

# DON'T JUST KNOW. ELIMINATE YOUR DATA SECURITY RISK

## Borneo for Data Security



### Borneo's Data Security Solution is Built to go beyond existing solutions to Reduce your Data Attack Surface and Eliminate Today's Evolving AI & Cloud-Driven Data Risks

Data is the cornerstone of digital business and includes a wide spectrum of sourced and derived data. This data may be sensitive (personally identifiable information (PII), personal health information (PHI), payment card information (PCI) or other regulated data), intellectual property, financial results, confidential internal and external communications, etc. Data analytics along with AI are also being increasingly implemented to improve the analysis and decision-making across multiple industries and business units. Government and industry regulations regarding maintaining data privacy and securing PII has introduced severe penalties for failing to comply, leaving organizations scrambling to better identify and protect critical data.

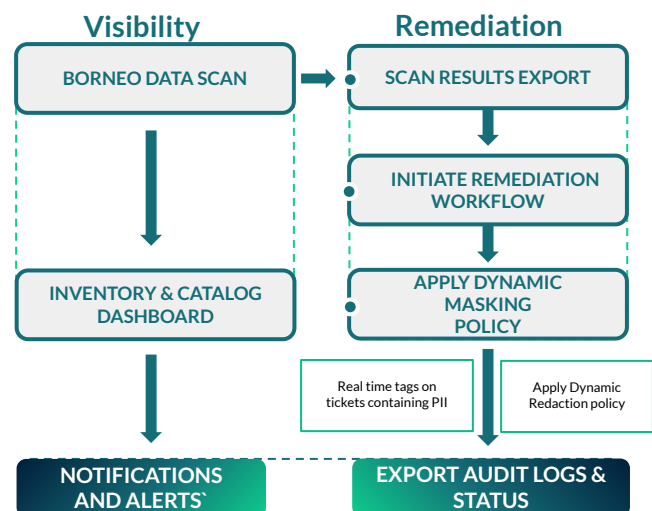
Some **challenges** organizations face for securing critical data include:

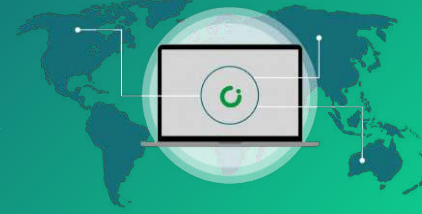
- 1** Adoption of geographically distributed hybrid and multi-cloud IT architectures has **made it difficult to know where data is located**
- 2** **Unstructured and shadow data** can often be identified and classified with varying degrees of arduous manual efforts, **much remaining unidentified and unclassified**
- 3** This lack of visibility negates the effectiveness of access policies **leads to misconfigurations, and exposed, unnecessary and/or duplicate data**
- 4** Usage of AI requires identifying where relevant data is stored to feed the engine and **making sure the right data is used to train LLMs**
- 5** However, **usage of AI engines like ChatGPT and OpenAI**, to optimize your business can also lead to data security and privacy challenges

Based on these challenges, **data security teams are fundamentally unable to gain visibility into sensitive data across their entire infrastructure and proactively take the necessary and specific actions to protect this data**

## BORNEO: PRACTITIONER DEVELOPED TO ELIMINATE TODAY'S DATA RISKS

- Borneo was founded by data security professionals wanting to solve common, yet unsolved data security and privacy challenges that impacted them in companies like Yahoo!, Uber, and Meta
- The Borneo team has developed the industry's first next generation AI-Native Data Security Platform for securing critical data in real-time across complex and fragmented infrastructure
- With Borneo, you can pinpoint all of your data, ensure authorized access, stop intrusive AI, prevent data theft and automate remediation tasks with a click of a button. This leads to better observability, improved operational efficiency and lower costs, while drastically improving data security and privacy
- Borneo goes beyond any other data security solution to integrate with your current IT infrastructure and security stack and actually solve your data security changes quickly and efficiently without requiring 3<sup>rd</sup> party solutions and costly services





### DATA DISCOVERY & CLASSIFICATION

understand where your data is within minutes

- Automated sensitive data discovery across multi-cloud environments, SaaS, and 3rd party apps
- 200++ ML-powered pre-tuned data classifiers, support for custom classifiers
- Classification & correlation for structured & unstructured data



### AI SECURITY

review the risk levels of your sensitive data

- Better Discovery and Classification leads to improved data sets for LLM
- AI-based data leakage assessment
- Identify Shadow AI and which models are unexpectedly accessing sensitive data
- Identify intrusive generative AI



### DATA SECURITY POSTURE MANAGEMENT

keep up to date with the latest compliance rules

- Highlighting changes in new data assets, classification and associated processing activities
- Column level lineage that gives insight into data lifecycle from source to destination



