

EDM Webinar

Tokenization:
Make data portable
and win at zero trust

A conversation with



Zak Pellecchia
Sales Engineering Leader
Fortanix



Eric Bigelsen
Head of Industry Engagement
EDM Council



Moderator



Eric Bigelsen

Global Head of Industry
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EDM Council

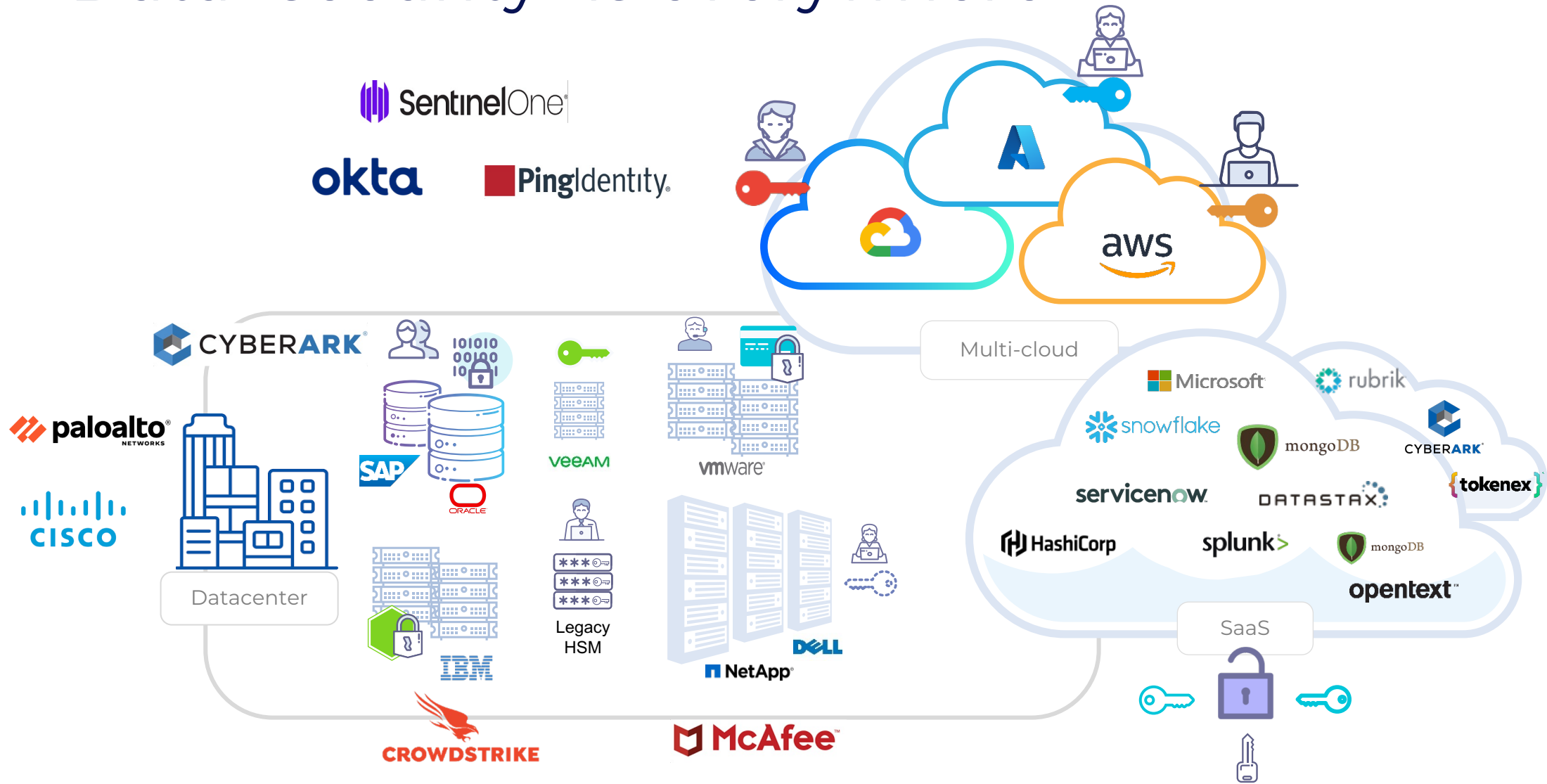


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Sales Engineering Leader
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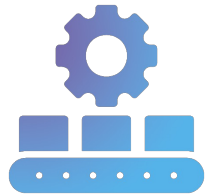
Data "security" is everywhere



