Deploying Quatrix in an Enterprise Environment

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maytech
GLOBAL DATA TRANSFER

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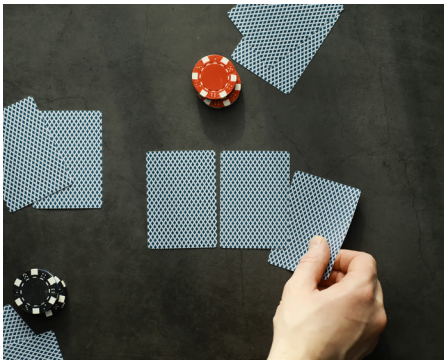
Today I want to talk to you about data protection strategies and how Quatrix can be leveraged to provide a simple risk reduction without major change in an organisation.

First the problem state… Recent advances in technologies have led to an explosion in information. According to IBM, every person generated 1.7 MB of data per second in 2020, with internet users generating an estimated 2.5 quintillion bytes a day (source: Data Never Sleeps 5.0) and this data needs to be understood, categorised and managed. These are all simple steps on their own, but with the quantities of data now in use, it isn't as simple as it appears at first glance…

> ***"In 2020, every person generated 1.7 MB per second***



To bring some clarity as to why more data causes more difficulty, imagine a deck of cards. Shuffle them and then spray them over the floor. It's a pain but you can pick up the 52 cards, sort them into their respective suits, put them in order and put them back in their box. Now do it again but with 3 packs of cards, each with a different pattern of back. You can still manage to sort the 156 cards, then put them into their separate decks and back in their individual boxes, but obviously it is a bit more challenging. Now factor in rapid data growth… Try 100 packs of cards or 1000, each with a different coloured/patterned back. Suddenly the simple task gets exponentially more complex and resource consuming to complete.

For clarification's sake, this example demonstrates the problem is large data not big data. It's the sheer volume that makes the task of sorting (classifying) difficult, even though for a single card deck (system) it's relatively easy, but when you now add understanding the data and training staff to know how to handle it appropriately it, you can see where the problem lies.

> ***… the problem is large data not big data***

In addition, the global plethora of data protection laws require a far greater understanding of the lifecycle of data held and used in a company. Whilst legal requirements from country to country might vary, the essence of them is that data is only kept and used for as long as it needs to be and is protected to an 'appropriate level', depending on what type of data it is.

To achieve this there are a series of steps a company needs to take including (but not limited to):

- Understand types of data and what they're used for
- Classify data so they know what 'appropriate' means in terms of protection, e.g. no need to secure something going on a public website, but if it is highly sensitive it needs to be very well protected
- Ensuring that only those who need it have access to the data
- Making sure that you can prove who has accessed it
- Protecting the data when being stored & transferred

With these steps in mind, let's talk about the three 'big bucket' areas of where data risk sits…

- Internal data usage and secure storage
- Transfer to a third party, e.g. marketing company
- Storage and usage by the third party

Internal data usage and secure storage: The classical cyber security challenge, made even more challenging due to volumes of data (deck of cards analogy). It is a series of processes and undertakings made by the company to ensure the data is 'safe'.

Storage and usage by the third party: This is out of our control once received by the third party. All we can do is ensure sufficient contractual protection is in place and that vendor risk management due diligence was sufficiently robust (checking the third party is 'secure enough' to protect the data).

Transfer to a third party, e.g. marketing company: It is in this process that simple steps can be taken within our control. N.B. This is NOT about protecting the data once received by the third party, but rather protecting ourselves whilst we send it (you look both ways before crossing a road to protect yourself).

Table 1. below shows a high level look at how Quatrix can help…

Data protection step	Quatrix helps by..
Ensuring that only those who need it have access to the data	Keeping file sharing activity separate from email, therefore sending data is a conscious act where employees are mindful of who they are sending data to during the transaction
	Allowing businesses to share files with third parties without direct access to their systems, keeping the exchange siloed from their corporate infrastructure
Making sure that you can prove who has accessed the data in transit	Providing full auditability with users and details of files shared
Protecting the data when being stored & transferred	Data is encrypted in transit and at rest throughout its time in Quatrix, with virus scanning, auto deletion of data once shared and links being revoked after an allotted time so the data does not remain available indefinitely in transit

In terms of engagement, you may well have heard a few common themes when businesses have concerns about implementing Quatrix:

"We don't have a need for that"

"It's going to take too long to implement across the whole organisation"

"It's a big job to integrate with our systems"

"I don't see how I can get a wide scale implementation across this many users with them genuinely using the tool"

I've heard others, but these are the main 'flavours' of reluctance I've run into in the organisations I've worked in over the years.

