Data Centricity for Cloud and Application Security

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Where are we today?

Pressure of Digitization vs. Data Hygiene: parallel data pools & usage of external services

Application centric (redundancy of data) vs. Data centric (data != lifecycle of data)

Transition to a data centric architecture is significantly more complex for brown fields than for green fields (e.g. processes, inventory data, design, development, test, deployment, …)

Where are we today?

Data centricity is not a technological challenge!

Data centricity is the necessary prerequisite for becoming technologically agnostic (IT, OT, …)

Data centricity is the necessary prerequisite for AA, ML, AI, …

Data centricity is an enabler for precise and granular risk based decision making

Where are we today?

- Legacy Systems and existing interfaces
- Identity & Access Management in hybrid environments
- Awareness and knowledge of risk foundations
- Visibility and Management of Risks

Demystifying Data Centricity

- **Gain Granular Control:** Understand the sensitivity of data and apply appropriate security measures based on its classification.

- **Enhance Visibility:** Track data movement across the entire IT landscape, including cloud environments and on-premises infrastructure.

- **Empower Real-Time Threat Detection:** Identify suspicious data activity and potential breaches with greater speed and accuracy.

Sound Risk Decisions with Data at the Core

- **Risk Prioritization:** Analyze threat intelligence, historical incidents, and potential impact to prioritize risks effectively.

- **Data-Driven Threat Analysis:** Correlate events across platforms to identify subtle attack patterns and suspicious activity.

- **Quantifying Risk:** Analyze the potential financial and reputational damage of a security breach to make informed decisions about resource allocation for mitigation strategies.

Reshaping Security and Resilience in the Digital Age

- **Move from Reactive to Proactive:** Identify and address threats before they materialize, creating a more resilient IT infrastructure.

- **Security for the Evolving Landscape:** Adapt to the dynamic nature of applications and cloud environments where traditional perimeter-based security falls short.

- **Continuous Improvement:** Analyze past security incidents and near misses to identify trends and improve security posture over time.

Adobe Firefly

Conclusion:

- Data-centric security is not just a buzzword; it's a <u>paradigm shift</u>.
- By placing data at the core of our security strategy, we unlock a future of robust application and cloud security, informed risk decisions, and a more <u>resilient digital foundation</u> for our ever-evolving world.
- Let's embrace data-centricity and embark on a <u>secure journey</u> through the exciting landscapes of cloud, AI, and digital transformation.