Sensitive data is everywhere



Healthcare



Manufacturing



Banking

493-67-2904

17 Main Str, Ca

4389 2024 2812 0727



Public Cloud



Data Lake



Customer Datacenter



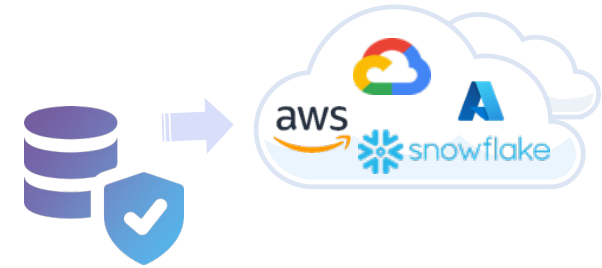
Encrypting sensitive data



Reduce the impact of a data breach



Meet expanding privacy laws and regulations



Enable safe data migration



Classic encryption remains a challenge

Siloed encryption keys

Storing keys with data

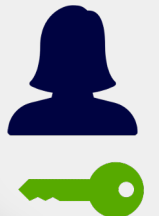
Challenges Securing the DB (TDE)



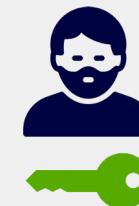
Public Cloud



Data Lake



Datacenter

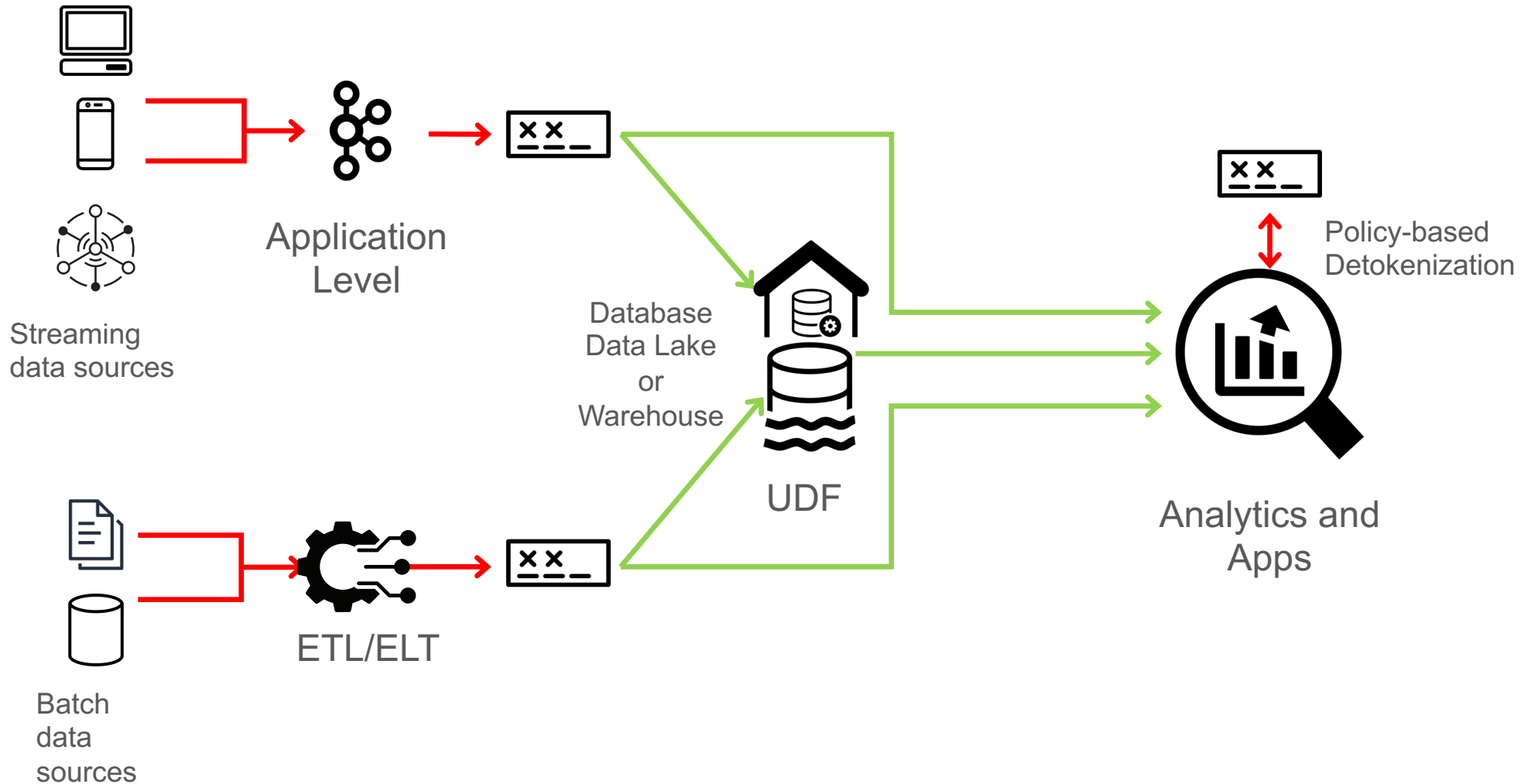


Tokenization for zero trust

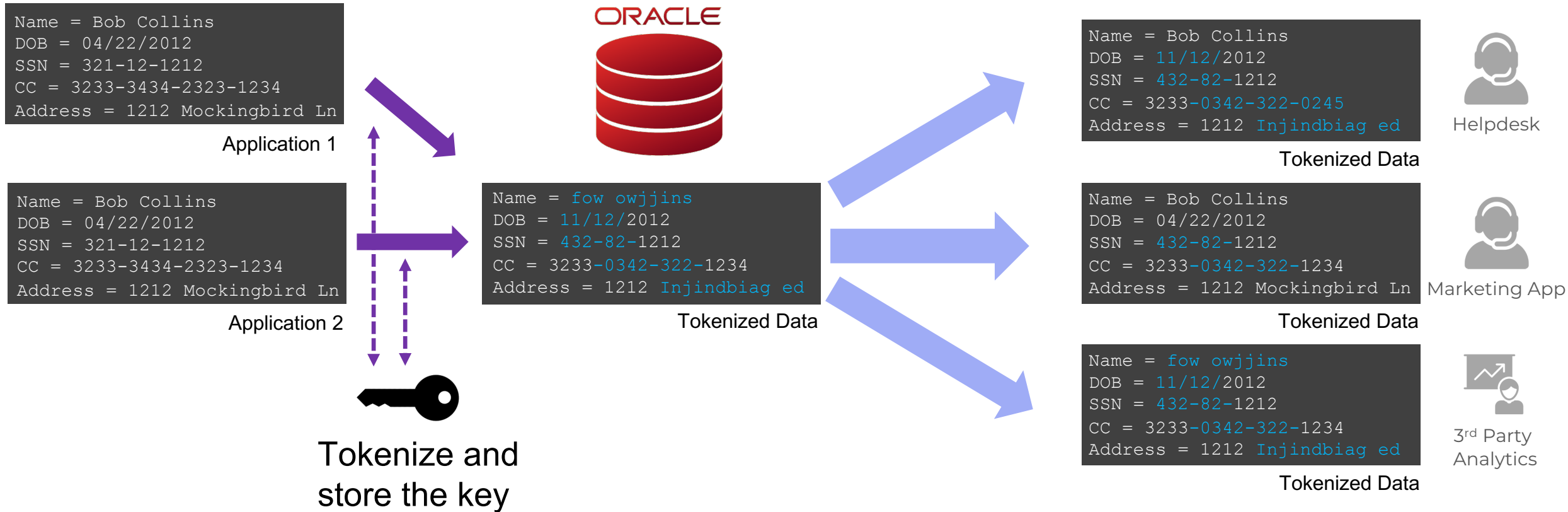
- Security is now an attribute of the data, allowing granular data access controls, wherever the data is
- Policies
 - RBAC
 - Least privilege access control
 - Tokenization decryption policy (if required)



