

EDM Webinar

Enabling Safe Use of Data and Adoption of GenAI

A conversation with



Sanjeev Krishnan Sr.
Manager,
Data Intelligence
Asurion



Raja Perumal
Sr. Alliances Manager
Databricks



Jocelyn Houle
Sr. Director, Product
Management
Securiti



Moderated by **Mike Meriton** Co-Founder, EDM Council

- Joined EDM Council full-time 2015 to lead Industry Engagement
- EDM Council Co-Founder & First Chairman (2005-2007)
- EDM Council Finance Board Chair (2007-2015)
- Former CEO GoldenSource (2002-2015)
- Former Executive for D&B Software and Oracle
- FinTech Innovation Lab – Executive Mentor (2011 – Present)
- EDM Council COO (2020-2023)



Today's panel

Moderator



Mike Meriton

Co-Founder
EDM Council



Sanjeev Krishnan

Sr. Manager, Data
Intelligence
Asurion



Raja Perumal

Sr. Alliances Manager
Databricks

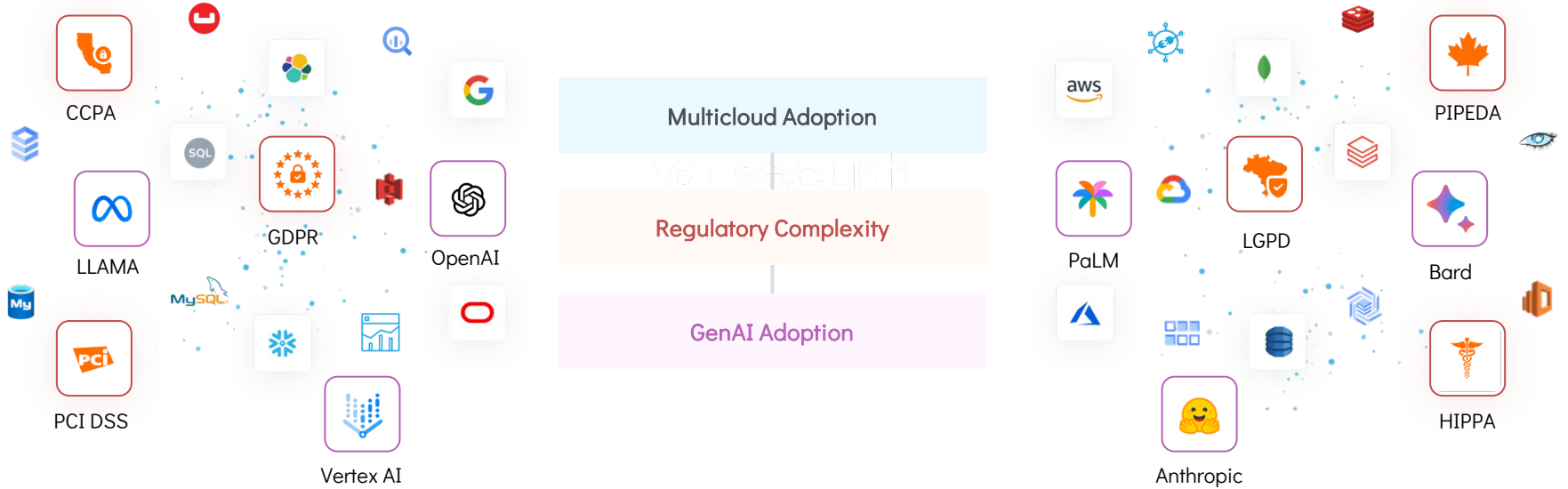


Jocelyn Houle

Sr. Director, Product
Management
Securiti



Data is critical but increasingly complex to manage



How to **secure** data from internal and external threats?



How to ensure **privacy** of people's data in line with global regulations?