So how can we help businesses understand their quick wins around data protection? Unfortunately, in my experience, there isn't a 'silver bullet' for this, especially when you look at how time-consuming large-scale implementation is across larger companies, however there are some 'battle hardened' approaches that can be used…

1. Find the part of the business that has the business need: All too often security solutions are sold to the CISO (or equivalent) but this often isn't where the business driver comes from. It's rare for a CISO to have to send and receive large files securely from a third party. Instead speak to the leaders of departments that do:

    - Legal (contracts, etc.)
    - Finance (financial data, audits, etc.)
    - HR (contracts, employee data, etc.)
    - Compliance (Data Subject Access Requests, misc data requests)
    - Misc areas working with intellectual property (Store planners, engineers, etc.)

    I have genuinely found that most departments handling sensitive data have a real desire to proactively protect it and love the simplicity of the Quatrix solution and the protection it gives when transferring data. They become the Quatrix champions.

2. Next remove the need to 'integrate' Quatrix with the internal systems along with the difficulty in wide scale adoption across an organisation. How? In simple high-level terms, don't integrate Quatrix with add-ins or similar. Whilst these are useful, for initial adoption they can cause resistance (and they can always be added later) from large infrastructure teams. Instead look at replacing the already (and common) insecure file transfer tools such as WeTransfer.

3. Just get people using it.. Quatrix by default... Let me introduce you to the 'Habit Loop'… In his book "The Power of Habit", Charles Duhigg defined the habit loop and unlocked the key, in my opinion, to transformational change within a business. A simplified view the loop is:

    Trigger: Something causes me to want to perform the habit
    Action: What I actually do
    Reward: What I actually get

Using a simple example… I wake up, still exhausted (my cue) which makes me want a strong coffee (my craving). These two things combine to form my 'Trigger'. I then make and drink my coffee, my 'Action'. Finally, I'm awake and alert, my 'Reward'.

Research tells us we can never 'destroy' a habit. Once formed it will always be there. That is a problem if I want to stop drinking coffee. To succeed, I need to remove either the trigger (waking up tired) or the action (drinking coffee to wake up). Of those two things, it's 'easier' to swap my coffee out for something else, perhaps splashing my face with cold water, than it is to change my life around so am no longer waking up feeling tired.

How does this apply to business and data? Rather than trying to fix all of the 'data problem' just focus on a single 'keystone' habit that can impact many elements and reduce risk… The file transfer mechanism!

Many companies use WeTransfer to transmit large or sensitive files. It's got limited 'Cyber Security' compliant controls; you can't have multiple users in a single account and you can't control who receives the file with granularity. Yet many companies still use it, especially small businesses.

The habit loop for this is:

1. I need to send a large file (trigger)
2. I go to WeTransfer website and upload (action)
3. My file is sent, I can move on with my next task (reward)

What if we simply replace WeTransfer with a secure tool like Quatrix? Literally just swapping the WeTransfer website for their Quatrix URL:

1. I need to send a large file (trigger)
2. I go to Quatrix website and upload (action)
3. My file is sent, I can move on with my next task (reward)

> ***… we look at replacing the already (and common) insecure file transfer tools such as WeTransfer…***

I realise this isn't a common approach but by replacing this one element, you significantly reduce risk of data being mishandled, whilst not impacting the end user experience: one of the common objections you get from end users when putting in new 'systems'.

So to recap… Whilst data classification and transfer is easy (in small amounts), the volume of data makes it difficult to achieve in the real world. We can make it easier for companies to make it all about the user and by adding value:

- Find the right part of the business with the need
- Make it easier for them, removing the need to integrate
- Tackle user behaviours and 'habits'

We used this approach when implementing Quatrix at luxury retailer. We identified the 'quickest win' with the greatest impact and smoothest deployment. Replacing WeTransfer for Quatrix was just that.

> ***We used this approach when implementing Quatrix at luxury retailer***

Transformation is hard… But it doesn't have to be!