Easily Protect Sensitive Data, Everywhere

Access to data is a mess. Data that has never been more sensitive has never had more people able to see it. With employees working from home and more third parties than ever connecting from both managed and unmanaged networks and devices, companies are scrambling to protect their data. And while they have secured much of the user workflow (e.g., protecting endpoints, networks, and application access), there hasn't been a way to control the visibility of data within applications themselves.
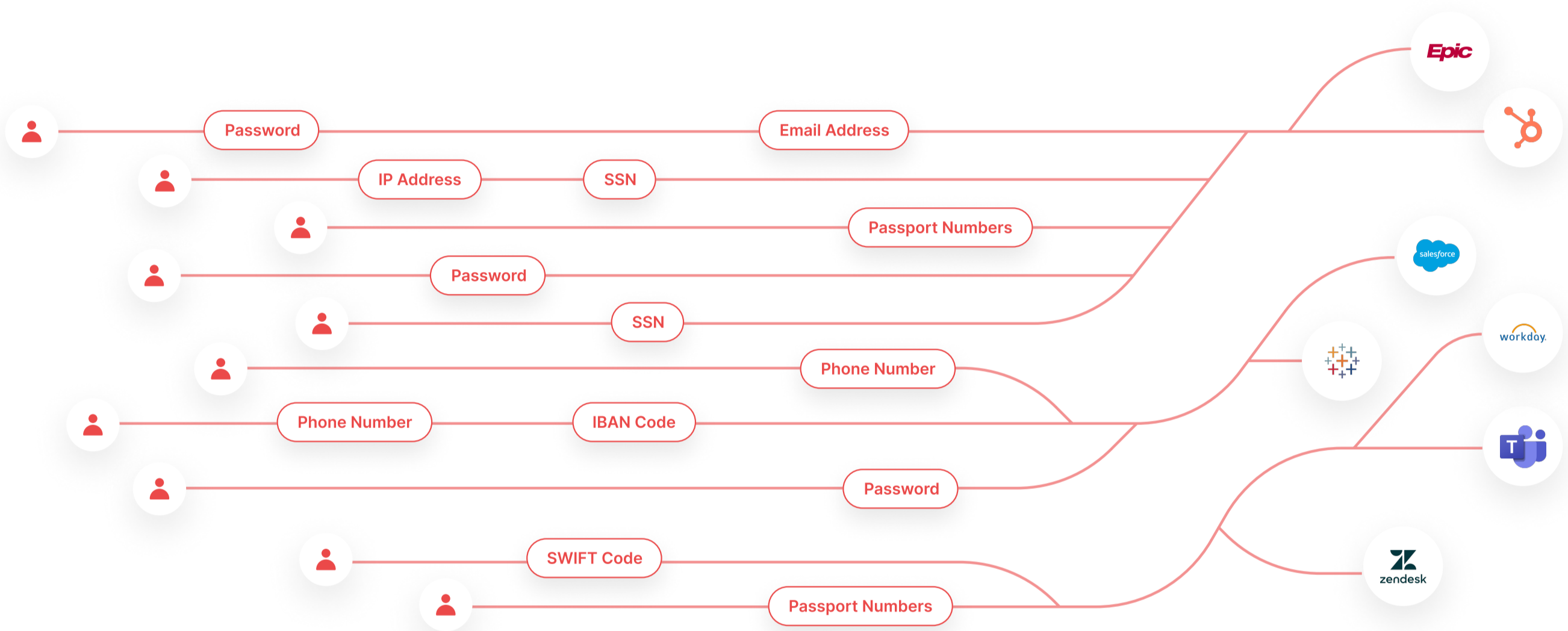

Figure 1: PII and other sensitive data is exposed across multiple applications and users.

The result? Unfettered, inadvertent, and over-privileged access, leading to a precipitous rise in data loss. In fact, Gartner estimates that inadequate management of identities, access, and privileges will account for 75% of security incidents by 2023.

But what if there were a way to actually control access to the data within applications themselves, regardless of whether it was structured or unstructured? That fundamentally solves the problem of data security and data privacy. Imagine if your organization could:
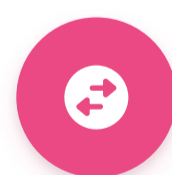
Automatically detect and redact sensitive data in transit, before it reaches the user's device

Secure data with intuitive controls that use natural language so even less-technical managers can quickly govern data access at the most granular levels

Control access to data across any number of users, endpoints, and applications, inside or outside of your organization

...all by just changing one configuration file in your network? Nullafi makes all that, and more, possible. We're dedicated to protecting sensitive data within any application so that your users see only the data they need to see, giving your organization unprecedented control over data access.

Figure 2: Nullafi provides comprehensive data access control so you can quickly, easily, and comprehensively obfuscate sensitive data.

How It Works

Nullafi's proprietary data security software sits between applications and endpoints, tying in with your existing network technology in order to redact data across applications. Because our software runs in your environment, you don't have to worry about latency, third-party data risk, or downtime.

Nullafi intelligently recognizes and obfuscates sensitive data in transit, before it gets to the user's device – no matter where it originates, what field it's in, or how it's labeled. You get simple-yet-powerful controls to granularly manage, monitor, and block data access for any user in any application.