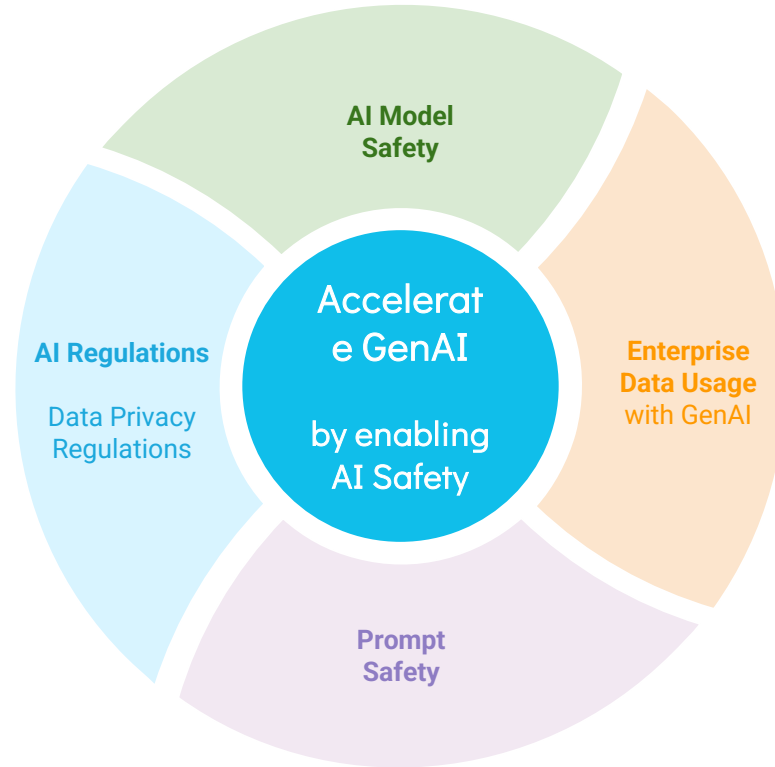


How to **govern** data usage within the organization?



How to **comply** with 100s of global regulations?

