You Bet Your SaaS Security is Important: It's Needed In More Places Than You Might Think, But New Technology Can Help

Description:

In study after study, EMA research consistently indicates that data security is one of the top -- if not the top -- priority for the enterprise today. Regardless whether the subject is cloud computing, mobile device management or "Software-as-a-Service," security -- for data in particular -- is often the number-one concern and priority for EMA survey respondents worldwide.

This poses distinct challenges for the providers of Software-as-a-Service (SaaS). A big advantage of SaaS is that it offloads the often substantial demands of application and data management for the customer, extending the reach of applications and delivering ease of administration and use through a hosted approach. But without adequate protection for the data managed within these third-party environments, customers may be reluctant to consider a SaaS offering.

Often, the scope of data requiring protection may be far more than SaaS providers imagine. The breach of SaaS customer data -- which may include email messages and addresses, personal history or other information beyond account numbers alone -- has already and often unexpectedly resulted in real monetary damage and brand degradation for organizations worldwide.

To answer these challenges, SaaS providers need data encryption solutions that are comprehensive yet straightforward and efficient to deploy and manage. They must assure customer confidence without interfering with SaaS availability, functionality or performance -- thus demanding a transparent approach. For the SaaS provider, this may also demand compatibility not only with traditional databases often found in SaaS environments such as PostgreSQL or MySQL, but also with so-called "Big Data" and "NoSQL" data management platforms such as Hadoop, Cassandra, MongoDB and others.

In this paper, EMA explores the capabilities of the Gazzang Encryption Platform. SaaS providers will gain an appreciation for the real range of exposure they face from unprotected information and the values of a transparent, easily managed and affordable approach to data encryption that delivers assurance, enhances customer confidence and protects profitability.

Contents:

Executive Summary

Data Security: A Hurdle that SaaS Must Overcome

Why SaaS is Different
SaaS Businesses May Handle Far More Sensitive Data Than They Realize
SaaS, Big Data Platforms, and Data Security

Solving the SaaS Data Security Challenge

The Gazzang Example

What Customers Say

EMA Perspective

About Gazzang

Ordering:

Order Online - http://www.researchandmarkets.com/reports/2192972/

Order by Fax - using the form below

Order by Post - print the order form below and send to
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct.

Product Name: You Bet Your SaaS Security is Important: It’s Needed In More Places Than You Might Think, But New Technology Can Help
Web Address: http://www.researchandmarkets.com/reports/2192972/
Office Code: SCD2LH88

Product Format
Please select the product format and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Product Format</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User</td>
<td>USD 99</td>
<td></td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [Mr] [Mrs] [Dr] [Miss] [Ms] [Prof]
First Name: ___________________________ Last Name: ___________________________
Email Address: * ___________________________
Job Title: ___________________________
Organisation: ___________________________
Address: ___________________________
City: ___________________________
Postal / Zip Code: ___________________________
Country: ___________________________
Phone Number: ___________________________
Fax Number: ___________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ________________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp