

Multicloud Data Governance, Compliance, Automation For the Application Lifecycle

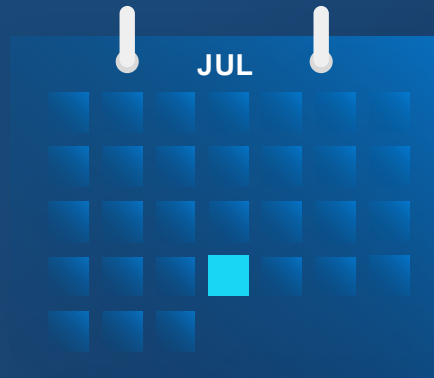
Jedidiah Yueh | CEO



Trend 1: Faster Application Releases With DevOps, CI/CD

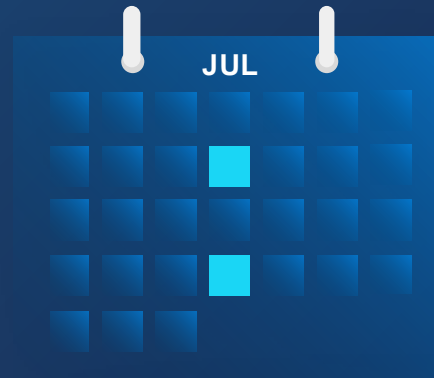
Waterfall

Monthly releases



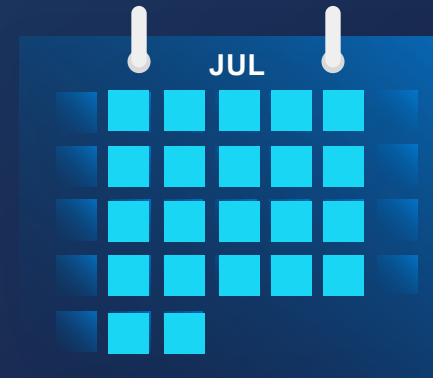
Agile

