



Solix Technologies, Inc. Announces Data Masking and Data Validation Downloads for SQL Server

Free download installs in minutes to mask non-production sensitive data and test data integrity

Santa Clara, CA – April 02, 2013 – Solix Technologies, Inc., a leading provider of enterprise data management (EDM) solutions, today announced Solix EDMS Standard Edition (SE) Data Masking and Data Validation for SQL Server. Free download versions are already available for Oracle and Sybase ASE databases. The tool may be downloaded and deployed in minutes.

Data breach attacks commonly target non production data since it is a softer target. Attackers realize that non production data stores often lack the same sense of security applied to production environments. Administration rights and user privileges are less closely controlled, and sensitive test data routinely walks out the door on consultant laptops. Yet the data within non production systems is often just as sensitive as production.

High profile data breaches routinely dominate the headlines and organizations are realizing the potentially devastating consequences they will face if they fail to protect the confidential data. In addition, compliance guidelines such as Payment Card Industry (PCI) and Protected Health Information (PHI) require that non production sensitive data be masked.

Data masking replaces personally identifiable information, such as a credit card or social security numbers, with contextually accurate, albeit fictionalized data. Just as important, data validation checks the integrity of data and ensures it is not vulnerable to loss, inaccuracy, technical or human errors.

Luis Daniel Soto Maldonado, Director of Product Marketing – SQL Server at Microsoft, remarked that, “masking sensitive non production information is a data governance best practice. We encourage organizations to take steps to protect their non-production data against attack.”

J. Soto





Joseph Feiman, Ph.D. Research VP and Gartner Fellow at Gartner, Inc., describes the business impact of database masking as follows:

"Sensitive data (such as credit card numbers), personally identifiable information (such as U.S. Social Security numbers), medical diagnoses, and even non personal sensitive data (such as corporate financial information and intellectual property) are exposed to abuse or negligence from enterprise employees and outsiders. Adopting data masking will help enterprises raise the level of security and privacy assurance against insider and outsider abuses. At the same time, data masking will make enterprises compliant with the security and privacy standards recommended by regulating/auditing organizations."¹

"Industry experts agree that ensuring data security and data integrity is a top priority and high on the radar for most CIOs today," said **Sai Gundavelli**, CEO, Solix Technologies, Inc.

Solix EDMS Data Masking and Data Validation SE for Microsoft SQL Server is available for free download immediately at <http://www.solix.com/solix-edms-se/>

About Solix Technologies

Solix Technologies, Inc., the leading provider of Enterprise Data Management (EDM) solutions, helps businesses improve application performance, reduce storage costs, and meet compliance and data privacy requirements by achieving Information Lifecycle Management (ILM) goals. The Solix Enterprise Data Management Suite (Solix EDMS) enables organizations to implement Database Archiving, Test Data Management (Data Subsetting), Data Masking and Application Retirement across all enterprise data. Solix Technologies, Inc. is headquartered in Santa Clara, California and operates worldwide through an established network of value added resellers (VARs) and systems integrators.

Visit Solix Technologies on the web at <http://www.solix.com> and follow Solix on Twitter ([@solixedms](https://twitter.com/solixedms)) and Facebook (<http://www.facebook.com/solixtechnologies>).

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