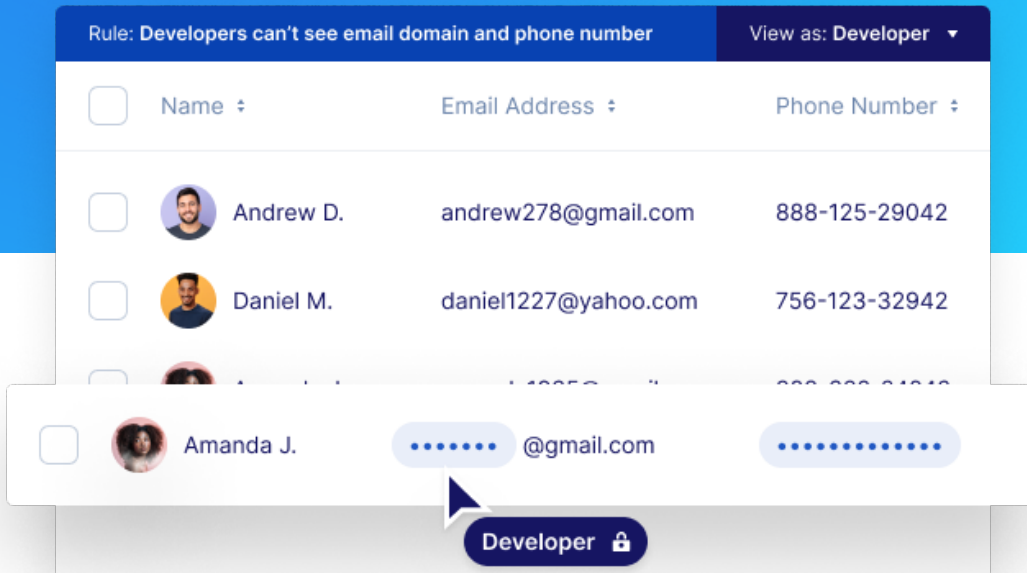# Advanced Security for Sensitive Data

Nullafi is the first of its kind – a true zero trust data security solution engineered to give customers unprecedented visibility into and control over their data. With Nullafi, you can instantly see where your data is coming from, who it's going to, and what type of data it is. Because Nullafi operates at the network level, we can detect and classify any data any app sends to anyone (or any other app) anytime, anywhere, with no application integrations or endpoint deployments. It doesn't matter where the data originates, what field it's in, or how it's labeled.

But transparency is just the start. Customers can then set adaptive obfuscation policies to ingest any internal or external telemetry as the logic to conduct real-time data obfuscation "in flight" from users and apps that don't need to see it, without worrying about application performance, database configuration, or data integrity. *That's the power of Nullafi.*

Key Use Cases

Adaptive Data Protection

- **Visibility into Data In-Motion:** With Nullafi, you can instantly see where your data is coming from, who it's going to, and what type of data it is. We detect and classify any data any app sends to anyone (or any other app) anytime, anywhere, with no application integrations or endpoint deployments. You gain an instantaneous single pane of glass into data transactions, regardless of where the data originates, what field it's in, or how it's labeled. With our patented approach, this communication can be fed into any other tool, such as SOCs or SIEMs, enabling you to use our detection and classification engine as logic to conduct alerting, blocking, stepped-up authentication, and even session recording based on your existing stack.

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- **Ability to Redact Sensitive Data:** Layered on top of the detection and auto-classification engine is Nullafi's unique ability to obfuscate sensitive data in transit before it reaches the endpoint. We are the only solution to offer these capabilities, which allows us to keep up with your evolving understanding of data accesses and over-privileges.
- **Truly Adaptive, Granular Obfuscation:** Individual data element obfuscation can be triggered by any number of telemetry points, starting with the most basic – an employee's identity for example – to the most nuanced, multi-layer logic, such as a departing employee who failed stepped-up authentication while traveling unexpectedly and who is attempting to access "greater than X number" of customer email addresses. Our ecosystem approach accepts triggers even from external software such as insider threat detection, IAM, SDPs, MDR, and more. In fact, any API-based system can be used as logic to conduct real-time obfuscation.
- **Functionality to Right-Size Data Access:** Secure access to data elements within broader applications and traffic across any number of users, endpoints, and applications inside or outside your organization, and without excessive costs – or slow, complex deployments or integrations. Ensure users and applications only receive the data they need to see, without resorting to complex tools, blocking too much data, or maintaining manual configurations.

Data Risk Reduction

- **Reduce Unknown Data Exposures:** Replace patchwork obfuscation with a single solution to ensure you can detect and classify data and optionally redact it from people and apps who don't need to see it. Customers get a data safety net for the entire suite of corporate applications.
- **Minimize Inadvertent/Accidental Data Access:** Nullafi delivers simple-yet-powerful controls to granularly manage, monitor, and block data access for any user in any application, giving you a fast and easy way to protect sensitive data, regardless of where it's stored or how it's transmitted.
- **Stay Secure and Compliant:** Use Nullafi to streamline your compliance, assure data privacy, and control third-party access.
- **Simplify Through Adaptation:** Nullafi simplifies complexity to reduce risk by automatically syncing with the logic and telemetry provided by your other tools. Employees changing roles, locations, devices, insider risk scores, data access patterns all automatically trigger unique obfuscation policies at scale without any manual intervention required.

Select Highlights

- Incredibly **strong IP portfolio** consisting of 12 patents granted with 4 more pending, covering our innovative technology.
- **Extensible GTM approach** leveraging our patents at the core of the business, within the engine of our current product, and for new future use cases/applications.
- The **productization of our technology**, which gives companies unprecedented visibility into and control over their data so they can instantly detect, classify and even redact sensitive data in flight. No other company can do this.

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- **Solid channel partner program** with dozens of industry-leading resellers:

- Partnerships with other **cybersecurity application companies** to integrate with Nullafi, extending our value proposition to their customers.
- **World-class leadership** and board of advisors that drive every area of the business.
- **Huge validation from the marketplace**, with support and testimonials from cyber advisors such as Simon Moffatt and Chase Cunningham:

"No vendor had an intelligent, Zero Trust approach to the problem of data security until I saw Nullafi. Cybersecurity is ultimately about data protection. Data is what hackers steal; it's what brings down companies. Nullafi offers the approach to the problem, removing the risk from data compromises across the kill chain."

— Chase Cunningham, Chief Strategy Officer, Ericom
Former Research Analyst, Forrester

About Nullafi

Nullafi is a fast-growing provider of data security software that helps customers quickly, easily, and comprehensively detect and redact sensitive data, automate policy enforcement, and eliminate risks such as data leakage, inadvertent access, and improper downloading — all while allowing business to continue without interruption. With Nullafi, users see only the data they need to see, giving organizations unprecedented control over data access. The company serves primarily mid-market companies, technology resellers, and application developers in North America. With rave reviews from analysts, multiple patents granted, and key partnerships already established, Nullafi is well-positioned to transform data security as we know it. For more information, visit www.nullafi.com.