

PK Protect

Safeguarding Intellectual Property

Intellectual property such as patents, trade secrets, and even employee expertise is as valuable to an organization as its physical assets. Every year, criminals successfully use logical and physical means to illegally acquire billions of dollars in intellectual property, leading to loss of:



- Market advantage and profitability



- Access to business critical data



- Brand reputation

The Federal Bureau of Investigation (FBI) reports companies lose billions of dollars annually to intellectual property theft, making it essential to give the creators of ideas, blueprints, and content the ability to guard against debilitating digital theft. With the help of PKWARE, companies and governments can be prepared for ever-intensifying cyberattacks that target their intellectual property.

“Trust from our brands is key to our success, and PKWARE allows us to demonstrate that to them.”

Security Manager
Small Business Marketing and Advertising Company

Comprehensive Intellectual Property Defense

PK Protect provides solutions that ensure data can only be accessed by authorized personnel, reducing the risk of malicious third parties. PK Protect can monitor for encrypted file access, uncovering anomalies that may indicate bad actors or malware performing data exfiltration or ransomware.



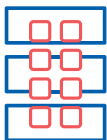
Real-Time Policy Enforcement

When sensitive data elements are detected, organizational policies may require action. Manual efforts to enforce data governance, retention, protection, or acceptable use policies are extremely time consuming and can be inaccurate. PK Discovery initiates regular automated scanning based on your organization's definition of sensitive data and triggers next steps based on the findings.



Integrate with Remediation

Knowing where data resides is the first step. PK Discovery finds information stored on file servers, big data repositories, databases, endpoint devices, and across the enterprise. Remediation solutions such as PK Encryption and PK Masking can then be triggered to encrypt, mask, redact, or otherwise remediate sensitive information.



Eliminate Points of Failure

When transferring data sets that contain critical information such as intellectual property, PK Masking can statically remove and/or replace parts of data elements as defined by the organization, which can reduce the risk of data leakage while enabling the business to utilize the data to achieve its goals. This eliminates points of failure when protecting intellectual property with masking.

Approximately
12,000 intellectual
property cases are
filed each year.*

The average cost
to defend
a patent lawsuit
is more than
\$3 million.*

Intellectual
property theft
costs the US
\$225 billion
to
\$600 billion
annually.*

*Source

Effective Data Security Strategies

When it comes to protecting sensitive data such as intellectual property, there's no one-size-fits-all approach. PKWARE's discovery and remediation solutions offer multiple data protection options that connect to a wide variety of operating systems.

Masking Protect intellectual property within the databases or files from being revealed and misused.	Machine Learning Find information that may be semantically ambiguous using context and machine learning.	Uncover Hidden Data The more data you amass, the less likely you are to know what you have.
Dynamic Capabilities Ensure that data remains usable by adding masking and access controls to data only when it's queried for use.	Persistent Protection Automatically encrypt files and emails wherever they are shared or stored, even when they travel outside the company network.	Extensive Protection Options Protect intellectual property with masking at character-level, custom value, format-preserving, redaction, and more.

With the new realities of advanced technology and cybercrime, the same old security strategies and practices are no longer sufficient. PKWARE will help shore up networks against active and potential attackers and stop them before the damage is done.

Ready To See It Live? Contact Us!



pkware.com/demo



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