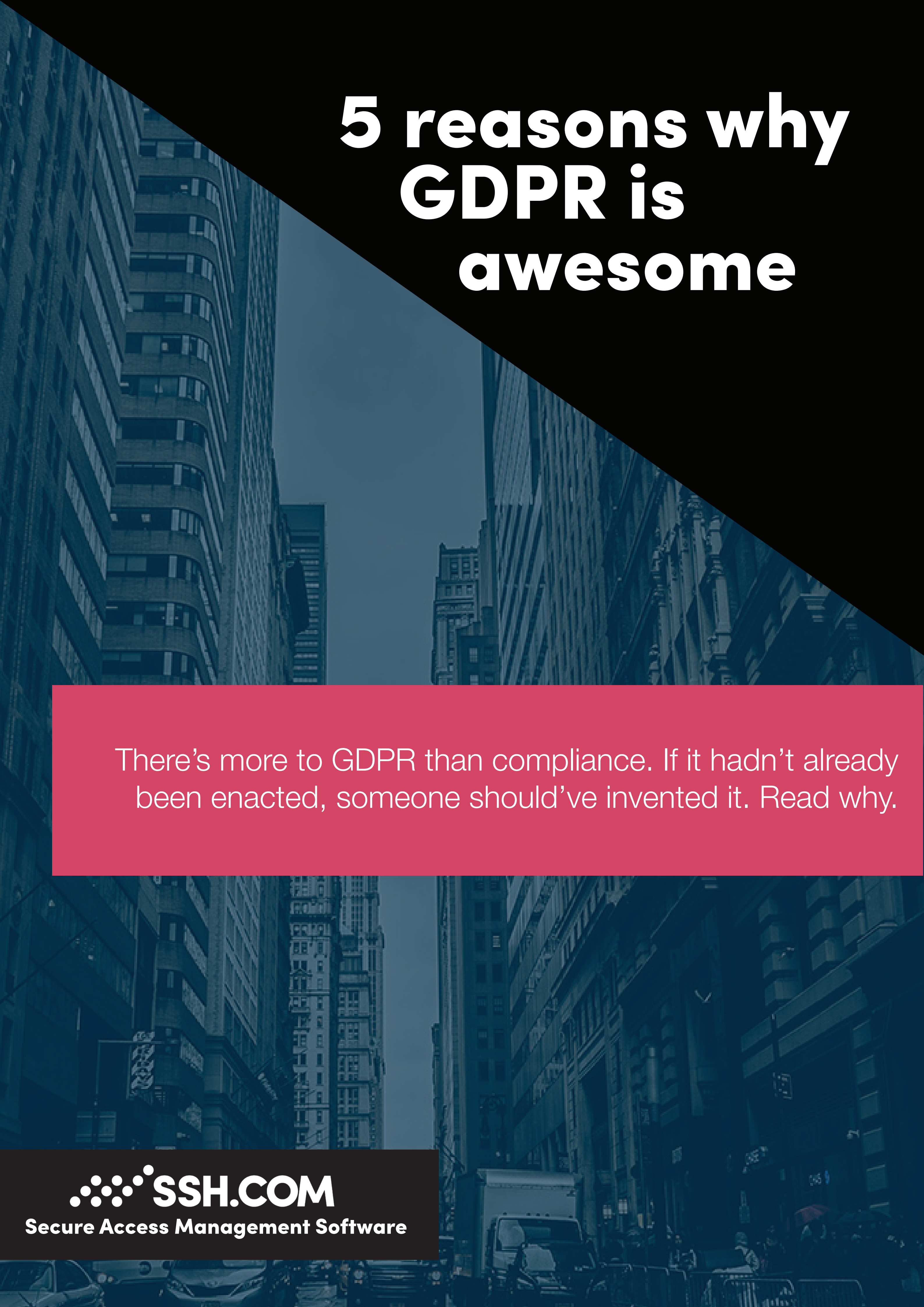
