

EDM Webinar

Securing Data in the Era of GenAI and LLM Technologies

A conversation with...



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Managing Partner
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Jay Como
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T. Rowe Price



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**EDM Council**

Today's panel

Moderator



Jim Halcomb
Global Head of Research
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VP, Enterprise Sales
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The Evolution of GenAI and LLM Technologies... 1/3

There is a strong need for ensuring data completeness and data quality, while protecting sensitive data.

For 2024, Artificial Intelligence (AI) usage is evolving significantly with variants for Generative AI (GenAI) and Large Language Models (LLMs) to drive data intelligence offerings and automation tasks that include:

- Text generation
- Language translation
- Content summary
- Rewriting context
- Classification and Categorization
- Sentiment analysis
- Conversational chatbots

The proliferation of this technology is upon us now and likely to stick around for a long time.

Much of this technology is being applied for the betterment of data intelligence integrity, workflows, and processes. Yet there are inherent business drivers worth looking at to ensure good applications of the technology for data completeness, timeliness, accuracy, and security.

The Evolution of GenAI and LLM Technologies...2/3

Relevant business drivers and considerations for protecting sensitive data, when applying GenAI and LLM Technologies.

Interpretations of Data Use Cases: the marketplace wants to know about data changes real-time; doing so is not necessarily a binary or linear process. Often interpretations are subjective or discretionary across data use cases, for example, with principle-based policies or regulatory rules. These involve applying GenAI and LLM technologies to perform such interpretations correctly, checking for the relevant and right data types and their content, conducting language translations, and stitching the data together sensibly and accurately.

Change Management: Being able to reconcile data types and content across the use cases must be done efficiently and effectively, while protecting the data, e.g., access rights and visibility. AI technologies help master these activities via comparative analyses while recording decisions for future reference on use cases.

Workflow automation: the resulting outcomes of GenAI and LLM enabled and tracked data changes are expected to lead to more automation in data workflows while knowing, controlling, and protecting the data, e.g., eliminating previously manual tasks while being conformant to data privacy rules.

Strong data lineage: having good traceability and data lineage is key for understanding changes made systemically using AI based technologies on a historical basis in the event that there are data, rule, change management, or other types of discrepancies.

The Evolution of GenAI and LLM Technologies...3/3

With the proliferation of AI technologies applied in data intelligence, there are important safeguards to consider for mitigating risks that are high on the radars of regulators and marketplace participants alike.

Being in violation of a regulation:

- Ensure strong set of repeatable checks and balances on data interpretations and protections.
- Run changes in a prod parallel environment with UAT.
- Perform regression testing in prod post code deployment.

Lack of staff awareness and training:

- Ensure staff are trained on the data types and use cases.
- Have a capable Business Analysis function for data applications, interpretations, and protections.

Poor perception with using GenAI and LLM technologies to manage data activities across mandated functions, e.g., regulatory reporting:

- Proactive marketplace awareness of the benefits for using the technologies.
- Promoting the best practices and controls of a data-centric security solutions suite linked to the GenAI and LLM technologies and their related data use cases.

Questions?

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Know, Protect, and Control Your Data Wherever It Goes

February 27, 2024

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SECILORE™

HQ in Santa Clara California
7 Global Locations



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Sampling of Customers



GM FINANCIAL



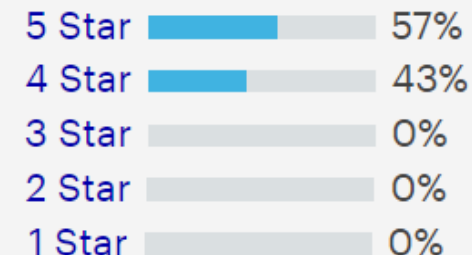
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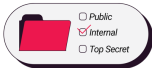
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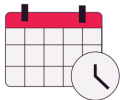
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LOCATION BASED CONTROLS



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REAL TIME ACCESS REVOCATION



ACCESS PATTERNS & ANALYTICS



RISK INSIGHTS & TRENDS



GEO LOCATION AWARENESS

THE LARGEST ENTERPRISES IN THE WORLD TRUST SECLORE WITH THEIR DATA

Seclore has *global customers*, including large brand name enterprises, that rely on Seclore's data-centric security platform

Americas

Americas region logos include: American Express, GM Financial, Applied Materials, BMA (Bermuda Monetary Authority), Skyworks, Ford, Lam Research, Allianz, Flex, Cheniere, Port of Long Beach (The Port of Choice), and KLA (Keep Looking Ahead).

EMEA

EMEA region logos include: Linde, Altien, UniCredit, Lucite International, Vodafone, IAEA (International Atomic Energy Agency), and Ministry of Economic Affairs Netherlands.

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APAC region logos include: Mitsubishi, Temasek, Indian Navy, HDFC Bank, Central Board of Direct Taxes (CBDT), ICIICI Bank, Asian Paints, and Presidency of State Security.

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The screenshot shows the EDM Council website homepage. At the top, there is a navigation menu with links for Membership, Frameworks, Training, Engage, Innovation, About, Sign in, and Join now. The main heading reads "Global Advocates for Data & Analytics Management". Below this, a sub-heading 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 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

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Thank you!

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