"Cybersecurity is ultimately about data protection. Data is what hackers steal, it's what brings down companies. No vendor had an intelligent, Zero Trust approach to the problem of data security until I saw Nullafi. This is the approach to the problem. It removes the risk from data compromises across the kill chain."

- Dr. Chase Cunningham

Chief Strategy Officer, Ericom Software
Former Principal Analyst, Forrester Research

In fact, because Nullafi intercepts data at the network level, it works with any application, any data, anytime, anywhere, with no integration necessary, providing you with a data safety net for the entire suite of corporate applications. With less than a 15-minute setup just by changing a single configuration file in your network, you'll be able to detect and redact sensitive data to solve data privacy, security, and access challenges. Imagine easily mitigating third-party data risk, insider threat, improper data exposure, and related compliance headaches.
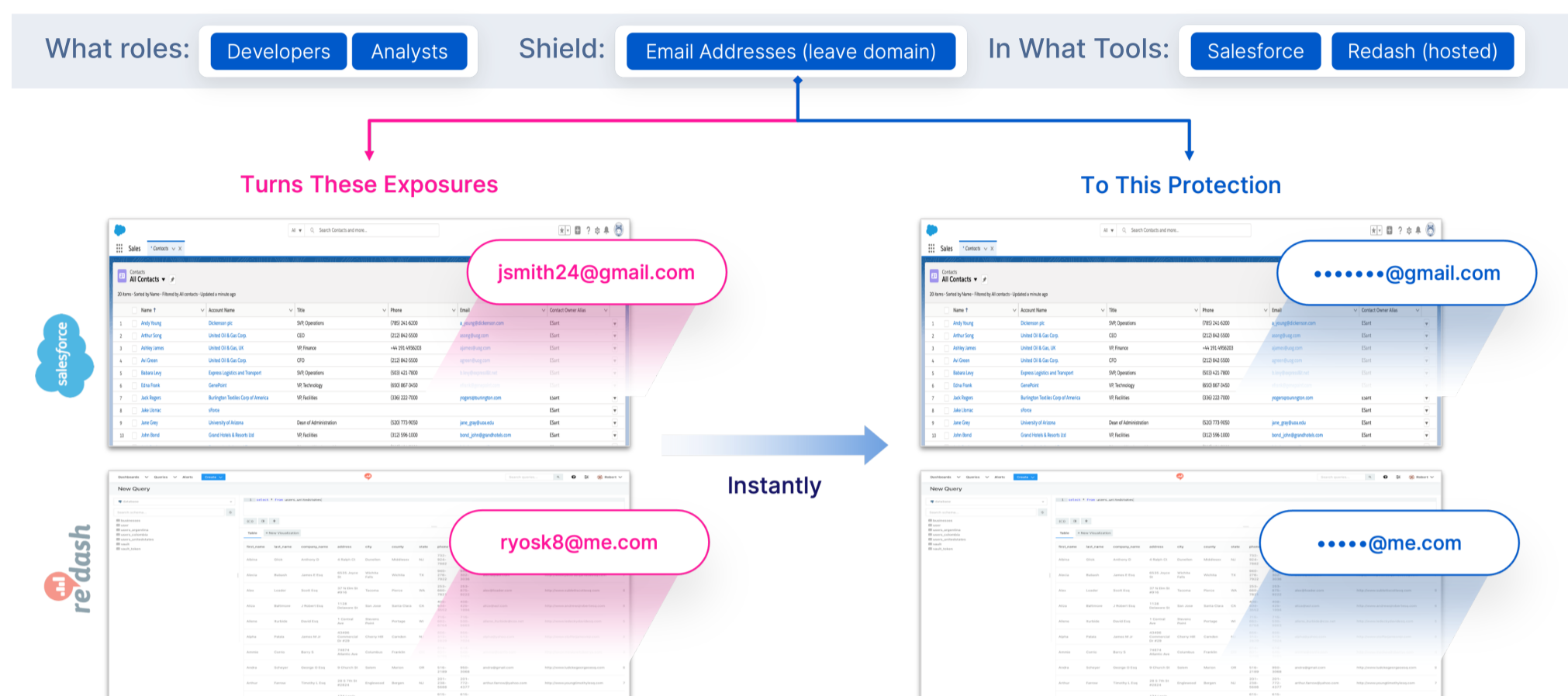

Figure 3: See how Nullafi easily shields email addresses in two separate applications.

If you'd like to get started, please **contact us on our website**; we'd love to hear from you!

About Nullafi

Nullafi is a fast-growing provider of data security software that helps customers quickly, easily, and comprehensively protect sensitive data, automate policy enforcement, and eliminate risks such as data leakage, inadvertent access, and improper downloading — all while allowing business to continue without interruption. With Nullafi, users see only the data they need to see, giving organizations unprecedented control. The company serves primarily mid-market companies, technology resellers, and application developers in North America. With rave reviews from analysts, multiple patents granted, and key partnerships already established, Nullafi is well-positioned to transform data security as we know it. For more information, visit **www.nullafi.com**.