Optimize Cloud Costs While Improving Your Security and Compliance Posture

Cyera's cloud-native data security platform enables technology consolidation, productivity improvements, and data minimization

Businesses have been boldly adopting cloud services to unlock business opportunities. But fewer than 40%[1] of senior executives say they have fully mitigated the risks their bold moves incurred. Today, every business must balance business opportunity, cyber-resilience, and cost optimization - there is no opportunity to compromise on any of the three imperatives.

Cloud services require continuous optimization to deliver cost benefits. While cost benefits alone do not typically drive cloud adoption programs, a 2021 Gartner Study reported a large consensus on the expectations that cloud adoption would reduce operating costs. Organizations that fail to prioritize cost optimization planning end up overspending on cloud services by up to 70%[2] without deriving the expected value from it.

Cyera is helping businesses maintain their security and compliance postures in the cloud, while realizing cost optimization benefits in three ways:

1 Optimize storage costs

2 Optimize technology costs

3 Optimize productivity costs

> " Cyera allows us to continuously understand privacy posture, how that posture may have changed, and to be able to keep everything documented in terms of how compliant we are, where we have gaps, and to facilitate the remediation of those gaps downstream. "
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> **Curtis Simpson**, CISO at Armis

> " Cyera enables me to see where my data is, all of my data events, who is accessing the data, and what is being done with that data across all of my accounts and data stores. This enables me to secure my data, do a better job of troubleshooting, and managing my data. "
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> **Erik Bataller**, CISO at ACV Auctions

[1] PWC 2023 Global Digital Trust Insights Report

[2] Gartner, Realize Cost Savings After Migrating to the Cloud, Finance Research Team, April 28, 2021

Optimize Storage Costs - Data Minimization

Cloud resources are priced by consumption. When it comes to data - the crown jewels of every business - reducing overconsumption and storage costs are very effective ways to contain cloud costs. Cyera helps businesses discover, understand, and remediate overconsumption from:

- **Stale data** - data that is no longer used may cost more than the value it delivers to the business. Cyera highlights the overall volume and number of sensitive records in sensitive data stores so data owners can minimize this data to optimize costs.

- **Ghost data** - snapshots of data stores that no longer exist can comprise up to 30% of cloud storage volume, and 58% contain sensitive data. Cyera identifies the compliance and security risks ghost data represents, and helps you eliminate it.[3]

- **Copy data** - backups are vital for ensuring data resilience and business continuity. However copies often persist due to a lack of visibility and clear governance policies. Cyera identifies copy data and helps you eliminate it safely.

Optimize Technology Costs - Tool Consolidation

Cloud environments prize interoperability so that businesses can leverage technologies that will improve time to market, operating efficiency and value. Cyera allows businesses to eliminate license, storage, processing, and delivery costs from redundant tools and technologies including:

- **Data discovery and classification** - most solutions require users to know where their data resides before they can classify and protect it. Cyera continuously discovers and automatically classifies all of your cloud data, eliminating the need for multiple tools.

- **Data loss prevention** - over 90%[4] of businesses distribute their structured and unstructured data across multiple providers. Cyera provides consistent data loss prevention across IaaS, PaaS, and SaaS environments, with actionable remediation to secure all of your cloud data.

- **Data access governance** - managing who can access sensitive data is challenging in sprawling cloud environments. Cyera pinpoints overly permissive access and toxic data combinations across your cloud estate, providing a unified platform to govern data access.

Optimize Productivity Costs - Employee Efficiency

Nearly 80%[5] of IT professionals say that moving to the cloud improved their productivity. However when external forces place demands on your teams, response time is critical, which often means all hands on deck. Cyera helps to streamline:

- **Maintaining an accurate private data inventory** - many business processes rely on knowing what sensitive data you manage, where it's located, and who has access. Cyera reduces the number of full time employees and time to create that inventory by over 80%.

- **Complying with audits from privacy and regulatory bodies** - with over 130 different privacy laws, all of which require discovery and policy evaluations. Cyera consolidates those efforts into a single platform, and enables teams to proactively address compliance issues that would result in fines, subsequent audits, or a loss of trust with customers.

- **Responding to security incidents**- when your SOC team is alerted to an incident, time is of the essence to understand your blast radius. Cyera ensures you have that information at the ready, keeping your teams focused on remediation, not research.

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[3] Cyera Finds 'Ghost Data' Expands Threat Surface Making Businesses More Vulnerable to Ransomware Attacks, Compliance Violations

[4] Forbes, 90% Of Companies Have A Multicloud Destiny: Can Conventional Analytics Keep Up?

[5] M-Hance, Trend Report: Why Businesses are Moving to the Cloud