

Druva + Skyhook

How Optimized Location Enhances Data Loss Prevention for Druva

With the rise of the mobile workforce and the consumerization of IT, data protection and governance is an enormous concern for enterprise businesses. IT leaders seek visibility and control over access to their sensitive data.

Location is critical for data security and loss prevention. When employee devices are lost or stolen, enterprise IT departments want to know where a device was lost and where the last backup took place. They also want to govern data access, allowing it only from secure locations or remote wipe devices to prevent data breaches.

Druva, a leading provider of data loss prevention and cloud security software looked to Skyhook for accurate, reliable location across their customers' laptop and mobile devices. Skyhook's Optimized Location returns the fastest, most accurate hybrid positioning.

Skyhook's First-Party Location Network

Since 2003, Skyhook has been building a self-learning and self-healing network of billions of geo-located Wi-Fi Access Points, Cell Towers and IP addresses. This location network has powered the world's leading apps and devices from tech leaders such as Apple, Samsung, Sony, MapQuest, Symantec and more.

Goals

1. Drive acquisition of enterprise IT customers
2. Augment endpoint data protection offering with geolocation features

Skyhook Solution

- Skyhook's Optimized Location positions mobile and laptop devices accurately, delivering patented hybrid location that combines all available data sources: GPS, Wi-Fi, cellular and sensors.

Results

- Druva was first-to-market with geo-location for data loss prevention, differentiating from competitors.
- 60% of Druva customers have adopted the InSync geo-location feature

“We recognized the need for location very early on in this industry. Years after we released geo-location for our inSync product, our competitors started to follow suit. Skyhook’s ease of implementation allowed us to attract new customers by being first to market with location features.”

— Santosh Raghuram, Director of Product Management, Druva

Optimized Location

Optimized Location positions your users' devices based on all available device sensors: GPS, Wi-Fi, IP address, and more, with accuracy of 10-20 meters and a yield of 99.8%. It intelligently combines all available location sources simultaneously, rather than depending on a simple waterfall approach to positioning. Once Optimized Location quickly returns a first-fix on the device position, it intelligently switches among combinations of the best available data and smoothly refines the location to provide the best experience possible.

Results

Skyhook's unprecedented accuracy and ease of deployment led Druva to launch geo-location features for its endpoint data protection and governance product InSync. Now, Druva customers like PwC, Merz Pharma and Shire can track and visualize the locations of any endpoint and secure data with quick recovery and remote wipe capabilities.

60%
Customer Adoption
of inSync location

1st
to Market
with geo-location features

About Druva

Druva is the leader in data protection and governance at the edge, bringing visibility and control to business information in the increasingly mobile and distributed enterprise. Built for public and private clouds, Druva's award-winning inSync and Phoenix solutions prevent data loss and address governance, compliance, and eDiscovery needs on laptops, smart devices and remote servers. As the industry's fastest growing edge data protection provider, Druva is trusted by over 3,000 global organizations on over 3 million devices. Learn more at www.druva.com and join the conversation at twitter.com/druvainc.

About Skyhook

Skyhook is the worldwide leader in location positioning, context and intelligence. In 2003, Skyhook pioneered the development of the Wi-Fi Positioning System to provide precise and reliable location results in urban areas. Since then we've taken location far past simple latitude and longitude. We make massive amounts of data actionable from macro level trends to deep contextual insights. For more information, visit: www.skyhookwireless.com.