

# SECURE YOUR DOCUMENTS WHEREVER THEY GO

ENTERPRISE HAS BECOME BORDERLESS AND VULNERABLE

## The Current Situation

More data is being generated each year than in the whole of recorded human history, yet data security hasn't kept up. In a world that's become increasingly virtualized, data loss affects everyone and every action online and off. Yet, breaches go undetected for months, despite billion dollar investments in products.

Companies focus on protecting their networks, routers, endpoints, and employees without thinking about how to secure the data itself.

Enterprises have no idea where any of their documents go once they leave their network. How can you know if you're at risk if you can't track where your data is accessed? We believe visibility of where your data flows is key to preventing a data breach.

## ► Why Choose Novo?

Developed with \$10M in DARPA funding by a team of Columbia University scientists, our flagship product Novo is the first Data Loss Detection and Response (DDR) technology that automatically tracks document flows in and outside the enterprise network using machine-learned Document Behavior Analytics (DBA) and data-level deception to pinpoint the source of exfiltration in real time and take action to prevent data loss.

We believe people should be able to work seamlessly with the assurance their data is private and secure. That's why we made Novo.

## The Novo Solution

What if you could track your documents – even after they leave your network - and take immediate action to stop data loss? Novo protects and tracks documents wherever they go—even outside the enterprise walls and without the need for agents.

Novo cuts past the white noise of endpoint, network, and user level events and instead focuses on tracking the documents and files moving between people and devices, wherever they are. As documents flow through your existing network gateways, Novo tags real data with beacons, maps all locations where beaconized documents are accessed, and learns normal DocFlow behavior, alerting the moment suspicious or geofence violation activity is detected.

Using sophisticated NLP and machine learning technology, Novo also injects decoys into data flows to catch imposters or insiders in the system. This means it doesn't report on inferences or deductions; it alerts when actual events are taking place provides valuable attribution and forensics to stop data loss.

*“Novo performed beyond my expectations and provided a rich level of detail about where our suspects actually are.”*

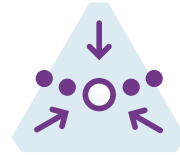
– GOLAN BEN-ONI, CIO OF IDT

## FEATURES & BENEFITS



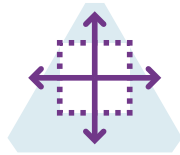
### Protect your intellectual property

Track and protect your sensitive data wherever it goes – even outside your network.



### Find security blindspots

Discover shadow IT within your organization with Novo's data alerts and analytics.



### Work without borders

Novo operates invisibly within the cloud and network without slowing productivity.



### See where your data goes

Follow your data with reports and analytics for document tracking and risk assessment.



### Simplify your feed

View alerts and reports from our user-friendly dashboard or feed it into your preferred console.



### Streamline investigations

Novo provides rich – and actionable – forensic details about security events.

### Tech Specs

**CPU:** Two Processors | **Network:** Any | **RAM:** 4 GB | **Storage:** 200GB

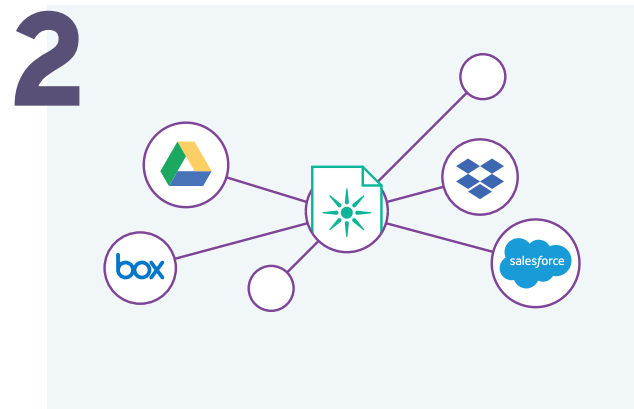
# HOW IT WORKS

Novo Sonar marks real key documents (e.g. Word docs, pdfs, etc) not typically seen by security solutions. This includes data at rest, data in the cloud and shared drives like Box and Google Drive, data not marked by policies, and data outside the enterprise such as data being used by third party companies and applications.

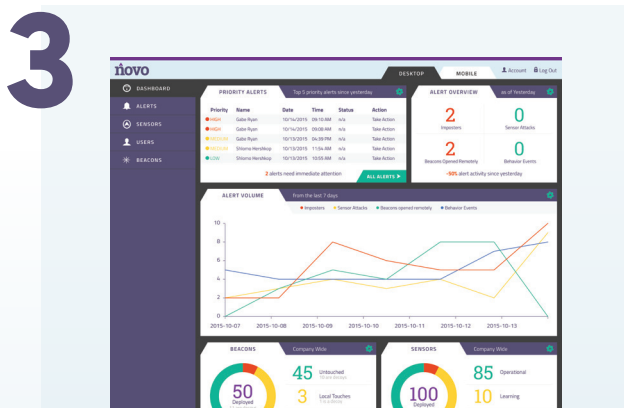
The beacon alerts the moment the file is opened and sends an email alert with important forensic information, including where the document originated and its current geolocation.



Beaconize your sensitive data



Place that data wherever you use it



Track data flow with reports and analytics



Get alerts if your data ends up in the wrong hands

Have the information  
you need to take action



Real-time  
Forensics



Actionable  
Intelligence



Streamlined  
Investigations