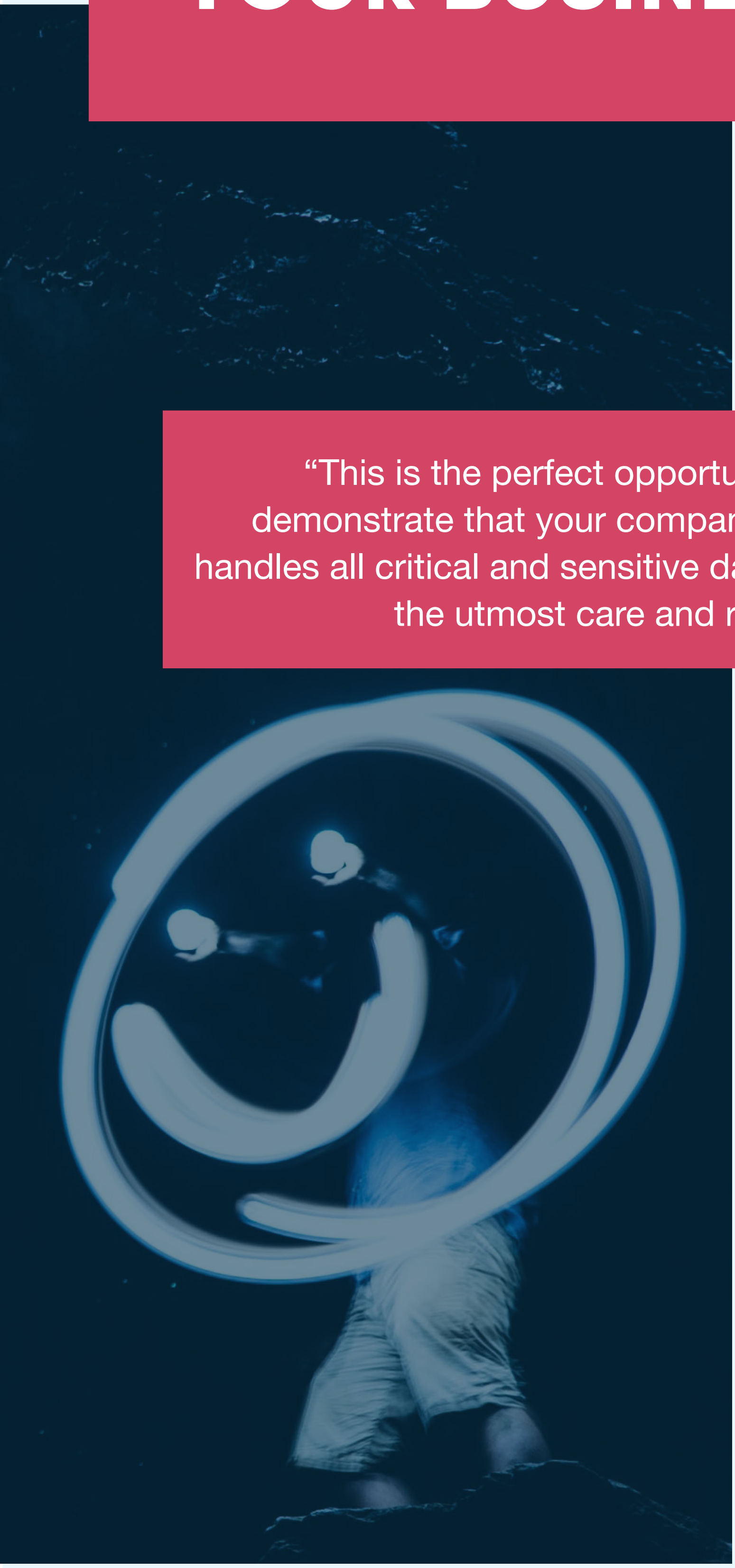