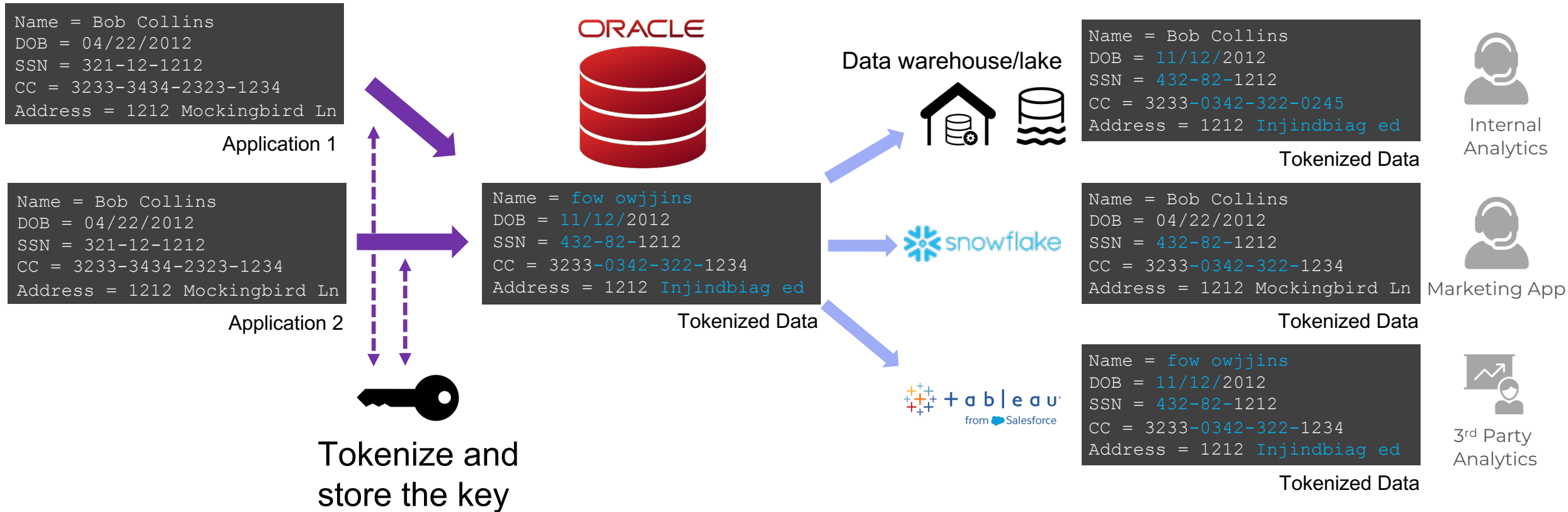
Key takeaway: Tokenize early



Tokenize and use data without decryption



Tokenize and use data without decryption



Luxury car manufacturer

Use case: share PII data from cars with business analytics to improve services/products

Challenges: Global privacy regulations, flexibility in tokenizing fingerprint formats (VIN number)

Outcome: Reduce business risk and improve admin **control** protecting customer PII data in their private cloud



