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# Vormetric Tokenization with Dynamic Data Masking

## Anonymizing Data for Security and Compliance

- Create tokens in numeric, text and date formats for single or multiple use applications
- Deploy tokenization server appliances in your virtual format of choice - OVF, Microsoft Azure Marketplace, Amazon AMI or Google Cloud Platform
- Non-disruptive – Protect sensitive data without changing database schemas

## The Challenge

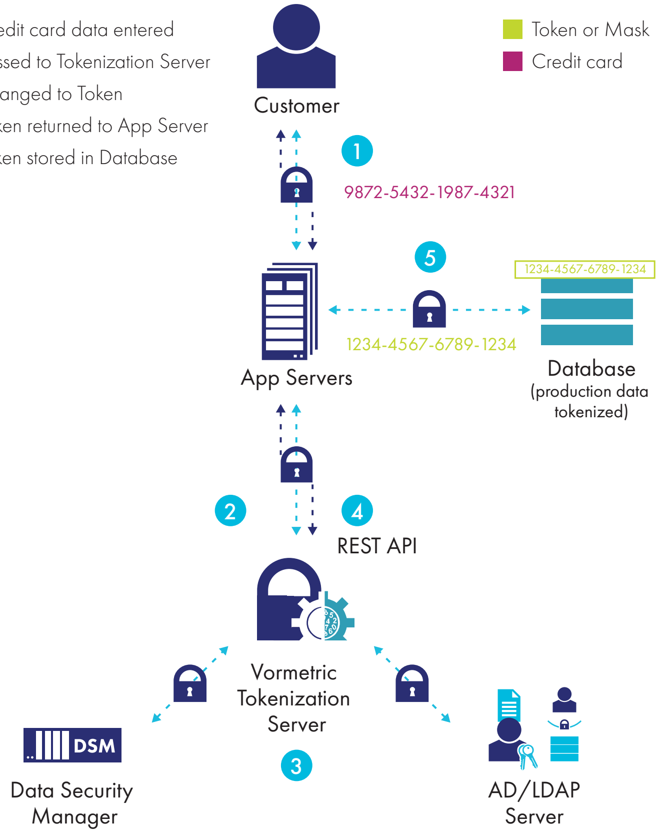
For today's security teams, it seems virtually everything is proliferating, including the volume and sophistication of threats, the amount of data and repositories that need to be secured, and the number of mandates and tools that have to be supported.

All this proliferation continues to place increasing demands on security teams—but these teams don't see their time, staffing, or budgets undergoing any commensurate expansion. To contend with these realities, many security professionals have explored the use of tokenization, which has the potential to provide a convenient way to protect sensitive assets in databases and big data architectures, including those hosted on premises and in the cloud.

While tokenization offers the potential to address a wide range of security and compliance objectives, traditional tokenization tools

### Typical Tokenization Workflow

1. Credit card data entered
2. Passed to Tokenization Server
3. Changed to Token
4. Token returned to App Server
5. Token stored in Database



have been far too complex and costly, and introduced too much of a performance hit on applications. More than ever, security teams need to be able to leverage the benefits of tokenization—and they need to do so in a consistent, efficient, high performance, and cost-effective manner.

## The Solution: Vormetric Tokenization

Vormetric Tokenization with Dynamic Data Masking dramatically reduces the cost and effort required to comply with security policies and regulatory mandates like PCI DSS while also making it simple to protect other sensitive data including personally identifiable information (PII).  The Tokenization Server centralizes all tokenization configuration with a graphical user interface for creating templates for both tokenization and data masking. Simplicity results from the ability, with a few as just one line of code inserted into applications, to tokenize or detokenize with dynamic data masking.

## Dynamic Data Masking

Dynamic Data Masking protects data in use while tokenization is protecting data at rest. Administrators can establish policies to return an entire field tokenized or dynamically mask parts of a field. For example, a security team could establish policies so that a user with customer service representative credentials would only receive a credit card number with the last four digits visible, while a customer service supervisor could access the full credit card number in the clear. Masks are assigned to users in friendly graphical user interface.

## Establish Tokenization with Minimal Disruptions and Effort

Designed for performance at scale, the solution includes REST APIs for tokenization requests and an easy to use user interface for defining policy and usage of dynamic data masking that minimizes changes required to applications.

- Application layer tokenization simplifies integration to existing implementations
- Easily established data masking policies enable new uses for existing data sets without increasing audit scope or extensive application rewrites
- Non-disruptive – changes to database schemas and implementations do not require extensive changes or down time
- Authenticate users with AD or LDAP servers

## Benefits

- Reduce PCI DSS compliance effort and scope by minimizing servers requiring audit and control
- Achieve compliance with privacy mandates by irreversibly masking personal information
- Fully leverage cloud, big data and outsourced models – Replacing sensitive data with tokens enables use without risk or compliance overhead
- Easily enable call center and other applications.
- Minimize data security staff training and overhead with a common platform used for other data security applications

The Vormetric Data Security Platform features tokenization capabilities that can dramatically reduce the cost and effort associated with complying with security policies and regulatory mandates like the Payment Card Industry Data Security Standard (PCI DSS). With Vormetric Vaultless Tokenization with Dynamic Data Masking, your organization can efficiently address its objectives for securing and anonymizing sensitive assets and cardholder records—whether they reside in the data center, big data environments or the cloud.

## About Thales

The people you rely on to protect your privacy rely on Thales to protect their data. When it comes to data security, organizations are faced with an increasing number of decisive moments. Whether the moment is building an encryption strategy, moving to the cloud, or meeting compliance mandates, you can rely on Thales to secure your digital transformation.

Decisive technology for decisive moments.

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