

# VARONIS WHITEPAPER

Data in the Cloud: What You Need to Know

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# THE CLOUD

## OVERVIEW

What is the cloud anyway? Where is this cloud?

Am I in the cloud now? Are you?

At its core, the cloud is about storing, accessing, and managing your data with infrastructure that's accessed over the internet instead of locally. One of the primary benefits of the cloud model is that you can be very agile—using storage, software, and computing power as you need them, without having to own or manage the underlying technology.

Cloud services and platforms usually run an on-demand model: pay for what you use, lower infrastructure costs, and streamline operating services with faster deployment.

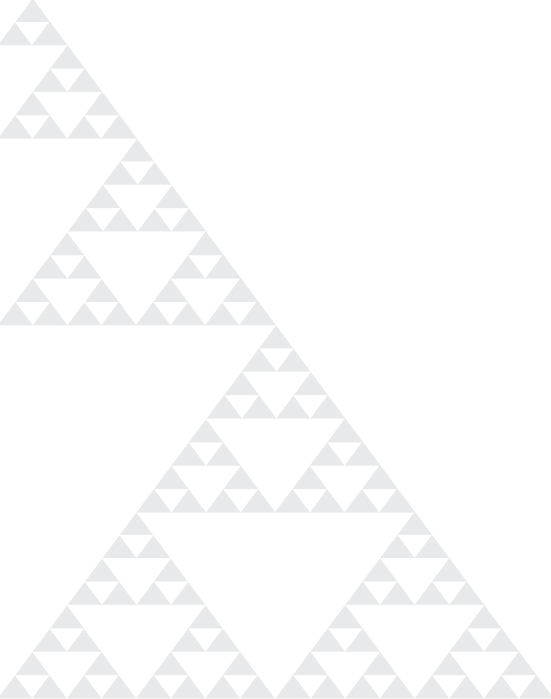
Traditionally, the cloud breaks down into three service categories:

- **SaaS (Software-as-a-Service)**—Provides businesses with ready to use applications. These are the programs and applications you use in your day-to-day business.
- **PaaS (Platform-as-a-Service)**—Provides a platform to create and deploy applications on pre-configured servers without having to configure bare-metal machines.
- **IaaS (Infrastructure-as-a-Service)**—Provides infrastructure components including storage and computing power. Servers and hardware.

These lines are being blurred as vendors are increasingly offering platforms that satisfy the expanding needs of enterprise business under one roof.

Microsoft Office 365, a SaaS, brings email, intranets and file shares to the cloud, with no upfront installation. It's software on demand, and runs on Microsoft Azure.

Azure is Microsoft's IaaS + PaaS solution: it runs on a global network of Microsoft-managed data centers, and is used for building, deploying, and managing applications in the cloud.



# DEPLOYMENT MODELS

Cloud computing falls into three models: private, public, and hybrid.

- A **private** cloud runs on a private network, functions exclusively for one organization, and is highly secure.
- A **public** cloud is owned by the cloud service provider, and offers a high level of efficiency in that you don't have to install or manage infrastructure. It can be cost effective, especially for SMBs, but can be unreliable and less secure as it's entirely reliant on a third party provider.
- A **hybrid** cloud solution is a combination of private and public cloud deployment models. This leverages the cost and scalability of cloud computing for some data, while keeping the most sensitive data in a private cloud, or even in your datacenter.

## ADVANTAGES OF THE CLOUD

The cloud brings new agility to the way companies use technology, and provides IT resources in a dynamic and scalable manner.

### **COST EFFICIENCY**

Cloud platforms and services eliminate the need for stand-alone software and servers, saving on operational costs like data storage, software updates, and maintenance. Plus, it's eco-friendly—fewer machines, shared technology, and efficient equipment.

With cloud solutions, servers and upgrades are managed by the cloud vendor: this means no more late nights patching servers, plowing through hardware and software updates, and spending time on optimizing performance and monitoring infrastructure.

### **ON-DEMAND SERVICE**

You can scale up or down as your IT requirements change—allocate resources as needed, and pay for what you use.

### **ACCESS & COLLABORATION**

Storing your data in the cloud means that you can access it anywhere, enabling collaboration and making it easier than ever to share and access data.

# DISADVANTAGES OF THE CLOUD

The cloud is not the answer to all of life's problems. It's important to know the limitations and risks that come with broad cloud adoption.

## LOGISTICS

The cloud requires a reasonably fast internet connection: even then, opening documents for editing and saving can be slower using the internet than when using a local server.

What's the process for archiving and deleting data? How do you get your data out? How do you search for data stored in the cloud?

What happens when you have an emergency, such as prolonged downtime or a data breach? Are you going to be the priority when potentially thousands of other customers are waiting in line?

## PRIVACY

When choosing a cloud platform, it's important to understand the fine print. Who owns the data stored in the cloud? Who owns the data that was created in the cloud? As cloud computing evolves, legal ownership remains a grey area. For businesses in the EU, it's also important to know where the cloud platform's data centers are physically located.

## SECURITY & VULNERABILITY

More than ever, there's an increased value on data security. Ultimately you're storing information with a third party provider: cloud networks are vulnerable to hacking and insider threats. A data breach could mean devastating data loss and compromised business data. How do you make sure that regulated data is protected?

It can be difficult to protect your sensitive data in the cloud. When you've got data in the cloud, do you know who's accessing it? Who's moving files around? Who can access confidential business data? Microsoft now has an API for monitoring communications on Office 365 (especially important for compliance), validating the need for increased control in cloud platforms.



# HOW DO I GET THE BEST OF BOTH WORLDS?

Wherever your data lives – in the cloud, on premise, or a hybrid of both – it needs to be managed and protected. Migrating to Office 365 presents new security risks: how are you going to manage permissions? How do you protect sensitive data? How do you make sure the right people have access to the right data in Office 365?

Varonis products help manage enterprise data while protecting sensitive information. DatAdvantage for Office 365 offers permissions visibility for Office 365 and Azure, including Microsoft Exchange Online, SharePoint Online, and OneDrive.

The Varonis Metadata Framework empowers cloud users to enjoy the agility of the cloud, while gaining the advantages of data management, classification, migration, and retention that you need to keep enterprise data secure and sustainably reduce risk. DatAdvantage ensures that you know who has access to what data: either in the cloud or on premise. With Varonis' Data Classification Framework, it's easy to identify sensitive content that's vulnerable, lock it down and manage it securely regardless of where it lives.

Varonis DatAdvantage fills the gaps in cloud computing so that you can get the benefits of the cloud while being confident that your data is managed and secure.

# ABOUT VARONIS

Varonis is the leading provider of software solutions for unstructured, human-generated enterprise data. Varonis provides an innovative software platform that allows enterprises to map, analyze, manage and migrate their unstructured data. Varonis specializes in human-generated data, a type of unstructured data that includes an enterprise's spreadsheets, word processing documents, presentations, audio files, video files, emails, text messages and any other data created by employees. This data often contains an enterprise's financial information, product plans, strategic initiatives, intellectual property and numerous other forms of vital information. IT and business personnel deploy Varonis software for a variety of use cases, including data governance, data security, archiving, file synchronization, enhanced mobile data accessibility and information collaboration.

## Free 30-day assessment:

### **IDENTIFY SENSITIVE CONTENT IN YOUR CLOUD**

DatAdvantage for Office 365 offers permissions visibility for Microsoft Exchange Online, SharePoint Online, OneDrive, and visibility into Active Directory for Azure – providing the data management, access, and security required to keep your data safe in the cloud.

Identify and lock down sensitive data whether you store it on premise or in the cloud.

[START YOUR FREE TRIAL](#)