

# DATA-CENTRIC AUDIT AND PROTECTION PARTNER PLAYBOOK

# MASSSES OF DATA IS LEFT UNPROTECTED

## DATA IS THE HEART OF TODAY'S CYBER SECURITY RISKS

Your customers are already spending money on protecting their devices, endpoints and infrastructure. But few are taking action where the risk really starts and ends – their data.



## Data Is The Most Valuable Asset

On some level, every threat – from ransomware to Advanced Persistent Threats – is about data.

It's the thing that external attackers can hold to ransom. The information that can be stolen and shared. And the thing businesses depend on to stay operational.

## Insider Threats

Inside an organisation, widespread access to data is a fundamental way of keeping people productive.

But it also means that there are no barriers to disgruntled employees or partners stealing, sharing or misusing confidential data to cause damage to the business.

## Accidental Leakage

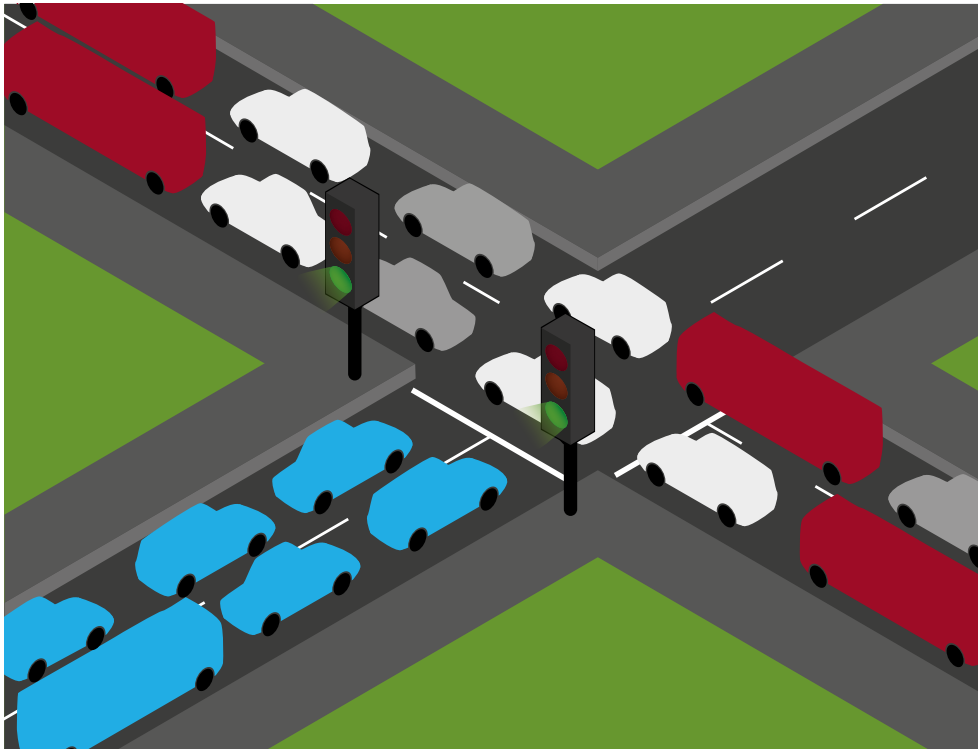
Something as simple as an incorrectly attached file or a bad copy-and-paste can expose the most sensitive information.

Today's businesses also face the demands of compliance with standards like GDPR and the danger of accidentally exposing customer data they've been entrusted with.

# UNDERSTANDING YOUR CUSTOMER'S CHALLENGES

## WHY UNSTRUCTURED DATA MAKES LIFE SO DIFFICULT

Businesses value their data. They know securing it is vital. But they face several key challenges that make control and visibility over data difficult.



## The Gaps In Data Security Are Unknown

**Your customers want visibility** over how data is used and shared – but are struggling to even understand where the data is.

**On-premise and in the cloud**, data is sprawling into more places than ever before. The result is a painstaking manual process for monitoring and control.

## Monitoring Every User Is Unmanageable

**Your customers want to empower** their users, not start from a position of restricting their access to the data they need.

**But this means** the only effective move is monitoring – a time-consuming, costly undertaking that most IT and security teams just don't have time for.

## Compliance Is Wide-Reaching And Complex

**Your customers already know** they need to comply with standards like GDPR, ISO, HIPAA, PCI and SOX – and invest in security that gets them there.

**But the majority of solutions** start compliance at an infrastructure level. Your customers need a way to report on compliance right down to their data.

# ADDRESSING YOUR CUSTOMER'S CHALLENGES

## WHAT A BETTER APPROACH TO DATA SECURITY LOOKS LIKE

There's already demand for better monitoring and control of unstructured data. But the only solution that matters is the one that's matched to your customers' key challenges.



## Data Discovery Across Every Platform



As a starting point for data security, your customers need a platform that finds all their sensitive data for them – wherever it's located.

From there, they can assess and tag every file and folder to build a more accurate picture of where they are most at risk.

## A Proactive, Automated Platform



Your customers need monitoring without the manual handling – a system that alerts them when there's a potential issue.

The only way data security will realistically improve is through a platform that makes it easy, with helpful automation.

## Compliance Reporting In Just A Few Clicks



For the demands of compliance, it's not enough for your customers to secure and monitor their data – they need to be able to report on it.

The right solution is one that's built for compliance out-of-the-box, with ready-made reports and a granular audit trail for every interaction.

# LEPIDE

## BRINGING VISIBILITY AND CONTROL TO DATA

From the data security specialists at Lepide, LepideAuditor is a comprehensive platform for Data-Centric Audit and Protection.



It's designed to help companies increase their security, meet compliance standards, and maintain their operations with proactive auditing, monitoring and alerting. In short, it makes the unwieldy spread of unstructured data easy to control.

Find where the risk really is	See how and when data is used	Increase security and meet compliance
<p>LepideAuditor starts by helping businesses understand their risk with:</p> <ul style="list-style-type: none"><li>• Data discovery and tagging, on-premise and in the cloud</li><li>• Analysis and tracking of user permissions and privileged accounts</li></ul>	<p>With LepideAuditor, businesses can improve their visibility with:</p> <ul style="list-style-type: none"><li>• A dynamic live feed of how and when sensitive data is accessed</li><li>• Real-time alerts when data is accessed, modified, shared, or moved in bulk</li></ul>	<p>It's not just insight – LepideAuditor helps businesses take action with:</p> <ul style="list-style-type: none"><li>• Scripts that are triggered to take immediate action in the event of a breach</li><li>• Compliance-ready reporting for standards like GDPR, PCI and more</li></ul>

# LEPIDE PARTNER BENEFITS

## GIVE YOUR CUSTOMERS THE MISSING PIECE OF THEIR SECURITY STACK

As a Lepide partner, you'll sell an affordable-yet-powerful solution that's already in-demand from security-conscious verticals like education, the public sector, healthcare and more.



### Sell The Next Major Stage In It Security

Traditional security like firewalls and antivirus are essential – but as a partner you can sell the next stage in security.

LepideAuditor's DCAP is designed for the direction threats are moving in and the biggest risks your customers face. Becoming a partner is your chance to give your customers security in a place that's typically left unchecked.

### Help your customers stay compliant

If you've already helped your customers achieve baseline compliance with standards like GDPR, Lepide is an incredible opportunity to delve deeper.

LepideAuditor offers a level of compliance that just can't be achieved at an infrastructure level – and complements the solutions you're already selling in.

### Get Support from Lepide and Alpha Generation

As a Lepide partner, you'll get extensive support to maximise your sales, including:

- Technical training
- Deal registration
- Commercial training
- Marketing training
- Joint marketing campaign opportunities



**Find out more at [www.alpha-gen.co.uk](http://www.alpha-gen.co.uk)**  
**Or call Alpha Gen on 01777 852222**