Safe GenAI adoption: Key challenges



Generative AI: New attack vectors on sensitive data

LLMs easily “memorize” info, making AI Risk Management a key consideration

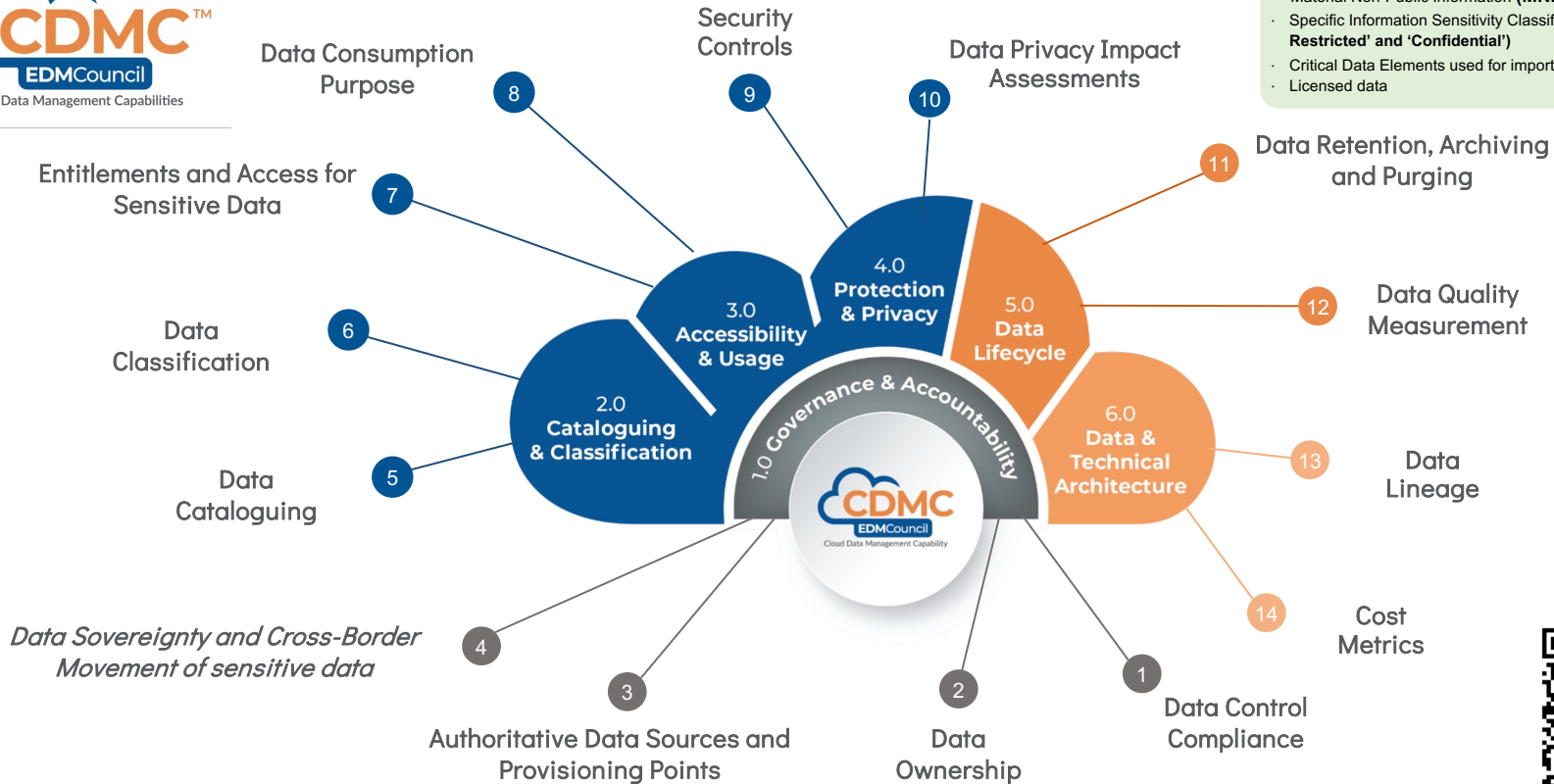
Irresponsible
use of
data



Bound to
create major
issues

Cloud Data Management Capabilities (CDMC) – Industry Framework

Includes 14 Key Controls & Automations for Managing Data Risk



Sensitive Data includes classifications such as:

- Personal Information (PI) / Sensitive Personal Data
- Personally Identifiable Information (PII)
- Personal Health Information (PHI)
- Company or Client Identifiable Information
- Material Non-Public Information (MNPI)
- Specific Information Sensitivity Classifications (such as 'Highly Restricted' and 'Confidential')
- Critical Data Elements used for important business processes
- Licensed data