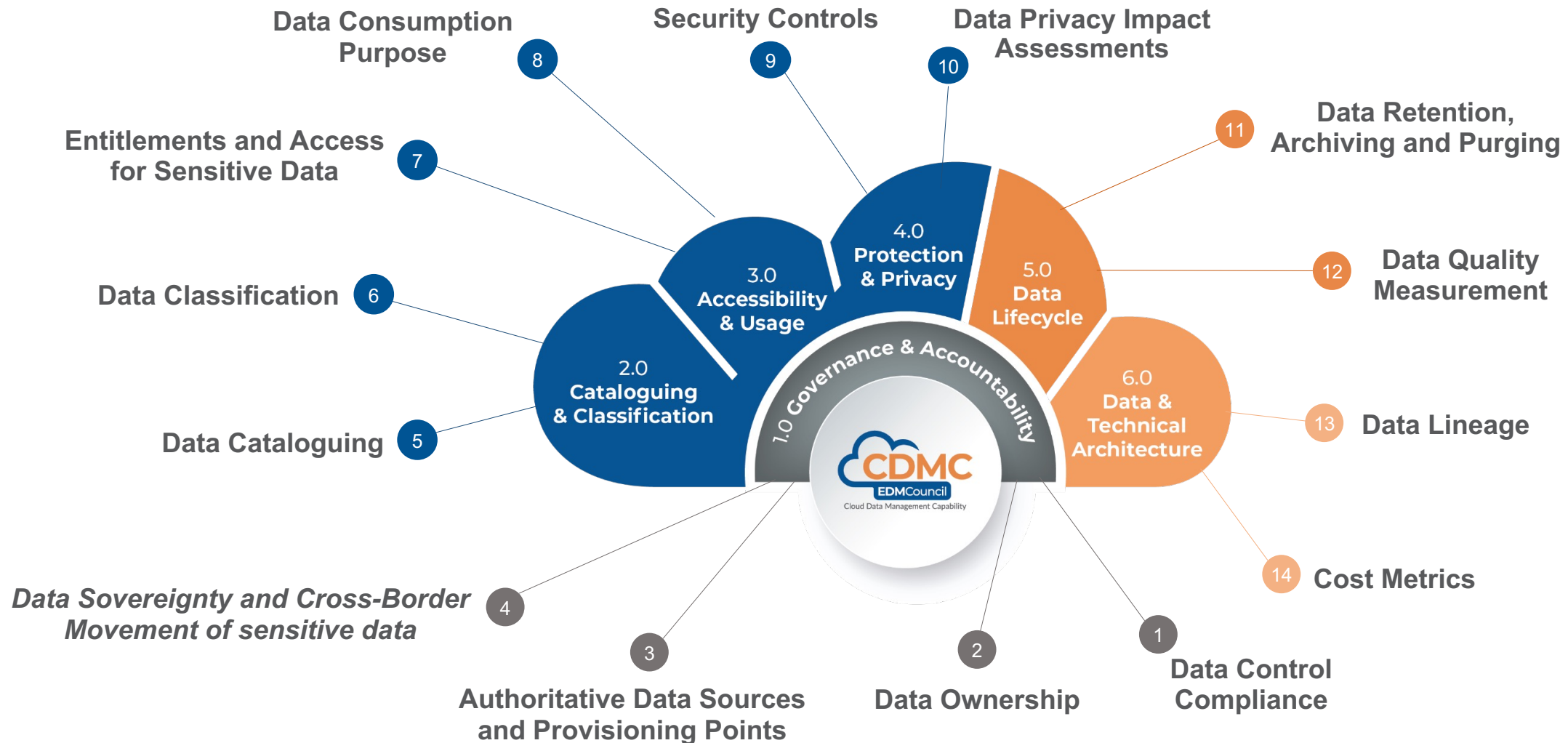
Global logistics company

Goal: Modernize data security and secure data as early as possible, securing data as it moves to the cloud while keeping keys inside Country of origin in line with GDPR.

