

# ActiveBase Security™

## Dynamic Data Masking and Role Based Access Control

Dynamically mask personal information from end-users who do not require accessing it in order to perform their jobs and control access to production databases while ensuring a compliance with ever changing regulations.

The PCI-DSS, GLBA, SOX, BASEL II, EU Personal Data Protection Directive and other privacy regulations were created in response to the growing problem of sensitive and personal information theft.

Today's regulations require organizations to verify that the level of access granted to application users is based on the user's business function, including employees, part time workers, outsourced workforce, IT personnel, developers, database administrators and outsourced support teams.

In most cases, the time and cost of restricting access to personal information within packaged and home-grown applications, development and DBA tools is too high (if it's even possible) and other, more cost effective means should be used.

## ActiveBase Security™ Solution overview

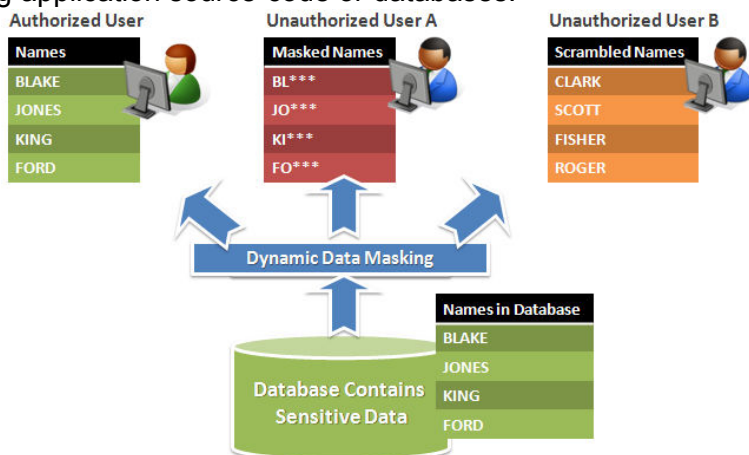
ActiveBase, winner of the 2010 Application Security Cool Vendor award, was named a pioneer in the Dynamic Data Masking market.

Dynamic Data Masking provides CISOs with an effective way to ensure sensitive and personal information is not exposed to IT personnel as well as to employees, part time workers, customers, partners and outsourced workforce.

Two types of security risks are mitigated using ActiveBase in both production and non-production environments:

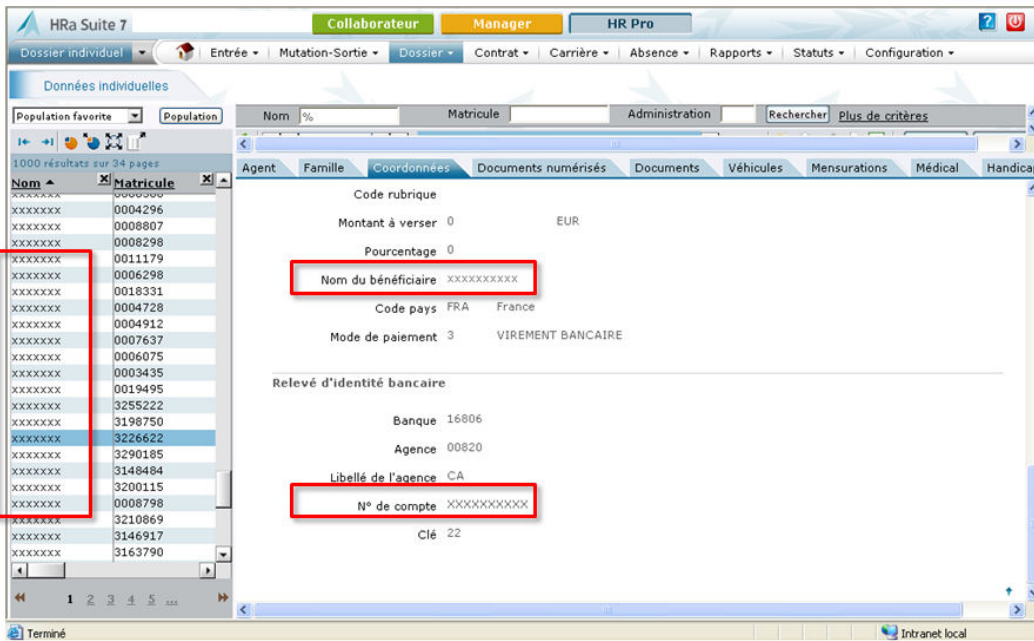
1. Protecting personal information from business users, including employees, partners, part time workers and offshore workforce
2. Protecting personal information from IT personnel, developers, database administrators and outsourced support teams

ActiveBase offers the only enterprise-class product on the market where IT and Compliance can determine who sees "masked", "unmasked", "scrambled", "unscrambled" production data and when access is completely blocked, without changing application source-code or databases.



## Benefits

1. Dynamically masks, scrambles or hides access to sensitive and personal information.
2. ActiveBase quick installation and unique Implementation methodology enables to secure complex business application WITHIN DAYS.
3. Prevents Sensitive and Personal Information leakage to part time workers, offshore workforce and business partners as well as to production support, outsourcing teams, developers and DBAs.
4. Enforces application security policies across applications and tools.
5. Reuses ActiveBase Security production rules to secure training, testing and development environments.
6. Administered by security operators that are not required to be DBAs.
7. Centralized management.
8. No need for changes to applications or databases.
9. Supports all applications and tools running on Oracle8,9,10,11g and Microsoft® SQL Server® (2008 R2/2008/2005/2000)



ActiveBase Security™ transparently personal information in application screens, packaged reports and development tools accessing production databases

## How does ActiveBase Security™ Work?

ActiveBase Dynamic Data Masking solution (ActiveBase Security™) is built on a patented Database Network in-line proxy, transparently installed between applications and databases. Acting as a database listener, all inbound application requests coming from application screens, canned reports and development tools go through the proxy, get analyzed, have actions performed on them and are then sent to the database for prompt execution.

Through a simple yet elegant rules engine, criteria can be specified to identify which SQL statements are to be acted upon (rewritten). When there is a match, one or more actions can be applied, including mask, scramble, hide, rewrite, block or redirect.

ActiveBase Security™ transparently intercepts applications' SQL requests and applies security rules on them in real-time. One of the simplest illustrations is:

- An application sends in 'select name from table..'
- It dynamically gets re-written to: 'select substr(name,1,2)||'\*\*\*' from table..'
- Now the database changes the returned result set from name 'Robert' into 'Ro\*\*\*', ensuring that personal information never leaves production databases.

ActiveBase comes with various built-in mask functions, as well as the ability to use any existing functions in your database portfolio.

ActiveBase is "application agnostic". It has already been shown to work with any packaged or home-grown application, including Siebel, PeopleSoft, Amdocs and LHS Billing systems, Oracle Apps ERP suite, Clarify, HR Access, Business Objects, Cognos, Crystal Reports, Brio, SQRIBE and many more. ActiveBase Security™ software can be downloaded from our FTP site, and a full administrator training can be achieved within a single day.

ActiveBase currently support all applications running on all versions and platforms of Oracle and SQL Server databases

[www.active-base.com](http://www.active-base.com)

