



# MENTIS Announces GDPR Update Central

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*One-stop resource enables companies to prepare for May 25, 2018.*

NEW YORK, NY, USA, May 26, 2017 /EINPresswire.com/ -- MENTIS Software ([www.MENTISoftware.com](http://www.MENTISoftware.com)), the pioneer in data masking and enterprise data security products, today launched its online resource for compliance with the EU's General Data Protection Regulation (GDPR) that goes into effect one year from today. The regulation affects any company that controls or processes the personal data of European Union (EU) citizens, regardless of that company's physical geographic location. The GDPR has been noted for the severity of its potential fines, up to EUR 20 million or 4% of a non-compliant company's annual revenue, whichever is greater.

"Twelve months is a short amount of time in the corporate world, and it is critical that companies who operate in the EU accelerate their privacy planning," said MENTIS' founder and CEO Rajesh Parthasarathy. "In addition to our compliance-ready suite of security solutions, we are launching a central location that will bring all the relevant information together as a service to our customers."

[MENTIS' GDPR Update Central](#) will be a live resource with reporting, blog posts, and practical information on how the GDPR will affect business and what companies need to do to be in compliance. Data in the cloud, for instance, is one area that will come under increased scrutiny.

Compliance has been a strong suit of MENTIS since its founding. In Gartner's recent Market Guide for Data-Centric Audit and Protection, [1] MENTIS was one of only four vendors who support security for four out of five DDM deployment tiers. "These capabilities, combined with our other integrated products such as database firewall and sensitive data retirement solutions, make MENTIS a uniquely comprehensive solution for the entire sensitive data lifecycle," continued Parthasarathy. "Our solutions – several of them the only such software available in the market – will be the essential toolkit for addressing GDPR."

As companies develop their data security, auditing and compliance program for GDPR, MENTIS recommends a straight-forward, two-pronged strategy: Identify + Act.

Robust data discovery provided by MENTIS' industry-leading iDiscover, will be the first step as companies interpret the GDPR requirements. Action means mapping GDPR requirements for identified data to the appropriate solutions. Using MENTIS, organizations can add integrated tools that share intelligence, such as iMask and iScramble for data masking, and iMonitor and iRetire. And only with MENTIS, can an enterprise apply conditional and location-aware dynamic data masking. Added to that are MENTIS' unique capabilities for tokenization and format-preserving encryption anonymization, with customizable libraries.

MENTIS' end-to-end compliance suite of modular, fully integrated solutions can enable companies facing GDPR to protect high-volume, complex data at rest, in transit, or while it is being accessed. Analytical tools and reporting keep the guesswork out of the process.

MENTIS' specific recommendations for tackling GDPR include:

- Robust data masking and complementary technologies, such as format-preserving encryption and tokenization, as a key strategy.

- Effective and sustainable de-identification programs for sensitive data. The ability to assess the re-identification risks for the duration of the data masking implementation will make or break this effort. MENTIS recommends favoring vendors that offer the tools and expertise to determine re-identification risks.
- In applications where traditional DDM approaches have struggled, organizations should take advantage of innovative DDM solutions at the data virtualization or alternative application tiers.

“This is GDPR compliance the MENTIS way – straightforward, automated, and integrated,” said Parthasarathy. “Our platform is designed to support GDPR programs for unstructured data, data in the cloud, and data in mainframe databases, as well as in enterprise platforms. We’re excited to launch our GDPR Update Central today, to help our customers tackle this time-sensitive and vital project. We urge organizations to bookmark this page and stay tuned as resources and real-world stories are added as GDPR compliance unspools around the globe.”

[1] Gartner "Market Guide for Data Masking" Marc-Antoine Meunier, Ayal Tirosh, February 6, 2017

#### ADDITIONAL INDUSTRY RECOGNITION

Bloor Data Masking Market Update, “Innovator” 2015

Gartner “Cool Vendor” for Compliance and Risk Management 2008

Gartner “Visionary” in Magic Quadrant for Data Masking Technology, Worldwide 2012

Gartner “Challenger” in Magic Quadrant for Data Masking Technology, Worldwide 2013,2014, 2015

#### ABOUT MENTIS

Founded in 2004, MENTIS was one of the first companies in what was then a fledgling data-security market. Guided by a visionary founder with a deep grounding in both business and technology, MENTIS immediately began to innovate and has never since stopped. Known for its responsiveness to the moving target that is risk and compliance, MENTIS continues to bring powerful products to the market, the result of the company’s deep analysis of new trends in risk, along with a collaboration with its customers to assess and weigh their current challenges.

The MENTIS platform is the only integrated end-to-end platform where discovery, masking, monitoring, and retirement of sensitive data are available for both Non-Production and Production environments, and also now support both structured and unstructured data, whether in the cloud or on premise. Its segregation of duties functionalities means MENTIS also allows stakeholders across the IT, business, and security and compliance groups to collaborate to achieve comprehensive and consistent data security.

MENTIS helps protects the data of some of the most iconic industries and institutions in the world. Its customer roster includes internet commerce pioneers and national airlines; higher education institutions ranging from the Ivy League to Land Grant schools; international industrial behemoths and retail giants; and global leaders in the highly regulated financial services and healthcare industries.

And it was MENTIS who was called in to secure the data of one of the Seven Wonders of the Modern World.

Visit us at [www.MENTISoftware.com](http://www.MENTISoftware.com).

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