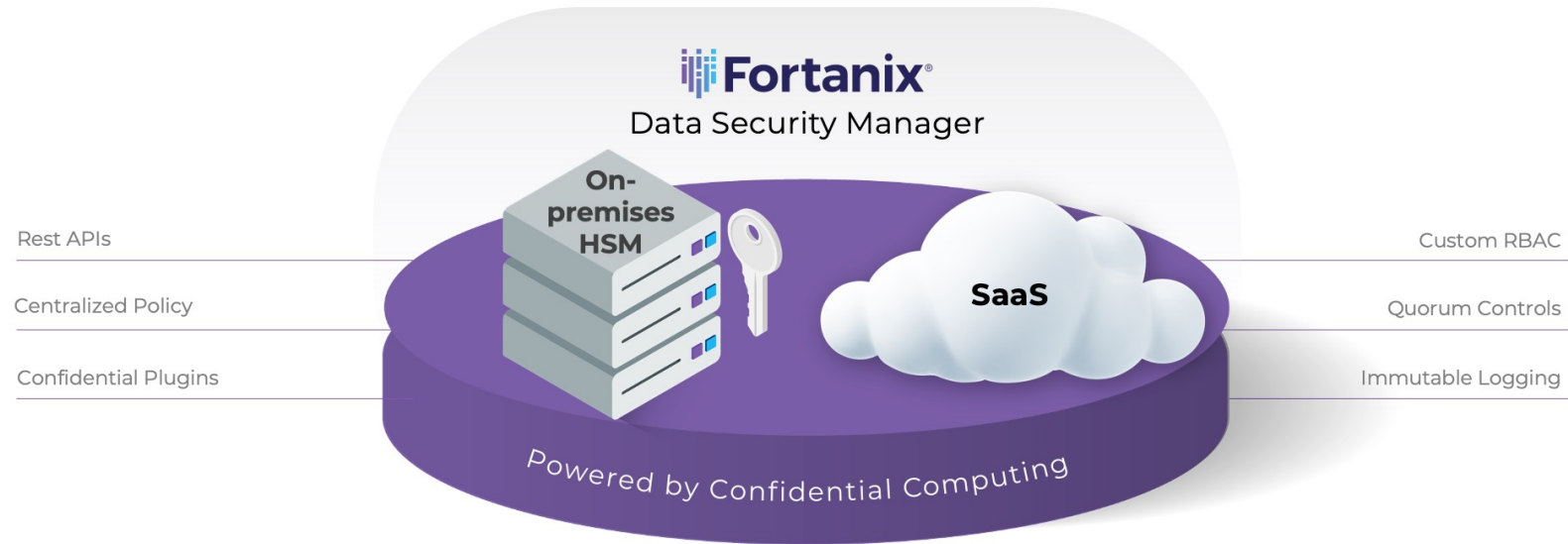
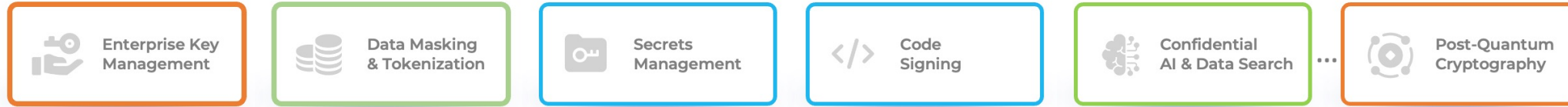
Outcome: Tokenize PII and PCI data at the application level and improved [performance and agility](#)



