

Do You Know

# WHAT YOUR CORPORATE DATA DID IN THE CLOUD LAST NIGHT?



**3 out of 4**  
**companies**

have experienced loss or theft of important data.\*



Almost every corporate leader has faced this significant challenge to their business and reputation!

## HOW DID DATA INSECURITY BECOME THE NORM?

### 1. Data needs to flow

The pace of modern business requires information to flow quickly and efficiently to those who need it to do their jobs; **we need the data now!**



Cloud collaboration apps allow Jim (Finance) can access key customer purchase data from Susan (Operations).

**88%**  
of end users

say their jobs require them to access and use proprietary information.\*

\*Closing Security Gaps to Protect Corporate Data, Ponemon Institute

### 2. More accessibility, more problems

When data is easily accessible, it's **easily abused**. Often problems occur by accident, not maliciously.



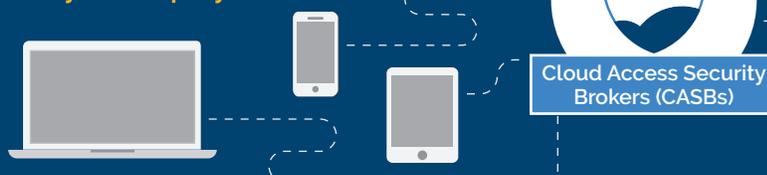
A simple user error, like uploading a sensitive file to the wrong folder in Dropbox, can result in the accidental disclosure of client data, trade secrets, and even health records.

**Data abuse**

is more than twice as likely to be due to innocent employee behavior than cybercrime.\*

## THE SOLUTION

Aside from removing all data access or firing all employees, what can you do to **protect your company?**



### Visibility

CASBs provide visibility into the use of collaborative cloud apps.

*See who is using which apps on what devices, even if they're outside the corporate security perimeter.*

### Control

Know what type of data is being shared and adjust access.

*Is it credit card or social security numbers? Proprietary development code?*



**Detect and rectify** suspicious data behavior before your company becomes another statistic.

Want to see how a CASB can protect against innocent insider security mistakes?

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