Normalyze DSPM for Snowflake

The need for continuous access governance and data classification at scale

» Snowflake has revolutionized big data workloads, allowing businesses to collect, store, and analyze vast amounts of data cost-effectively. However, this flexibility and scale lead to increased data movement, complex access structures, and extensive data sharing, creating challenges for security and data teams:

- **A tug-of-war between granting access and avoiding risks:** While data teams aim to provide business users with access to large datasets for insights, security teams must ensure users only access data they are authorized to see and use.

- **Inability to understand what data they have:** The rapid influx of unstructured data poses challenges for continuous classification, making it hard to enforce access controls and monitor users who might be attempting to access valuable or sensitive data.

- **Hidden valuable or sensitive data:** The variability of unstructured data, such as JSON blobs and AI-generated outputs, makes it difficult to identify where valuable or sensitive data is located, complicating data access and control.

The difficulty in managing data movement, access structures, and data classification heightens the risk of data breaches and governance issues, posing significant challenges for both data and security teams.

Why Normalyze?

» Normalyze maximizes your Snowflake investment by simplifying how security and data teams provide your business users with the data they need. Normalyze tackles challenges like over privileged access, complexity of data classification, rapid data growth, continuous compliance and governance, and inadequate risk management tools.

Seamless integration with the Snowflake AI Data Cloud gives teams access to Snowflake Horizon's security and compliance capabilities alongside Normalyze's DSPM features, enabling faster adoption of Snowflake technologies, including AI. With Normalyze, you gain better control and security over your Snowflake environment, accelerating your ability to leverage Snowflake's advanced capabilities.

The Normalyze Data Security Posture Management (DSPM) solution is designed to address these specific challenges within Snowflake environments:

- **Continuous discovery and accurate classification:** Automated scanning and classification takes place as data is generated for complete visibility of critical data at all times.

- **Access governance:** Identify who has access to specific data stores and determine if they are utilizing their permissions. Quickly pinpoint over privileged users and enforce the principle of least privilege, ensuring users only access necessary data.

- **Credential management:** Identify users with access to valuable and sensitive data who lack necessary security measures like multi-factor authentication. By flagging these users and enforcing stricter authentication policies, the risk of unauthorized access can be significantly reduced.

- **Risk management:** Avoid data loss or breaches with visualization and prioritization of data risk paths, identification of abandoned data, and continuous monitoring of anomalous activity patterns, allowing you to address high-risk issues promptly.

- **Data compliance:** Stay ahead of regulatory challenges and mitigate risks with advanced tools to support rigorous compliance protocols (e.g., ISO 27001, SOC 2, PCI-DSS, FedRAMP, and the Snowflake CIS Benchmark).

Normalyze for Snowflake

Visibility and control of data and user risks and compliance

►► Unique capabilities

One-Pass Scanner™: The patented Single-Pass Scanner offers continuous, rapid discovery and the most accurate classification on the market. There is no need for setup and manual tuning.

Privacy-preserving in-place scanning architecture: Running as a Snowflake native app, Normalyze operates scanners within your environment, ensuring data never leaves your secure perimeter.

Data Access Graphs™: See how people and resources access data using dynamic and detailed graph-based visualizations. Identify inactive, dormant, misconfigured, or over-provisioned users and adjust their permissions accordingly.

Data Risk Navigator™: Visualize attack paths that could lead to breaches or data loss. Updated in real time, these graphs prioritize risks by data value and likelihood of successful attacks.

Anomaly detection: Continuously monitor for anomalous activity such as unexpected data download spikes or access from atypical locations.

DataValuator™: Assign monetary value to data, with a ranking to help security and data teams assess the relative impact of potential data loss.
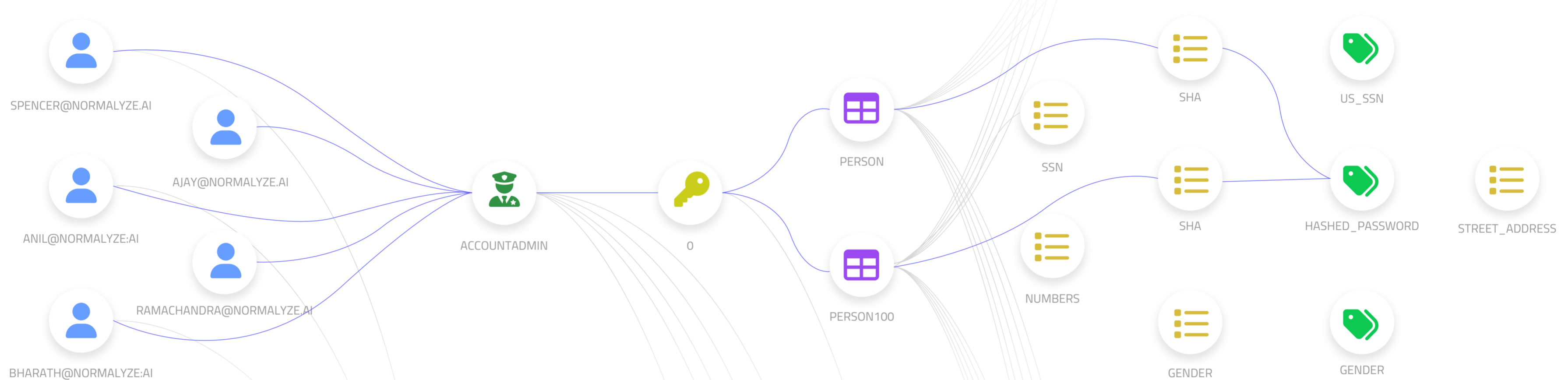
▲ The Normalyze Data Access Graph facilitates least privilege enforcement by highlighting user access privileges to sensitive data within Snowflake at a granular level.

►► Ensured outcomes

Enabling Snowflake technology utilization: Normalyze empowers Snowflake customers to leverage more of the Snowflake tech stack, including AI capabilities, by making data more accessible and usable to a wider range of users within the organization.

Reducing the unknowns: Normalyze eliminates friction between data and security teams by streamlining the process of granting users the appropriate level of access, ensuring data is both accessible and secure.

Providing context for Zero Trust and compliance requirements: Normalyze supports the enforcement of Zero Trust and other security frameworks by precisely classifying valuable and sensitive data and effectively managing user access.

See Normalyze in action. Request a demo of DSPM for Snowflake to understand how data and security teams can securely provide business users with the data they need. Visit **www.normalyze.ai** to get started or get Normalyze DSPM on **Snowflake Marketplace**.

Normalyze for Snowflake

Learn more at: **www.normalyze.ai/snowflake**