



Data Security

HPE SECURITY - Data Security drives leadership in data-centric security and encryption solutions. With over 80 patents and 51 years of expertise we protect the world's largest brands and neutralize breach impact by securing sensitive data at rest, in use and in motion. Our solutions provide advanced encryption, tokenization and key management that protect sensitive data across enterprise applications, data processing IT, cloud, payments ecosystems, mission critical transactions, storage, and big data platforms. HPE SECURITY – Data Security solves one of the industry's biggest challenges: simplifying the protection of sensitive data in even the most complex use cases.



PCI Solutions and Tokenization



Cloud Access Security



Enterprise Key Management



Hardware security modules



Tokenization and Encryption

Typical Challenges

- Media sanitization/destruction services are costly
- Failure to adequately protect sensitive data leads to increased regulatory compliance audit costs (scope)
- Encryption solutions often necessitate costly changes to database schema and applications (data format) in order to preserve functionality
- Failure to adequately protect sensitive data increases the risk of regulatory penalties
- Failure to protect sensitive data increases internal costs (detection, investigation, containment, recovery, and response) of cyber crime.⁴
- Failure to protect sensitive data increases external consequences and costs such as information loss, business disruptions, and revenue loss.⁴

Anticipated Improvements¹

 **100%** Reduction in costly media sanitization/destruction services

- Reduction regulatory compliance audit scope: **70%**
- Reduction in number of FTE's required to make encryption-related database schema and application data format changes: **100%**
- Reduction in internal cyber crime costs (detection, investigation, containment, recovery, and response)⁴
- Reduction in external cyber crime consequences and costs such as information loss, business disruptions, and revenue loss⁴

¹Improvements are based on IDC Studies, HPE Product Management/Marketing guidance and HPE customer experience

² Allegiant travel company (Video)

³ Top 5 Internet Retailer Use Case Brief

⁴ 2015 Cost of Cyber Crime Study: Global

Example business case

A U.S.-based financial services and software organization with annual revenues of \$3 billion USD deployed HPE SecureData Enterprise to address several organizational challenges. First, they sought to reduce their reliance on costly media sanitization/destruction services. In addition, they wanted to reduce the overall scope of PCI-DSS compliance audits. And lastly, they sought to reduce the time and effort associated with application and database format changes (to utilize encrypted test data) during development.

The following calculations are not reflective of an actual customer and are intended to serve as examples. Risk and benefit realization factors have been omitted to simplify the example.

Media destruction service cost avoidance:

Disks/yr.	Cost/ea.	Improvement	Savings
2500	\$70 USD	100%	\$175,000 USD

Compliance audit scope reduction:

Annual Audit Costs	Improvement	Savings
\$750,000	70%	\$525,000 USD

Application/database schema change cost avoidance:

FTE's	Salary	Improvement	Savings
5.0	\$57.6k USD	50%	\$144,000 USD

Using just three of the business benefits from page one, the cumulative benefits in the first year total **\$844,000 USD**.



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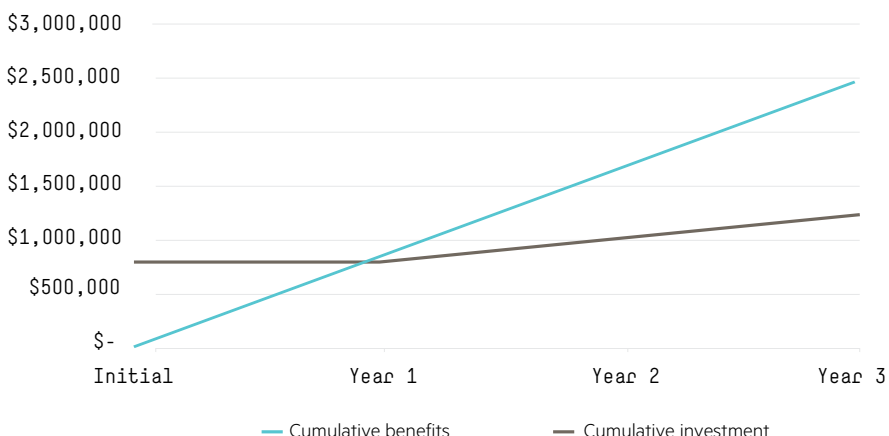


Figure 1 Example-business case break-even analysis (USD)

Assuming an investment of **\$750,000 USD** (22% support beginning in year 2), the justification for an investment in HPE SecureData Enterprise is clear:

- **134 percent** return on investment (ROI)
- **\$1.10 million USD** net present value (NPV)
- **86 percent** internal rate of return (IRR)
- **11-month** payback period*

* Business Value Model Update and Benchmark KPI Methodology, IDC, H2 2013

Customer proof points

“With HPE SecureData, our onsite QSA audit went from two weeks to three days, with remediation expenses shrinking by 50 percent, saving us over \$1million annually.”

– Director, Security Architecture, Top 5 Internet Retailer

“Using HPE SecureData Allegiant Travel Company quickly protected payment card data and reduced risk, freeing key staff to develop a new multimillion dollar revenue generating application.

– Director of Information Assurance, Allegiant Travel Company

A business case for your organization

HPE offers financial modeling capabilities for your geographical area, industry vertical, and organizational size. Contact your HPE sales representative or write to us at esp-value-management@hpe.com to see what HPE Security – Data Security can do for you.

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