Free License – Download at:
EDMCouncil.org > Frameworks > CDMC



Asurion

Navigating challenges for secure data and GenAI use



Technical



Operational



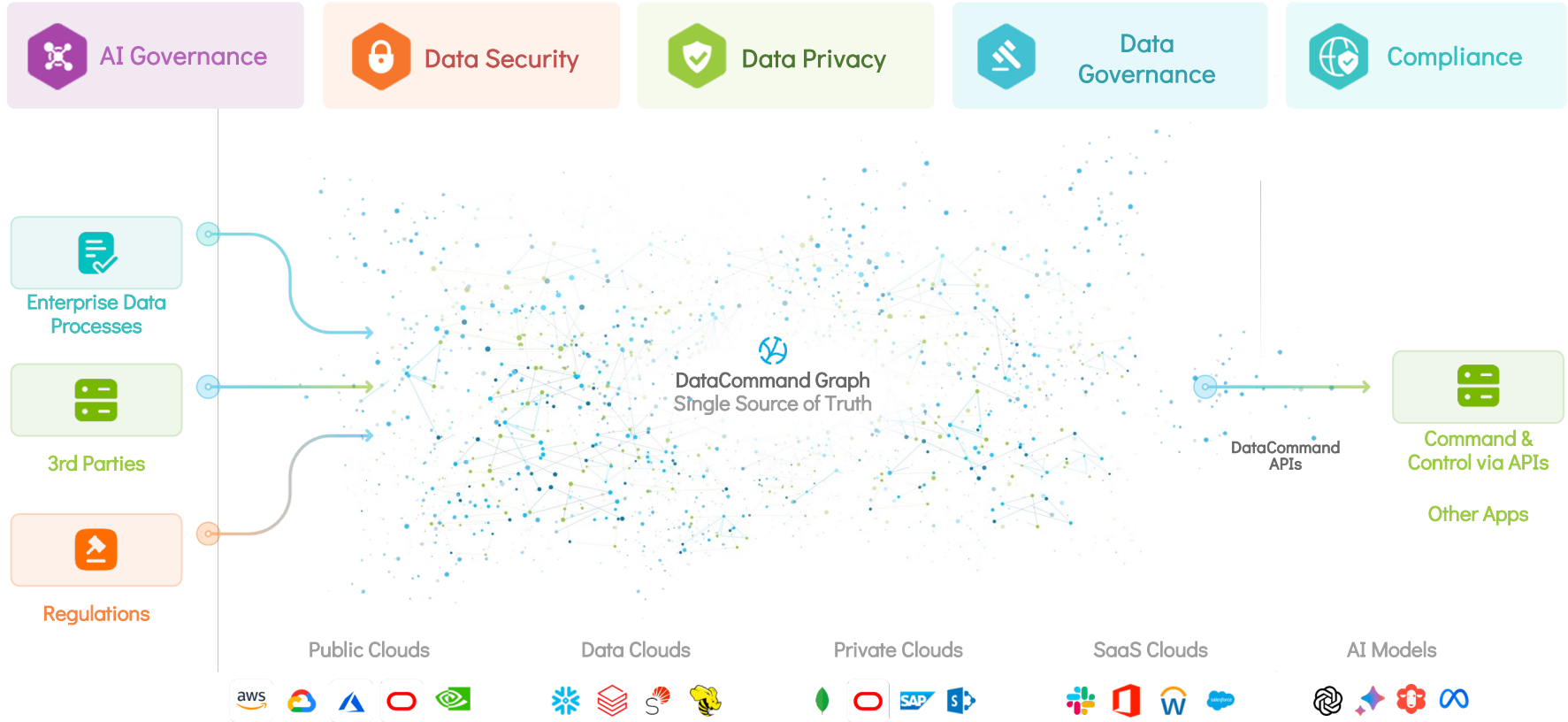
Organizational



Lessons Learned

Industry Landscape To Adopt GenAI

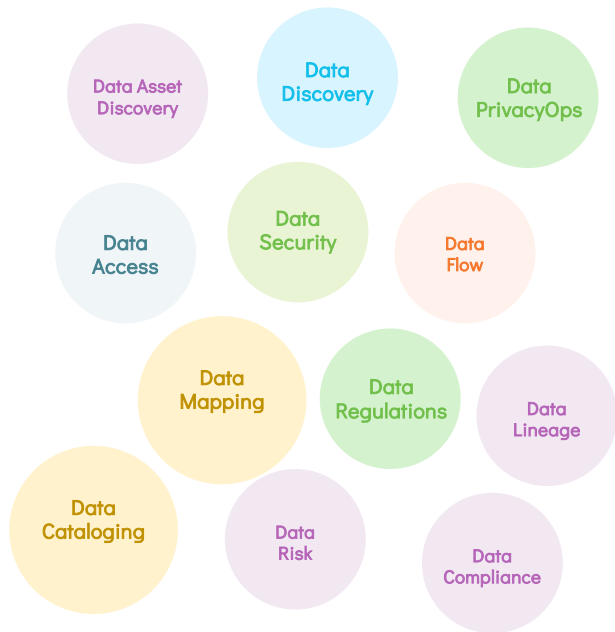
Needs Contextual Data+AI Intelligence & Unified Controls



Industry Needs Contextual Data Intelligence

Land of Silos

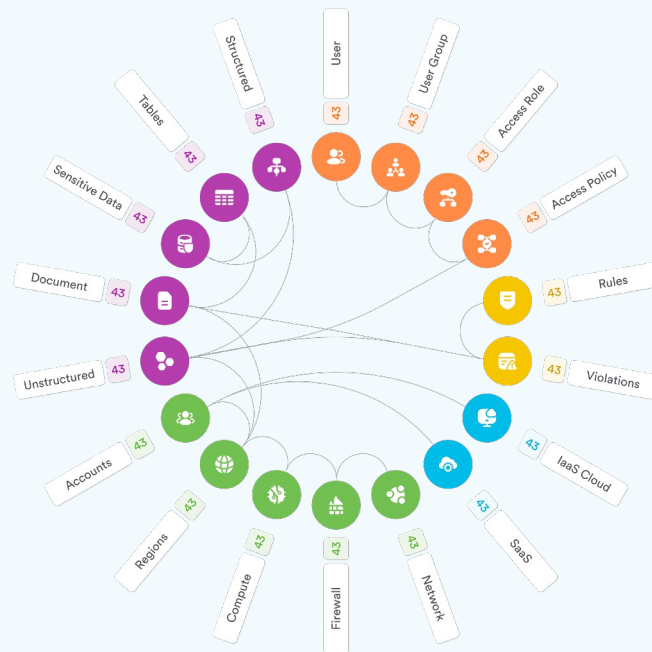
(NxN integrations needed)



VS

Data Command Graph - Enables the Full Power of Contextual Data Insights & Automation

Inherently Integrated. Combine the power of Unified Data Graph (UDG) with relationships expressed as a graph between data-structure nodes across modules, and a Unified Data Interface (UDI).



Industry Use Cases → Enable Safe Use of Data and AI With Securiti and Databricks



Establish Sensitive
Data Intelligence



Understand
Data Context



Gain Data Access
Intelligence



Govern Data Access
Controls



Automate Data
Privacy Rights



Manage Data
Security Posture (DSPM)



Govern AI
Usage



Ensure Continuous
Compliance

Questions?