Biweekly releases



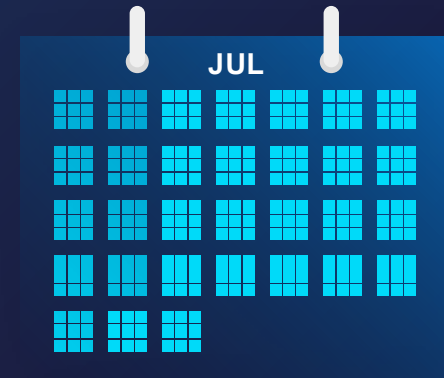
DevOps

Daily releases

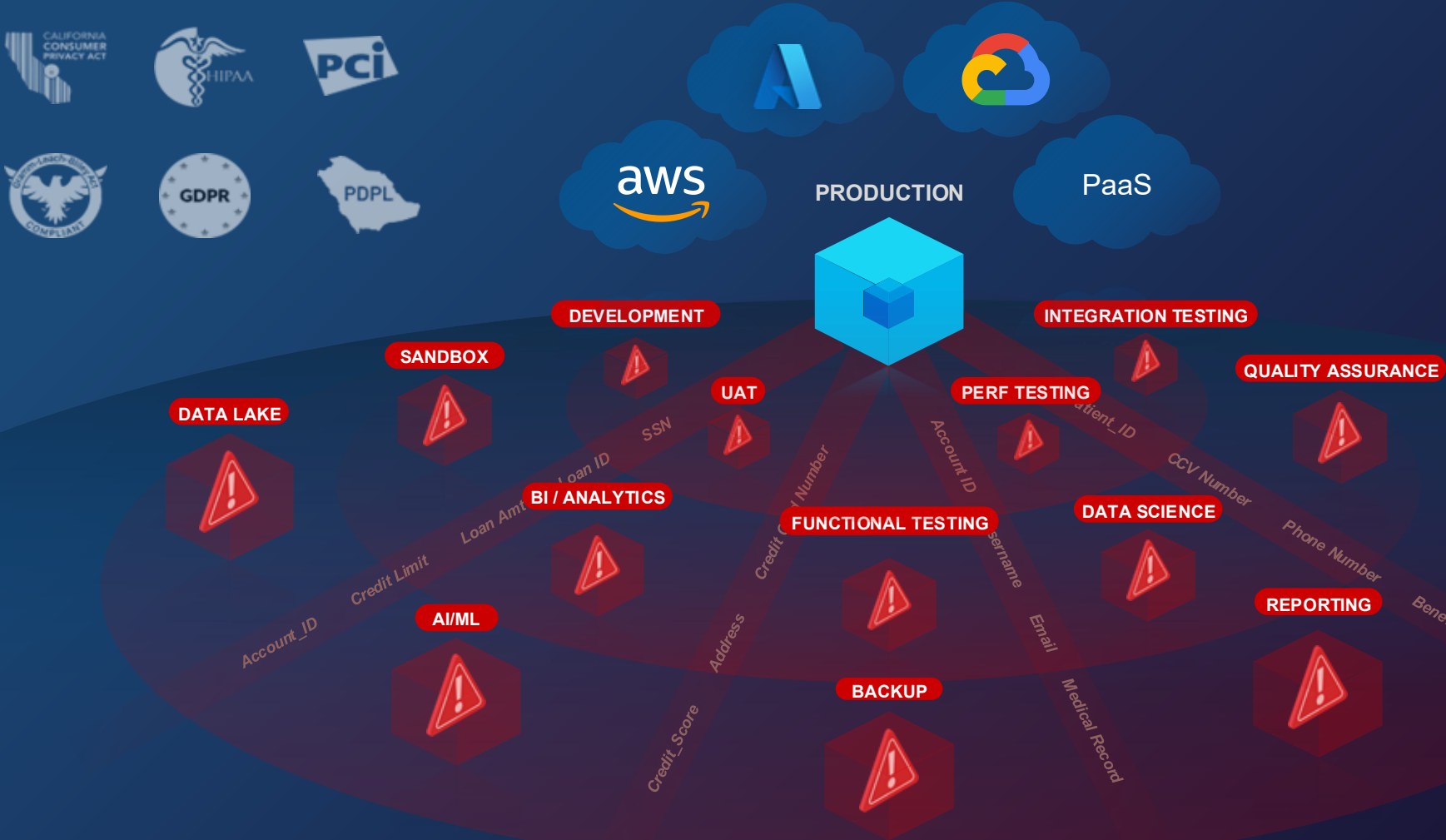


CI/CD

Millions of CI/CD runs per month



Trend 2: Increasing Data Compliance Risk



Cost of Bad Data Governance

\$350M CCPA Settlement

77M Customer Records Exposed

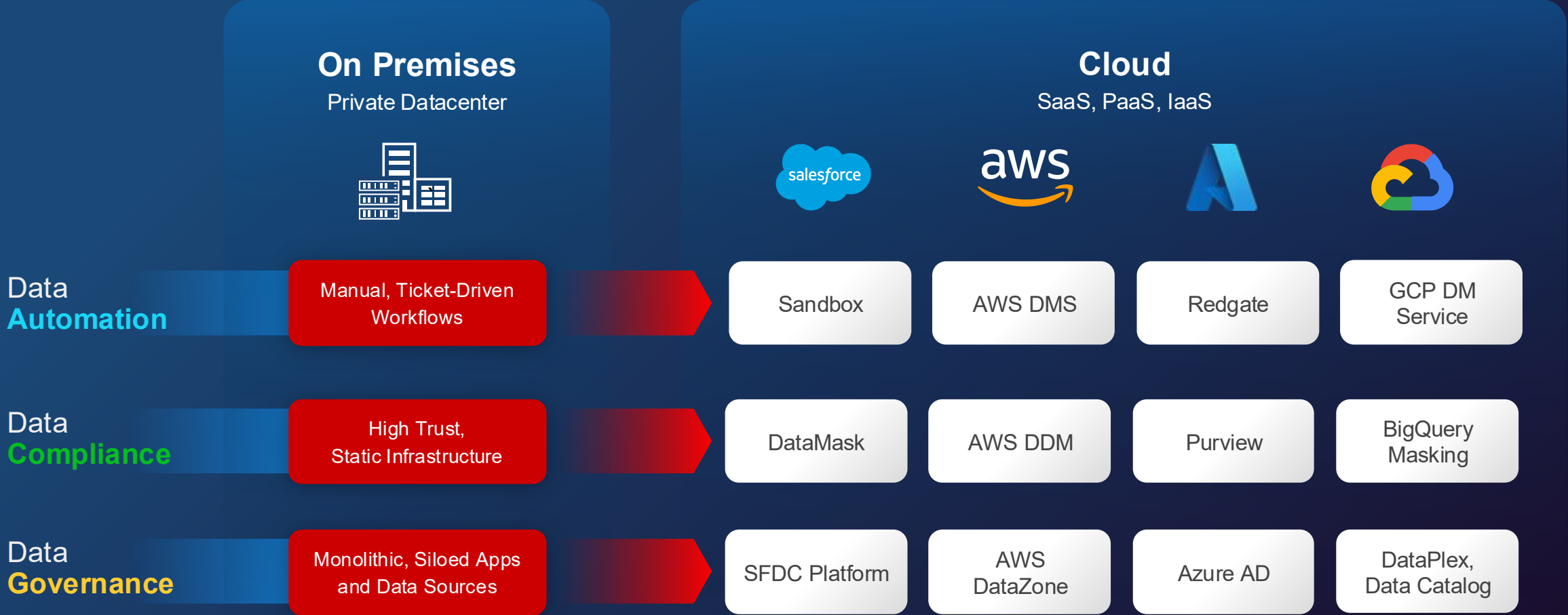
\$150M Remediation

“The bad actor leveraged their knowledge of technical systems, along with specialized tools and capabilities, to **gain access to our testing environments.**”

T Mobile
— Mike Sievert, T-Mobile CEO

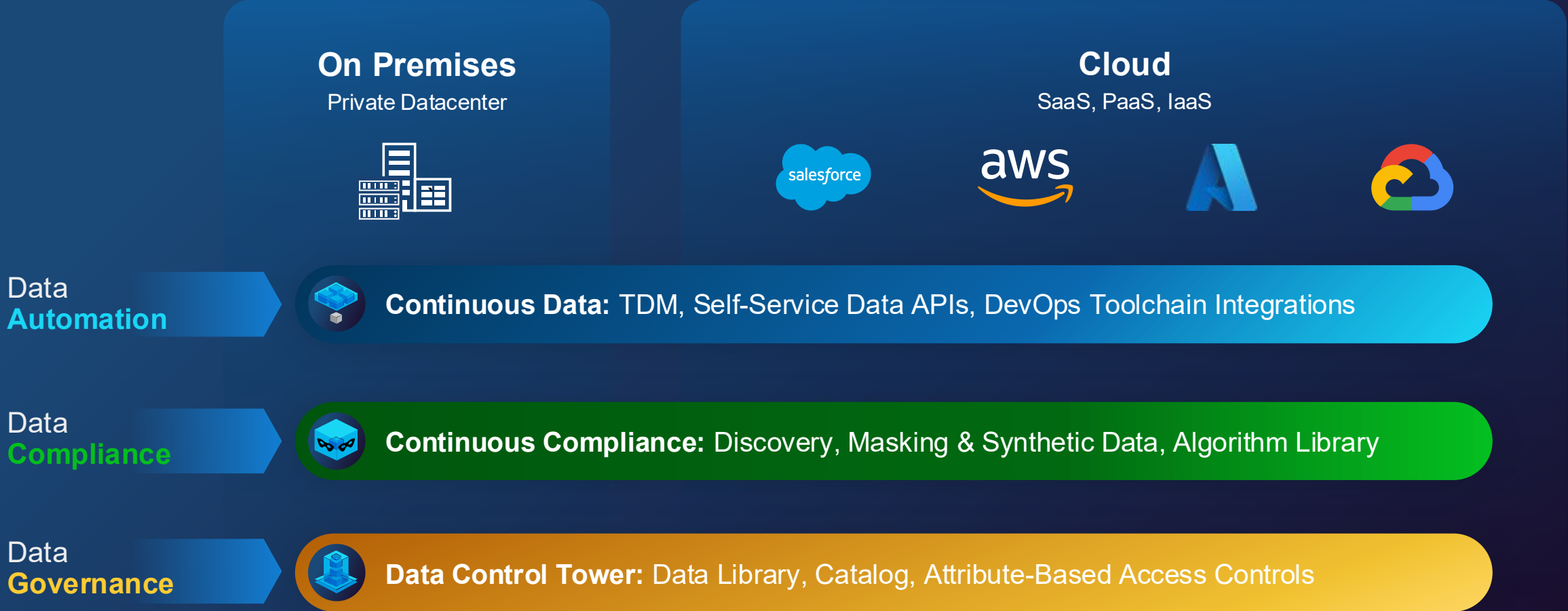
Trend 3: Multicloud Increases Data Complexity