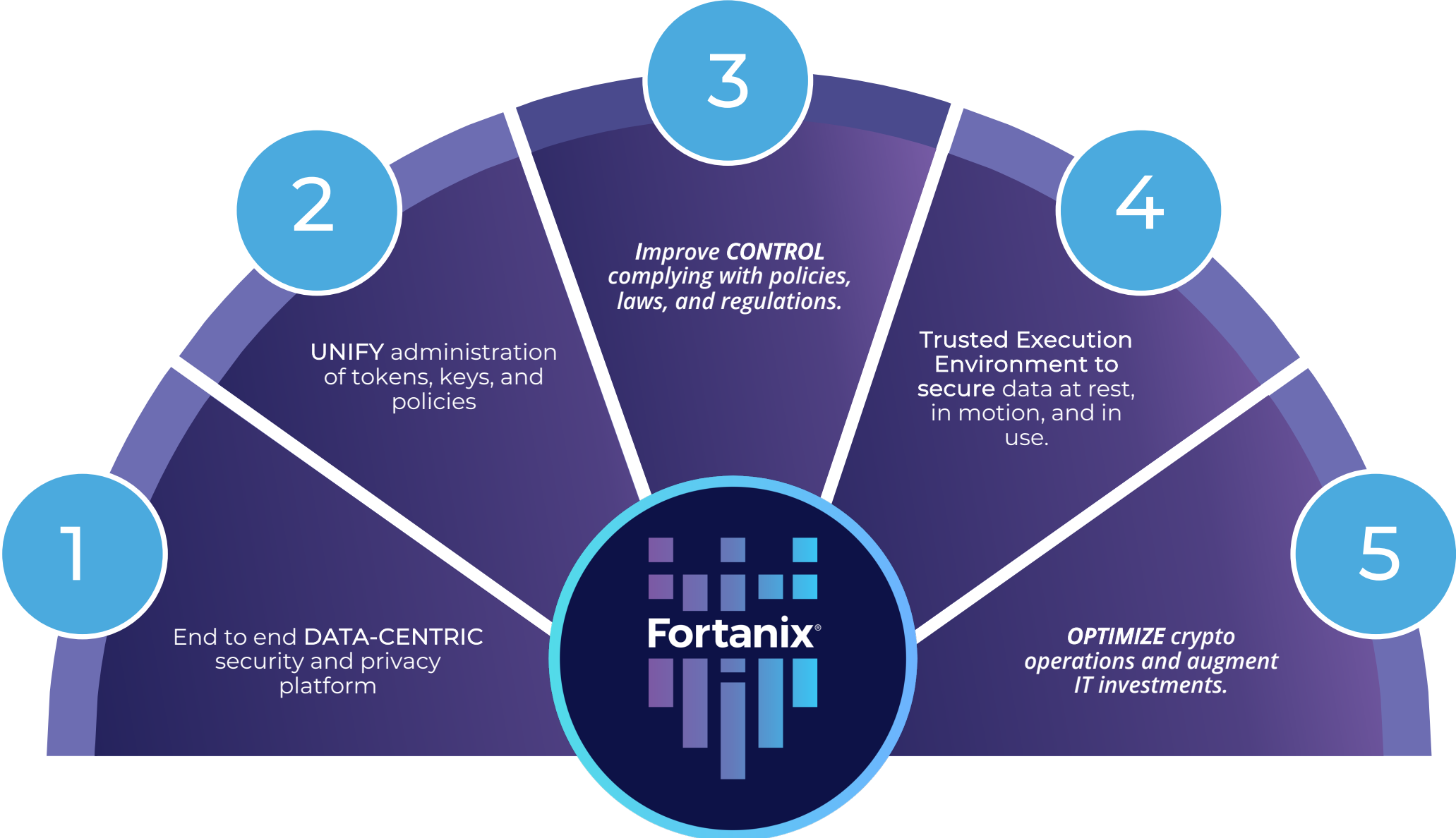
Tokenization and the CDMC framework



Fortanix: Unified Data Security Platform



Five reasons why customers choose Fortanix



Questions?



EDM Webinar 

Join EDM Council and our membership community of companies...



The screenshot shows the EDM Council website homepage. At the top, there is a navigation bar with links for Membership, Frameworks, Training, Engage, Innovation, About, Sign in, and Join now. The main headline reads "Global Advocates for Data & Analytics Management". Below this, a sub-headline states "The leading global trade association providing best practices, standards and education to data and business professionals in our data-driven world." A "What we do" button is visible. On the right side, there is a "TODAY'S HIGHLIGHTS" section with three news items: "Bank of Valletta becomes the newest member to join the EDM Council", "EDM Council welcomes Webber Wentzel as its newest member", and "Lion Group joins EDM Council as its newest member". At the bottom of the screenshot, there is a banner with the text "Join a vibrant community of 25,000+ business leaders, CDOs, and data and analytics professionals across all industries." and a row of logos for member organizations: Bank of England, NOVARTIS, HSBC, AWS, Schneider Electric, Microsoft, Google, and AEGON. Two buttons are present: "Explore membership" and "See all 350+ member organizations".



350+ Member Firms

Cross-industry,
including Regulators



25,000+

Professionals



Worldwide

Americas, Europe,
Africa, Asia, Australia

edmcouncil.org



EDM Webinar 

Thank you!

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