



InfoSphere Optim Virtual Event

Understanding What Data Masking Approach is Right For You

Date: Thursday, March 14, 2013

Time: 11:00 AM PT / 2:00 PM ET

Duration: 60 minutes

What is data masking and why is it an important component of an information governance strategy?

How can you provide a flexible masking approach to de-identify sensitive data across the enterprise while also promoting business objectives?

The answers require a careful study of various masking techniques including: substitution, redaction, shuffling, encryption, averaging, de-identification and more! Join us for an interactive session with Kimberly Madia, WW Product Marketing Manager from IBM, and Adrian Lane, Analyst and CTO from Securosis where we will:

- Review industry analysis about which data masking techniques are appropriate for different requirements
- Discuss fundamental data masking requirements such as data type preservation, semantic integrity, referential integrity and uniqueness
- Explore how to apply these principals in both a static and dynamic environment.
- Compare different architectural approaches such as single server, distributed, and proxy.

Register now at <http://bit.ly/Xd5PHi>