Clouds offer proprietary point solutions with differing functionality, APIs—lack of consistent controls



Delphix Enables Multicloud Data Operating Model

DevOps Data Platform unifies data governance, compliance, automation for multicloud apps



Trusted by Industry Leaders for Multicloud Data Governance



Financial

JPMORGAN CHASE & CO.



Morgan Stanley



Healthcare



Humana



Consumer



Insurance

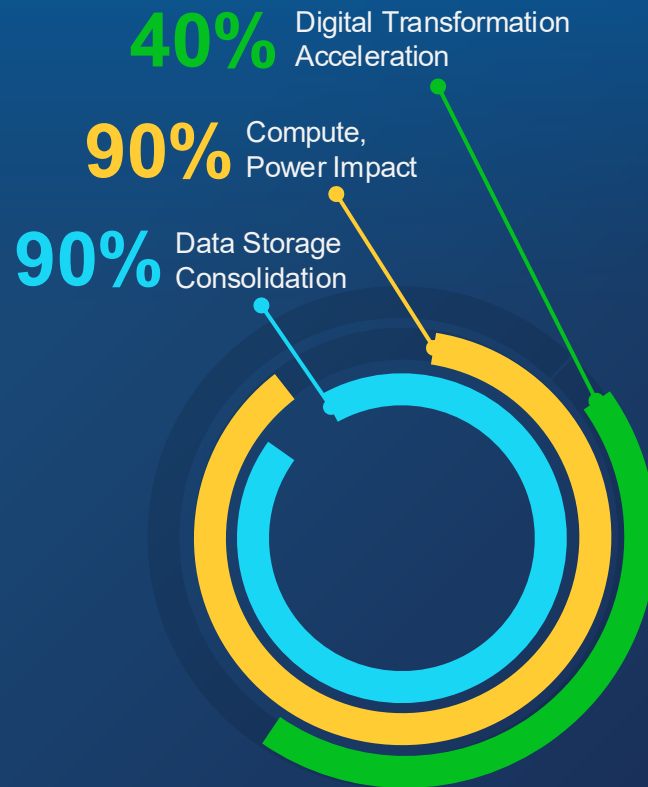


Telecom



Delphix Purpose: Tangible, Significant ESG Impact

Environmental



Societal



SUSTAINABLEIT.ORG

1%
PLEDGE

Governance



Protector of
Consumer Data Privacy



Ransomware Protection

Many Entry Points, High ROI

Variety of Buyer Personas



Automation Users:
App Dev & DevOps

Faster, Quality Releases

- **100%** increase in development productivity
- **70%** fewer errors in production applications



