

# Cloud Analytics Platform™

DATA SHEET

## Cloud Analytics Platform

Identity as a threat plane is amplified by cloud applications which introduce heightened challenges to detect insider threats, account compromise and fraudulent activity. There is too much data for humans to manage. Cloud applications require both identity analytics (IdA) and user and entity behavior analytics (UEBA) to reduce the attack surface for accounts, unnecessary access rights and privileges, and identify, predict and prevent breaches. Machine learning data science provides full insight to cloud applications with contextual views of an identity, its access, and associated activity. Hundreds of attributes modeled in machine learning algorithms result in predictive security analytics to provide comprehensive risk-based security monitoring through Gurukul Risk Analytics (GRA).

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***“CAP discovered a terminated employee downloading data from the corporate Salesforce account from the employee’s new job.”***

**NETWORKWORLD**

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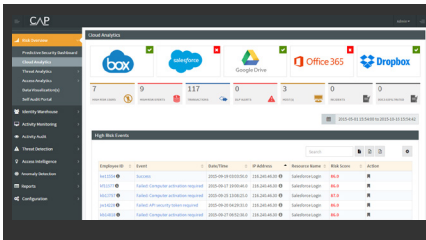
## Why consider Gurukul’s Cloud Analytics Platform (CAP)?

- Predict, detect and deter insider threats and cyber fraud for cloud applications via an API-based CASB solution
- Prevent data exfiltration with risk-scored timelines from predictive security analytics
- Detect high privileged account abuse, account hijacking and anomalous activity
- Identify anomalies and improve access control and data governance with real-time access analytics
- Enhance certifications with user, account, and entitlement risk determined by behavior analytics
- Reduce excess accounts and access entitlements to minimize identity risk and exposure
- Leverage for hybrid deployments of on-premises and cloud behavior analytics

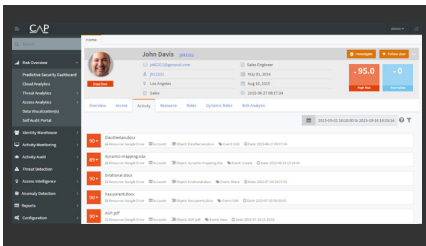
## What are CAP features and benefits?

- Full contextual visibility into cloud applications for identities, access and activities
- Cloud-to-cloud ready-to-use connectors for popular SaaS applications
- Risk-scores highlight compromise, hijacking, insider threats, and data leakage
- Manage accounts using identity analytics and risk-based certifications
- Proactive and actionable alerting for anomalous behavior and risk scores
- Customizable dashboards, configurable policies and risk model optimization
- Work-centric UI with case management, or input to third-party solutions

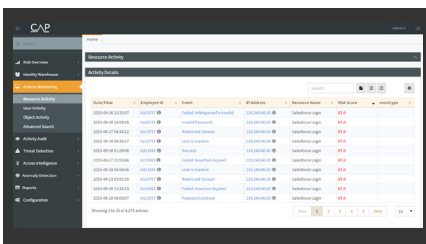
## Visualization value from CAP



*Predictive security dashboards provide a focused starting point for cloud applications.*



*Risk-scored cloud activities for terminated employees.*



*Cloud resource activity monitoring by risk scores or events.*

## What makes CAP more effective?

- GRA's core architecture is built on PIBAE™ (Predictive Identity-based Behavior Anomaly Engine)
  - Behavioral machine learning algorithms based on 254 attributes to profile identity
  - Self-learning and self-training algorithms are contextually aware for transaction scoring
  - Dynamic peer groups improve clustering and outlier machine learning accuracy
  - Awareness to time-based norms such as accepted workflows and operational changes
  - Built for scale with big data foundation and flexible metadata framework
- Inclusion of identity management and privileged account management data sources
- Out of the box algorithms learn anomalous behaviors immediately upon deployment
- Fuzzy logic and linked data analysis automates mapping of activity and accounts to identities
- Big data architecture ingests historical data to speed self-learning and self-training

## ABOUT GURUCUL

Gurukul is changing the way enterprises protect themselves against insider threats, external intruders and cyber fraud on-premises and in the cloud. The company's user and entity behavior analytics (UEBA) and identity analytics (IdA) intelligence technology uses machine learning and predictive anomaly detection algorithms to reduce the attack surface for accounts, unnecessary access rights and privileges, and identify, predict and prevent breaches. Gurukul technology is used globally by large enterprises in finance, banking, insurance, manufacturing, hi-tech, pharmaceutical and retail.