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Databricks Unity Catalog

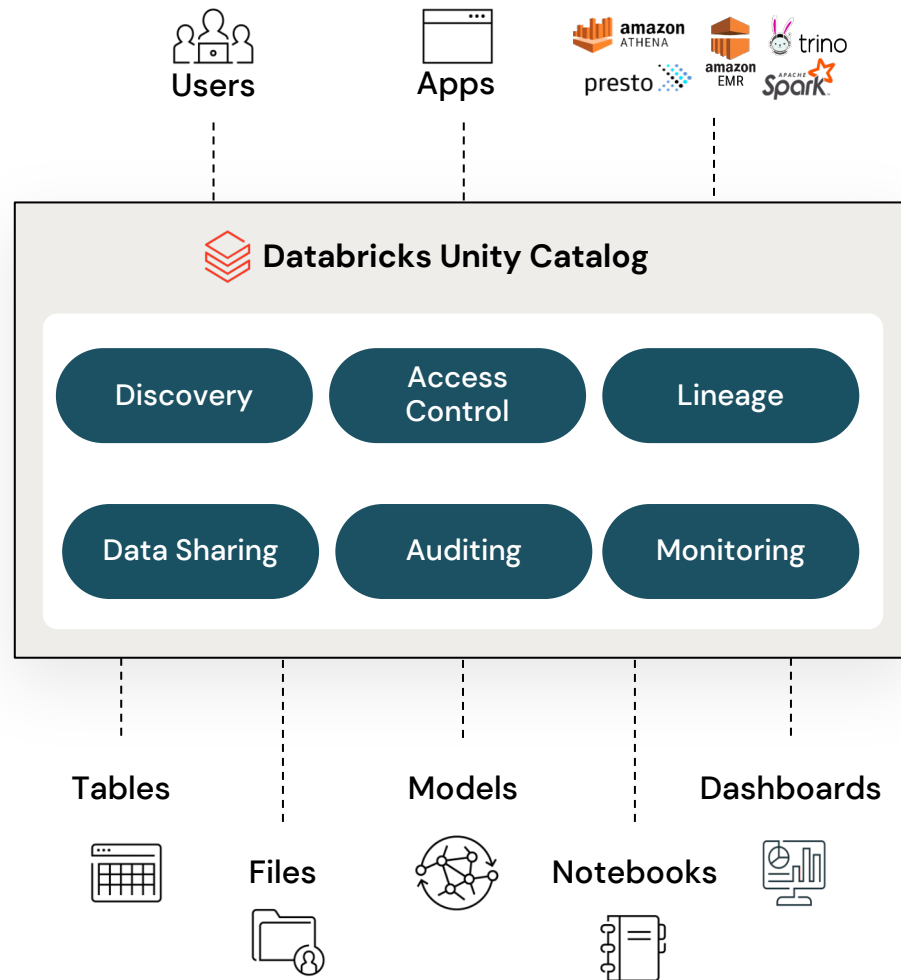
Unified governance for data & AI

Unified visibility into data and AI

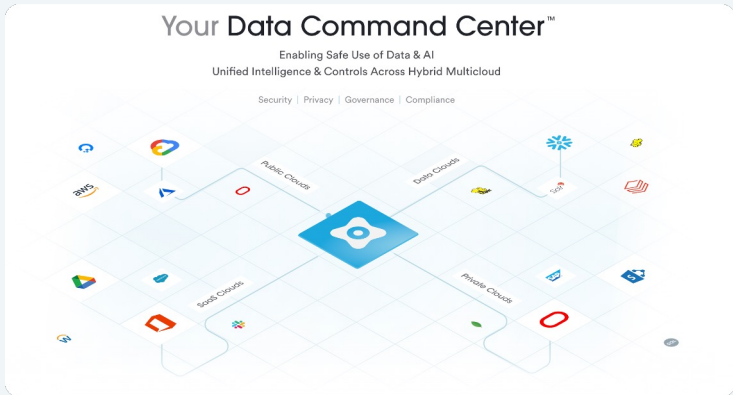
Simple permission model for data and AI

AI-powered monitoring and observability

Open data sharing



For more information about Securiti, check out these resources.

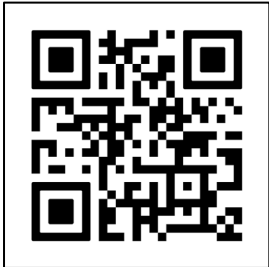



Shadow AI?

Translate AI governance into business success

- Discover AI models
- Assess risks
- Establish data + AI controls

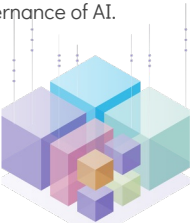
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AI Governance.Center

Resources addressing emerging regulations and the governance of AI.



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Databricks + Securiti enable

- A unified view of sensitive data
- Advanced access controls
- Streamlined compliance

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Request a demo

securiti.ai/request-demo

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 header features the EDM Council logo and a large title: "Global Advocates for Data & Analytics Management". Below the title is a sub-header: "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 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 logos for 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

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Thank you!