Governance & Compliance:
Info Sec

Reduction in Business Risk

- **100%** of non-production data masked
- Ransomware protection and recovery



Delphix Operators:
IT Operations

Better Resiliency, Lower Costs

- **38%** reduction in MTTR
- **72%** reduction in infrastructure cost



560%

Average 5 Year ROI

\$15M

Average Savings

PRODUCT PILLAR 1



Data Automation

DCT • Cloud Engines • Dell

PRODUCT PILLAR 2



Data Compliance

DCT • DCS for Salesforce
DCS for Azure • Hyperscale Masking

PRODUCT PILLAR 3



Data Governance

DCT

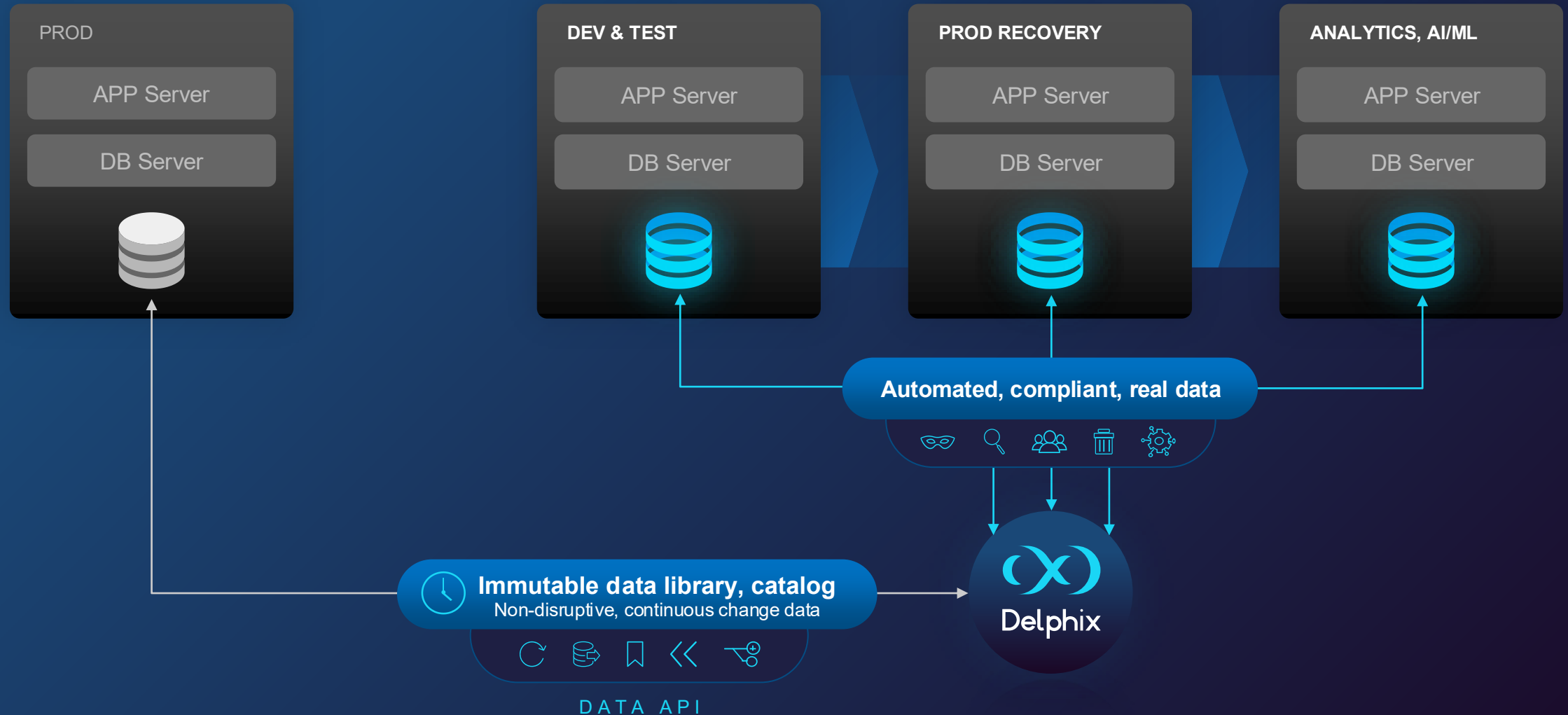
PRODUCT PILLAR 1

Data Automation

DCT • Cloud Engines • Dell



How It Works: DevOps Data Platform



