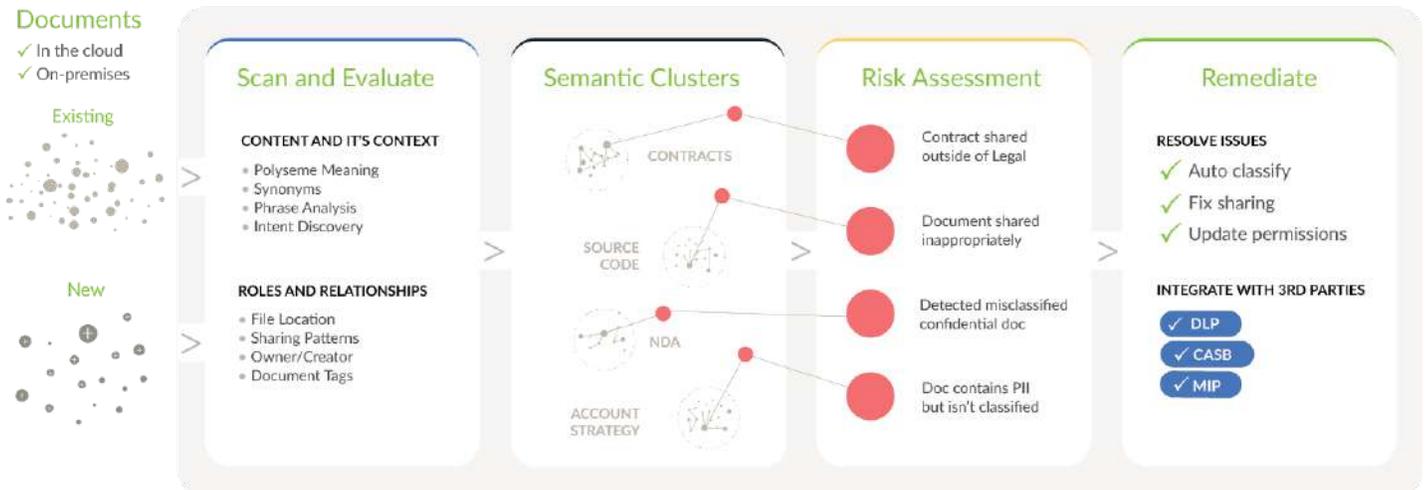
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*“Concentric is an essential part of Cadence’s data security portfolio. We use it to identify all our business-critical data – product documentation, finance reports, contracts etc. Concentric gives us a critical layer of data security intelligence on top of the data protection solutions we already use.”*

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**Sreeni Kancharla,**  
CISO  
Cadence Design Systems

## Concentric Semantic Intelligence Solution



### Concentric Semantic Intelligence Solution

The above diagram illustrates each major task completed by the Concentric Semantic Intelligence Solution

#### Unclassified and New Documents

Over 80% of a typical Enterprise’s data is unstructured, meaning it’s stored in a spreadsheet, report, presentation, or other document that’s created and controlled by an end user. There are millions of documents, stored on premises, in cloud storage services, and in cloud applications. Concentric can monitor structured and unstructured data located at your facility, in Windows File Servers, in a Cloud store like Amazon S3, Box.net, Dropbox, or Microsoft Azure, or within cloud applications such as Office365 or G Suite.

We scan new documents as they’re created in any of your monitored locations.

#### Scan and Evaluate

Concentric’s deep learning delivers insights into a document’s sensitivity and business criticality that other alternatives can’t match. Simple keyword searches fail to interpret the precise meaning of the same word used in different contexts (polysemy). Nor can they offer insights into the sentiment of a word or phrase (e.g. “excellent” and “outstanding” convey the same sentiment) or interpret the meaning of an entire sentence or paragraph.

#### Semantic Clusters

Concentric maps documents into categories for

analysis and display. For many clusters we can identify the organizing theme as a typical business activity. The “Contracts” category is easy to label since companies use similar legal language regardless of their industry. Other categories may be specific to your organization. Documents for “Secret Project X”, for example, may create an unlabeled category. Fortunately, Concentric lets you to customize the tool to meet your unique business needs.

### **Risk Analysis**

In this stage Concentric looks at each document in a category, compares it to its peers, and gives it a risk score. That score is a combination of the document’s business sensitivity combined with the reason the document is an outlier. Some may be outliers in ways that aren’t security relevant while others may have security issues without being business critical. Concentric’s risk analysis lets you stay focused on the documents with the most critical security exposure.

### **Remediation**

Finally, Concentric provides tools that help you mitigate security vulnerabilities. Our native capabilities can, for example, automatically classify document sensitivity based on thematic groupings or fix dangerous sharing settings on a sensitive document. We can also provide information to third-party solutions via API integrations. For daily security risk monitoring, Concentric’s user interface quickly surfaces at-risk files and provides the ability to drill into the details surrounding any issue.

## **Summary**

Concentric’s powerful deep learning technology gives you an unparalleled semantic understanding of each document. With Concentric, you’ll be able to identify business-critical data, assess the risk posed by each and every document, and take action to correct security issues - all without complex rules or unreliable user inputs. Your data speaks for itself. Concentric knows how to listen.

## **About Concentric**

- Funded by top Silicon Valley VCs
- A secure SaaS solution, API driven
- Easily plugs into enterprise data stores; both on-premises and cloud data stores.

## **Next Steps**

As a SaaS solution, Concentric is easy to evaluate using your own data. Contact us today to learn more about our Semantic Intelligence solution and see how it can work for you.

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