5 reasons why GDPR is awesome

There's more to GDPR than compliance. If it hadn't already been enacted, someone should've invented it. Read why.

SSH.COM
Secure Access Management Software

1. TRUST IS A BIG PART OF YOUR BUSINESS



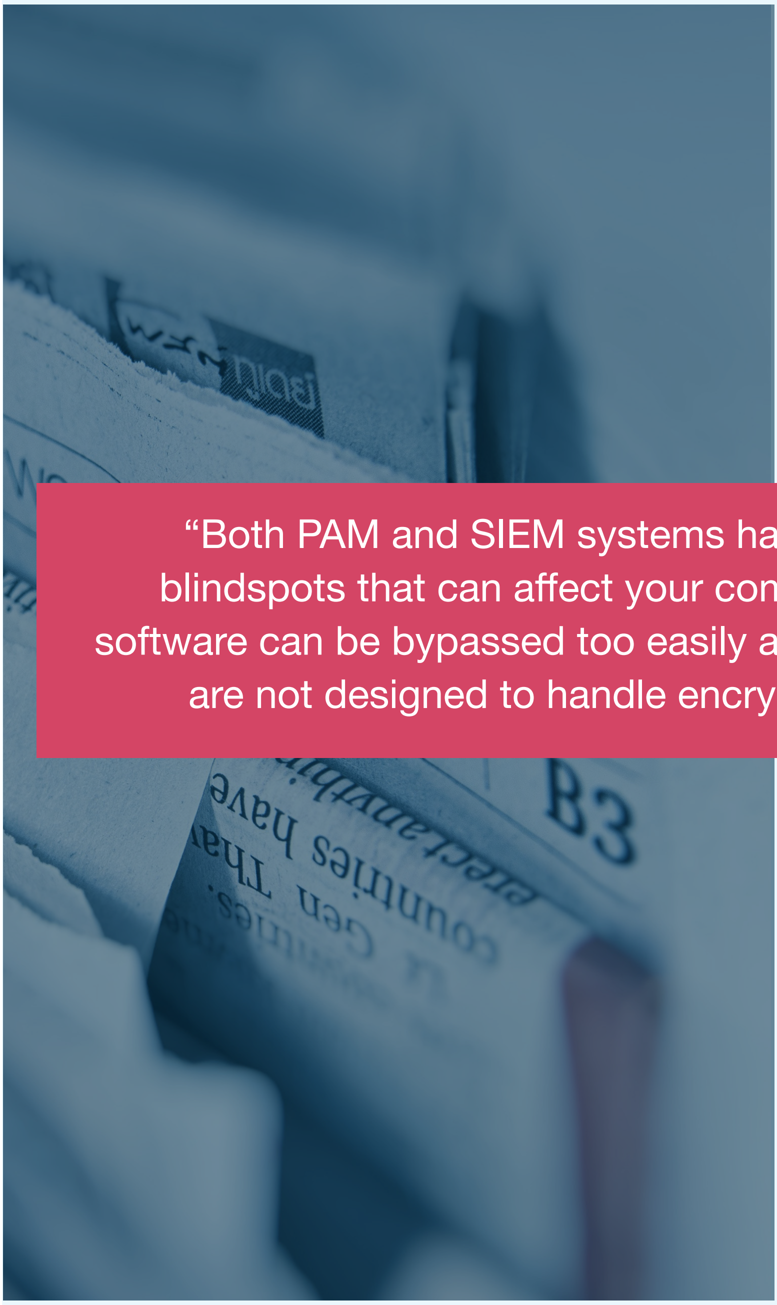
The trend is clear: public awareness of how personal and sensitive data is being handled will continue to increase. Recent controversial uses of personal data, such as the Facebook and Cambridge Analytica case, along with GDPR, are fueling water cooler discussions. This is setting new expectations about personal data security, data access and accountability. "We didn't know" does not exempt companies and individuals from responsibility – legally or in the public eye.

> "This is the perfect opportunity to actively demonstrate that your company or organization handles all critical and sensitive data securely and with the utmost care and respect."

This is the perfect opportunity to actively demonstrate that your company or organization handles all critical and sensitive data securely and with the utmost care and respect. When you are open about it you can leverage trust as a big part of your brand strategy. Don't just do GDPR for GDPR's sake but turn it into competitive advantage.

