rubrik

Polaris Sonar

Reduce Sensitive Data Exposure. Zero Additional Infrastructure. Easy to Use.

As businesses adopt cloud, they grapple with massive data fragmentation, making it impossible to know where sensitive data resides. At the same time, the increasing risk of data privacy breaches and non-compliance with regulations impose serious financial penalties. Polaris Sonar is a new SaaS application that applies machine learning to discover, classify, and report on sensitive data without any impact to production. By leveraging your existing Rubrik deployments, users get up and running in just a few minutes with zero additional infrastructure required.

AUTOMATE WITH MACHINE LEARNING AND POLICIES

Eliminate manual tagging or annual cleanups with machine learning. Use predefined policy templates or build your own to get automatically alerted on violations.

IDENTIFY SENSITIVE DATA EXPOSURE

Easily identify potential violations of internal compliance policies by identifying where sensitive data is located without production impact to mitigate business risk.
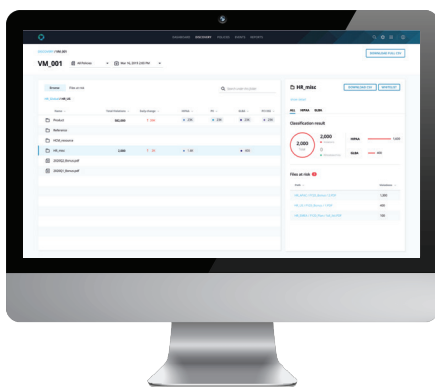
ACCELERATE COMPLIANCE WITH PRIVACY LAWS

Drive consistent, repeatable processes and ensure continuous monitoring of location of sensitive data to facilitate and accelerate compliance with applicable privacy laws such as GDPR.

BEFORE SONAR

The traditional approach consists of siloed teams, manual tagging, native auditing, and monthly to yearly cleanups. This means incomplete or inconsistent classification and excess time and money spent on audits instead of higher-value work.
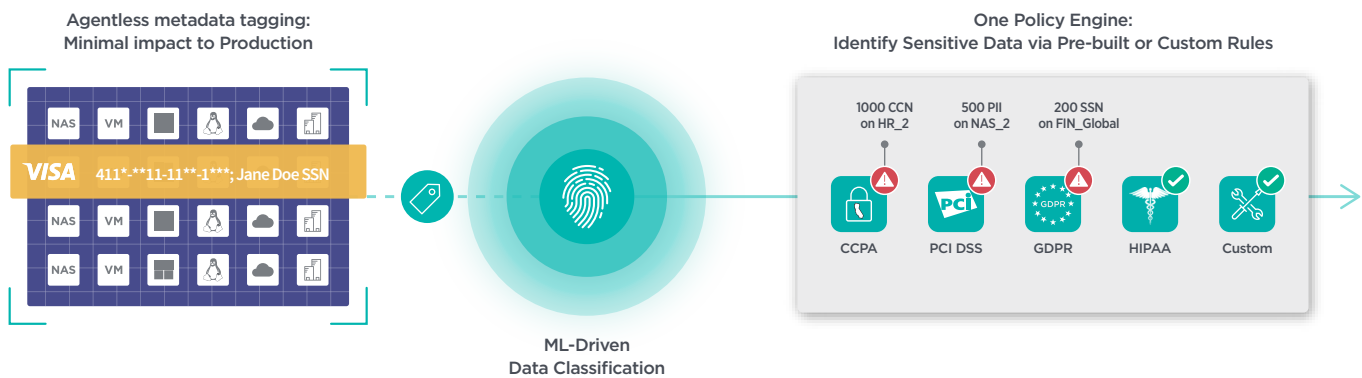
AFTER SONAR

Polaris Sonar applies machine learning to scan and classify sensitive data without agents or impact to production. Leverage pre-built policy templates to identify common data types from regulations and standards such as GDPR, PCI-DSS, HIPAA, and GLBA, or define custom dictionaries, expressions, and policies. We employ various NLP techniques to minimize false positives.

HOW WE ARE DIFFERENT

- **No additional infrastructure:** Natively integrated into your existing Rubrik CDM and Polaris platform.

- **No install or agents:** Get started within minutes by simply toggling on the app from the UI.

- **No impact to production:** Index and classify on your existing backup data.

- **No learning curve:** Intuitive UI with policy-driven automation for instant insights and significant savings.

HOW POLARIS SONAR WORKS

1. Configure **role-based access controls** to assign user permissions on data access.

2. Create a **compliance policy** from a custom or pre-defined template, which specifies what protected objects and types of sensitive information to search for, such as social security number, healthcare NPI, credit card number, or ITIN. Sonar then performs an initial scan to surface sensitive data aligned with the policy. Users can **whitelist** locations where sensitive information is allowed to minimize false alerts.

3. Use **agentless, incremental scanning** to quickly classify new and modified data for performance efficiencies and without impact to production.

4. **Search on-demand** for information at any point in time via on-demand search to satisfy access requests (e.g. "Where are all locations with John Smith's PII?")

5. Sonar will automatically notify you on policy violations and when sensitive data resides in wrong locations.

6. **Report** on policy violations, track compliance progress, and help identify at-risk data.

Agentless metadata tagging:
Minimal impact to Production

VISA 411*-**11-11**-1***; Jane Doe SSN

ML-Driven
Data Classification

One Policy Engine:
Identify Sensitive Data via Pre-built or Custom Rules

1000 CCN on HR_2   500 PII on NAS_2   200 SSN on FIN_Global

CCPA   PCI DSS   GDPR   HIPAA   Custom

WHAT OUR CUSTOMERS ARE SAYING

"Data classification tasks that would have previously required expensive 3rd party auditors and multiple full-time engineers can now be completely automated. We drove over 90% operational savings by eliminating manual scripting and spreadsheet management, reducing time spent to complete hundreds of search queries from two weeks to just 1 hour."

Brandon Morris
Systems Administrator
City of Sioux Falls

City of Sioux Falls

"Sonar assists with PCI-DSS compliance efforts without risking fines, dedicating multiple resources and freeing up our employees for outcome-based value-add work. We can now automate sensitive data classification, such as credit card information, passport data, and other PII, to better understand our overall risk posture and assign data ownership."

Kevin Mortimer
Infrastructure Services Manager
University of Reading

University of Reading

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