### CLOUD DLP

monitor and catalog data processing activities

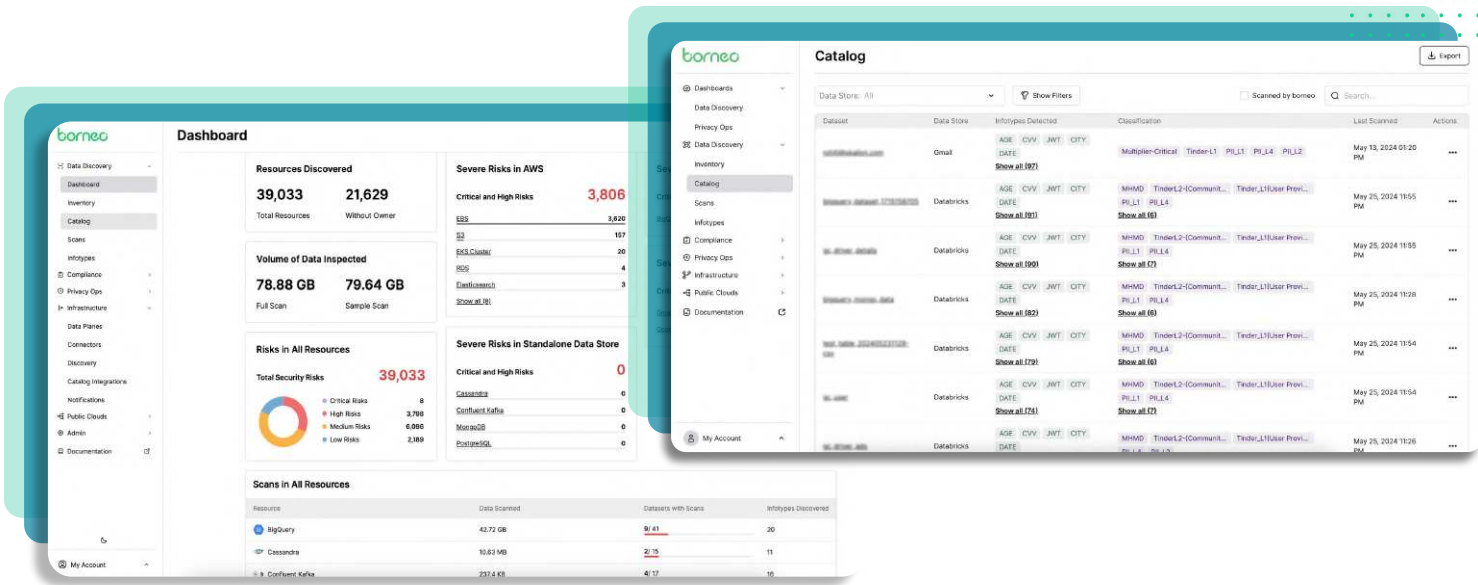
- Integrates with various cloud platforms, applications, and services with more enhanced visibility
- Supports data encryption at rest and in transit scans for anomalies and suspicious behaviour, such as data exfiltration attempts or unusual movement

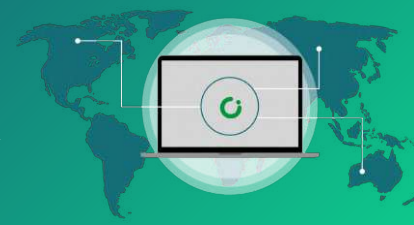


### AUTONOMOUS REMEDIATION

integrate to automatically build workflows and playbooks

- Access / Owner Changes
- Misconfiguration Corrections
- Redaction / Masking
- Encryption
- Tokenization
- Data-Deduplication





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## Borneo for Data Security

Data Sheet

### WHY USE BORNEO?

#### PAIN POINTS BORNEO ADDRESSES

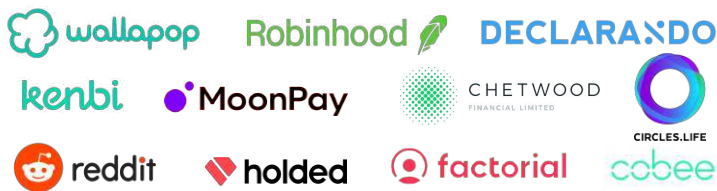
Excessive total cost of ownership (identifying duplicate data, reduce egress costs, etc.)

Data blind spots expose risk compliance, internal security, etc.

Ad-hoc/manual processes aren't scalable and are prone to error

Ever-changing regulations are hard to track

Global Companies Trust Us to Provide Accurate Data Visibility:



### BENEFITS OF USING BORNEO

- Uncover sensitive data across your PII, PFI, PHI, API tokens, keys, credentials, and international infotypes. The best part? Borneo lets you scan both structured and unstructured data sources
- Achieving 99% reduction of sensitive infotypes in the data lake
- Comprehensive data cataloging with geo-specific unique infotypes
- Scaling sensitive data discovery across more data sources and SaaS applications
- Your Central Control Plane gives you the power to run custom queries for global sensitive data searches
- Reduce risk surface area by getting timed triggers for automatic anonymization of sensitive data. Stay in the know by setting up self-service workflows with customizable notifications

To learn more about how Borneo can solve your Data Security Challenges, contact us at: [info@borneo.io](mailto:info@borneo.io)

### ABOUT BORNEO

Borneo Data, Inc. was started by the team with extensive experience in the challenges associated with protecting some of the largest data footprints in the world that includes Yahoo!, Facebook and Uber. Borneo has built an AI-Driven Data Security Platform for identifying and securing critical data for complex and distributed cloud and hybrid infrastructures. The Borneo Data Security Platform is modular in order to support your specific requirements for implementing a highly-customized data security, privacy and/or governance program. With Borneo, you can pinpoint all of your data, ensure authorized access, stop invasive AI, prevent data theft and automate remediation tasks with a click of a button. This leads to better observability, improved operational efficiency and lower costs, while drastically improving data security and privacy. To learn more about Borneo can help you achieve your data security privacy goals, visit [borneo.io](http://borneo.io) and follow us on LinkedIn and Twitter.