Markku Rossi
Chief Technology Officer
SSH.COM

2. PROTECT YOUR INVESTMENT IN PAM/SIEM



GDPR applies to every company that handles the personal data of EU citizens, regardless of whether or not the company is located in the EU. Therefore, it is a good idea to conduct a thorough review of your existing policies, processes and tools on a global scale.

Privileged Access Management (PAM) and Security Information and Event Management (SIEM) systems help with many of the processes and procedures mandated by GDPR. However, both PAM and SIEM systems have significant blindspots that can affect your compliance. PAM software can be bypassed too easily and SIEM systems are not designed to handle encrypted traffic. GDPR is an opportunity to learn about these blindspots and get the right systems in place to unify your data management practices and maximize your investments.

> "Both PAM and SIEM systems have significant blindspots that can affect your compliance. PAM software can be bypassed too easily and SIEM systems are not designed to handle encrypted traffic."

Kaisa Olkkonen
Chief Executive Officer
SSH.COM

3. SECURE ACCESS BY DESIGN

Everyone understands that only a select group of people should have access to mission critical data. But when your environment grows, you need to increase the number of people with privileged access. Add to the equation agile teams and DevOps in the age of the cloud, where employees and 3rd party subcontractors are onboarded and offboarded daily. All of a sudden, you have a speed and scalability problem with legacy solutions that were built to support physical servers. In fast moving production environments, when devs create their own ad hoc solutions for secure access, you also have a compliance and risk problem.

> “For businesses that want to succeed in the cloud, GDPR helps us focus on secure access management as a top priority when designing sound security practice.”

GDPR mandates us to scrutinise, streamline and strengthen privileged access. For businesses that want to succeed in the cloud, GDPR helps us focus on secure access management as a top priority when designing sound security practice. With the best secure access solutions, that enable rapid development and deployment and that secure complex supply chains, you do more than just compl:, you enable business velocity, create more fluid processes and crush your goals.

Jussi Mononen
VP, Business Development
SSH.COM

4. INCREASE THE AWARENESS OF CRITICAL DATA FLOWS

The responsibilities around data handling by 3rd parties is an important topic in GDPR. To comply and avoid penalties for mishandling data, companies have had to gain a better understanding of how sensitive data is used and by whom, especially once it is handed over to actors outside the organization. This is great news. Increasing awareness inside your company of who can access critical data, how and for what purpose is all valuable actionable insight. You can better understand the state of your business and operations and support growth.

> “Increasing awareness inside your company of who can access critical data, how and for what purpose is all valuable actionable insight. You can better understand the state of your business and operations and support growth. ”

Critical data is often hidden from prying eyes for obvious reasons. Monitoring encrypted sessions requires expert knowledge and specialist software. There are ways to get visibility into these sessions, when it is needed for things like compliance audits. We have a strong background in this area thanks to our work with, for example, the world's biggest financial companies and millions of daily transactions, where strict regulations require detailed audit trails and govern who can see the context and content of data in transit.

Simo Karkkulainen
Chief Digital Officer
SSH.COM

5. MORE AGILE AND SECURE OPERATIONS

Your customers now have more rights to their personal data. They might ask you to hand over or delete the personal data you have about them. Therefore, GDPR isn't only about the people who have access to that data. It's also about having a structure in place that allows you to operate quickly and reliably enough to comply. We believe that dynamic role-based access control (RBAC) is vital for provisioning access to sensitive data. With this approach, you enjoy the benefits of frictionless secure access that does not compromise agility. What you need are the right tools, a high degree of automation and best-of-breed processes that will help you stay agile enough to succeed – and prevent the intentional or unintentional mishandling of data.

Let's talk.

If you have any questions about how GDPR can positively affect your business, get in touch with one of our experts: https://info.ssh.com/ssh.com-ask-an-expert

> "What you need are the right tools, a high degree of automation and best-of-breed processes that will help you stay agile enough to succeed – and prevent the intentional or unintentional mishandling of data. "

Niklas Nordström
Chief Financial Officer
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