



PRODUCT OVERVIEW

What it does

Protecting your most sensitive asset, PII data, is a necessity. In a world where massive amounts of data flow freely among multiple servers and environments, Hush Hush masks data in-flight, allowing safe and convenient copying of a production data set to a development data set or a static data set. Data can be stored in a variety of data stores, including databases, files and cloud.

Hush Hush helps manage enterprise risk. It satisfies requirements of GLBA, HIPAA, SOX, and PCI DSS/PIPEDA and other PII compliance for data masking/de-identification of financial, healthcare, life sciences, and e-commerce customers. Other industries weighing the challenge of privacy protection, such as government and entertainment, often proactively manage the risks of PII. Hush Hush provides value by putting your technical staff on the familiar turf of technical and performance evaluations versus unfamiliar compliance regulations and standards. It also provides an easy trail for auditors who want the metrics - the when and where - of data protection.

How it works

Hush Hush is an SSIS components suite. It encapsulates algorithms as they pertain to the PII data entities, and preserves resulting data structures and rules. Encapsulating these specialized algorithms into entity-based components significantly reduces costs of developing data masking solutions and reduces time to production. Hush Hush removes the learning curve, development, and integration costs of third party solutions by simply installing the appropriate industry pack and extending native tool functionality.

BENEFITS

Minimized development time

Gain speed to production, quality and reduce development time with one product acquisition. Hush Hush components present a pure masking algorithm suite encapsulated into components. Whereas in custom development using available mechanisms, or with other third party tools, your developers need to gain very specialized knowledge to develop custom code, or to configure the tools, Hush Hush takes learning and guessing out of the hands of your team and provides approved industry solutions. If you need extra customization, you will come to the experts that specialize in the trade and will do it fast and with proven quality.

Small footprint

Save space and time. Hush Hush extends the SSIS components suite. No extra interface, no custom installations, and - no extra copy of production environments for masking on the fly. If you do indeed decide to mask the golden copy, then you will reap the benefits of the Hush Hush native integration into SSIS with its ability for massive parallelization.

Available in real-time, near-real-time or static data masking

Mask data in static, on-the-fly, and dynamic fashion. Traditional static data masking that performs for a long time on the golden copy benefits from moving string operations into SSIS in-memory transforms, and relieves server load. However, masking on-the-fly may bring even more benefits. Backups and restores take time. By the time you need sensitive data to develop and test, copying the production environment, subsetting it, and applying masking technology might become impractical. Masking on-the-fly within the



ETL process is an answer that Hush Hush provides to near real-time requirements of non-production environments. Hush Hush also provides a way to mask sensitive production data in real time to unauthorized personnel by easily integrating the SSIS package via API onto your desktop, web or cloud based solutions.

Multiple algorithms

Choose different components based on different requirements. Allowing ways to prioritize among performance, uniqueness, consistency, and security requirements, Hush Hush helps your data professional mix and match proper solutions while satisfying the unique technical environment landscape of your organization.

Not tied into other data lifecycle management tools

Hush Hush provides only necessary functionality to complement your existing solutions, without the expense of buying unwanted features that come with a full suite. It integrates into the SSIS natively, making it the only solution filling the gap in the SQL Server data development lifecycle.

PERSISTENT AND IN MEMORY STORAGE	
Flat Files	✓
XML Files	✓
Excel Files	✓
Web Services	✓
RDBMS: SQL Server, MySQL, Oracle, IBM	✓
Azure	✓
AWS and other cloud solutions ¹	✓

1. With purchase of additional drivers

ELEMENTS	HIPAA GLBA PCI/DSS
Social Security Number	✓ ✓
Credit Card Number	✓ ✓ ✓
Names	✓
Address Elements (street, city, county, State, zip)	✓
Account Numbers	✓
Dates	✓
Telephones/Facsimile (US)	✓
Emails	✓
Driver Licenses	✓
Passports	✓
IP Addresses	✓
Web Sites	✓
Generic Alpha Numeric	✓
Custom Components – available upon request	✓