Data Automation

APIs

Provision

Refresh

Bookmark

Rewind

Teardown

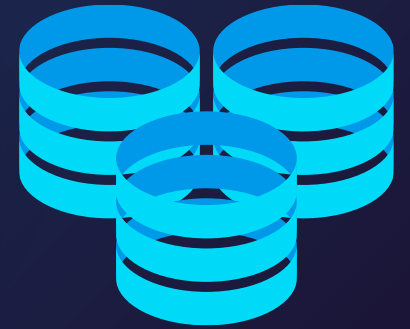
Share

Branch

Integrate



Data Control Tower



Data

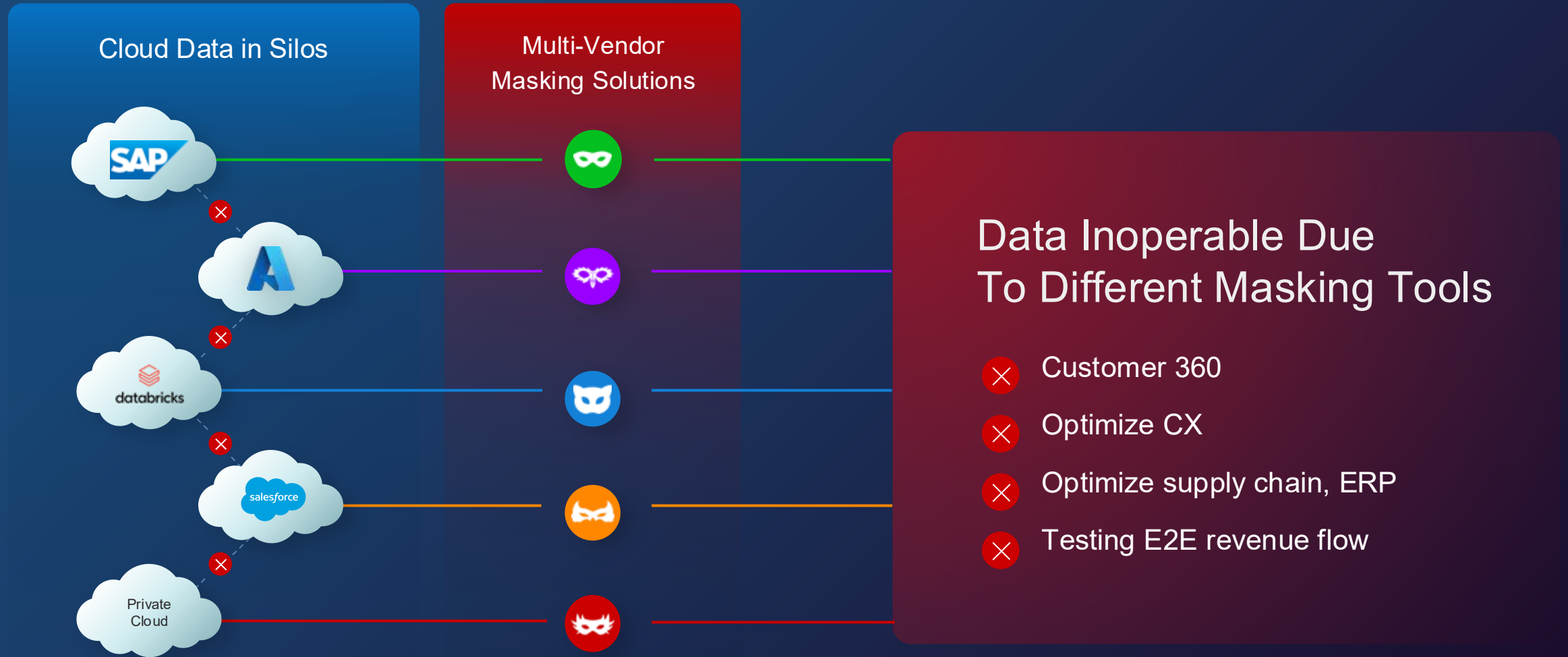
PRODUCT PILLAR 2

Data Compliance

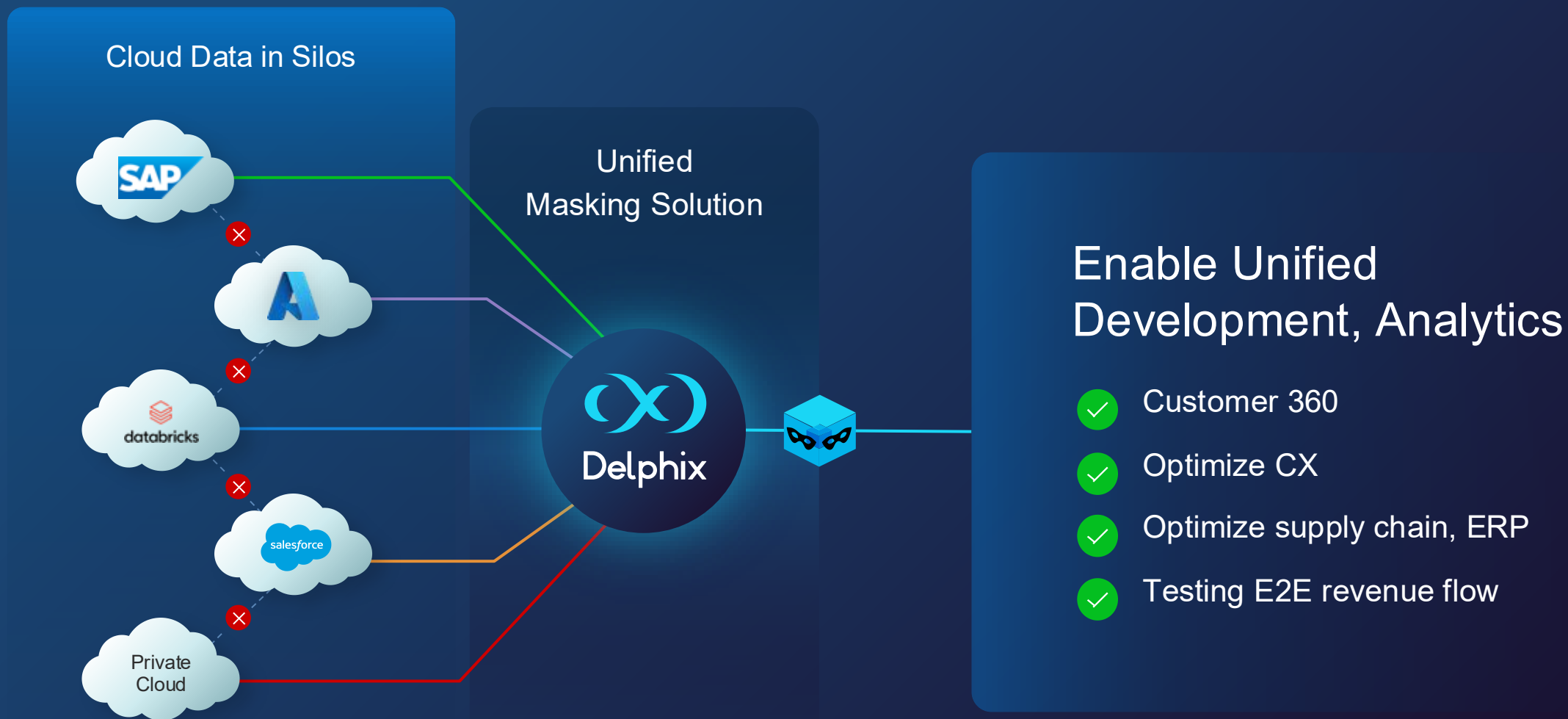
DCT • DCS for Salesforce
• DCS for Azure • Hyperscale Masking



Compliance In Silos Blocks Innovation



Key Unique Value: Multicloud Referential Integrity



Compliance, Multicloud Referential Integrity



Production

Contacts	
cust_id	last_name
150	Lee
152	Rogers
152	Johnson



Non-Production

Contacts	
cust_id	last_name
150	Yang
152	Williams
152	Haas

salesforce

Products	
prod_id	activation_code
A12	Alpha
B23	Beta
D63	Delta

- Fastest, most scalable solution
- Easiest to deploy solution
- Automated discovery of sensitive values
- Mask by replacing with synthetic data
- Comprehensive library of algorithms
- Preserves data relationships
- Full, realistic data for high quality testing, analytics

Products	
prod_id	activation_code
A12	Xray
B23	Yankee
D63	Zulu

SAP

Orders			
prod_id	quant	last_name	activation_code
X23	5	Lee	Gamma
A42	15	Jones	Charlie
D63	11	Dach	Delta

Orders			
prod_id	quant	last_name	activation_code
X23	5	Yang	Helo
A42	15	Williams	Echo
D63	11	Lin	Zulu

Delphix Data Compliance: Case Study



Industry
Financial services

Business Initiative
CX Transformation, Cloud Data Compliance

Headquarters
Tukwila, WA

Revenue
\$17.5 billion

Employees
2,000

Key Applications
Online banking

Before

- Needed to mask in under one day
- Needed to identify sensitive data values across all environments
- Applications needed to be masked consistently, function the same using masked, unmasked data
- Needed to track masked data across sources over time
- Needed to verify masked environments not being with unmasked confidential data

Masking
Duration

24+ Hours

Implementation
Process

~18-24 Weeks

After

- Masked 662 tables, 3,507 columns, 680 million rows of data in 15 hours
- Completed implementation process in 6 weeks, meeting compliance requirements ahead of schedule
- Estimated competitors' tools would have taken 18-24 weeks
- Deployed products twice as fast by using Delphix to automate distribution of masked data

15 Hours

6 Weeks

PRODUCT PILLAR 3

Data Governance

DCT



Data Library With Catalog, Tagging, Access Control

Data Library

eCommerce_Customers



ERP_Logistics



eCommerce_Payments



ERP_Accounts



Warehouse_Inventory



Warehouse_Catalog



Catalog

Self-Service Access to Multicloud Data Catalog, APIs, Integrations

Database	Action
eCommerce_Customers	Provision
eCommerce_Payments	Refresh
warehouse_Inventory	Teardown
warehouse_catalog	
ERP_Logistics	Environment
ERP_Accounts	SRE_Environment
	Test_Environment
	Analytic_Environment

Tagging

Tag Data for Control & Visibility

Data Tags	
Network	Non-Prod
Engineering Team	Alpha
Priority	High
Data Center	West
VDB Profile	Gold Copy
Primary Owner	John Smith

Attribute-based Access Control

Protect Data with Global Attribute-Based Access Management

Engineering Team Alpha Central Permission	
Create	Update
Delete	View
Refresh	Rewind

Delphix Data Governance: Case Study



Industry
Media and Telecom

Business Initiative
CX Transformation, Cloud Data Compliance

Headquarters
Greater London, England

Revenue
\$17.9 billion

Employees
32,000

Key Applications
Billing, Provisioning

Before

- Quality issues impacting customer experience across 50 core business apps
- Limited number of static test environments due to costs
- Developer contention, false positives, false negatives in testing
- Slow time to market for innovation
- Too much time spent administering data infrastructure rather than leveraging data

Test
Environments

Few with Contention

Integrated
Data

Too Complex

After

- On-demand, ephemeral test environments leveraging unified DCT APIs & integrations to improve developer productivity and quality while reducing costs
- Centralized data governance enabling visibility and management to proactively handle cost allocations and reduce admin overhead
- Reduce infrastructure costs by enabling ephemeral environments
- Improve time to market and developer productivity with ‘on demand, self-service data automation

Unlimited

Minutes

A large, stylized 'X' graphic composed of two overlapping curved shapes, one in a medium blue and the other in a darker blue, set against a background with a blue gradient.

Thank You