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THE TRUTH ABOUT CLOUD SECURITY

It's More Secure Than You Think

#BetterWayToWork

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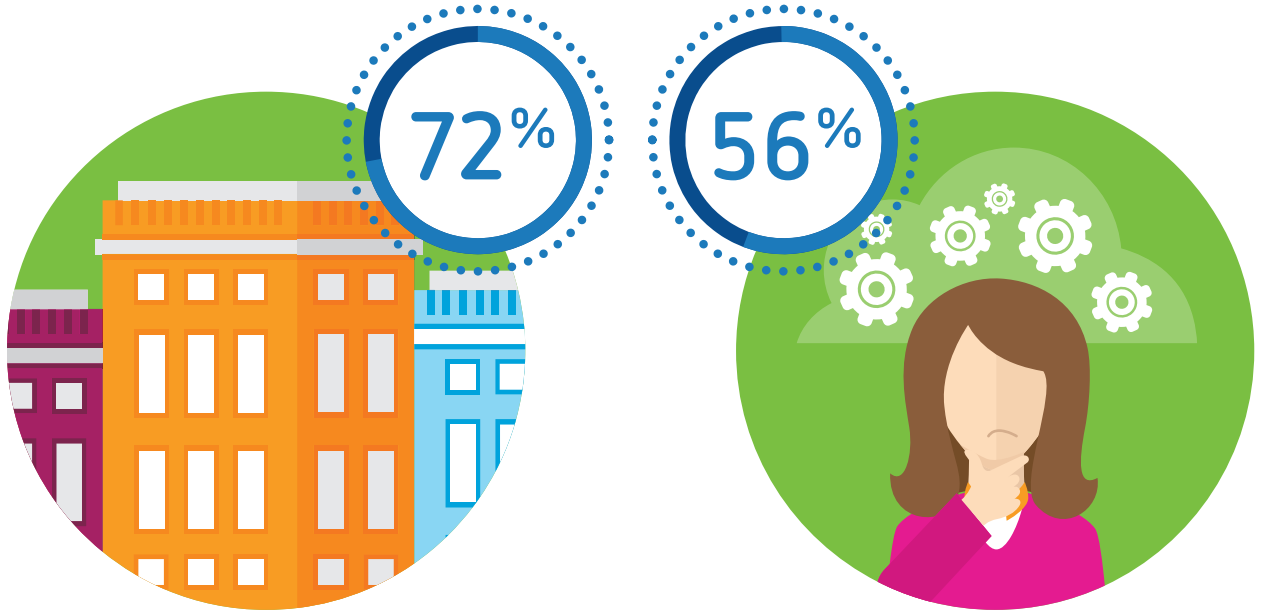
CLOUD SECURITY PROBLEMS – HYPERBOLE OR REALITY?

First impressions can be deceiving, and there's a good chance some of your first impressions of cloud technology have come in the form of warnings about security. You've likely seen plenty of headlines out there about security challenges, but the reality is:

72 percent

of businesses are using the cloud.



56 percent

said they are still figuring out exactly where they can use the cloud more.

So while security risks are real, the cloud is also more secure than you think. Otherwise, why would so many businesses already trust these services with their own and their clients' most sensitive data?

Let's dig in and get a better understanding of cloud security.

IT ALL STARTS WITH TRAVERSING THE INTERNET

You may trust your personal photos and music to the web, but it's understandable to be hesitant about putting your business's and your clients' data on the internet considering it is, essentially, a publically accessible network. Business-class cloud services are working around this limitation with **encryption:**

ENCRYPTION

A technology that transforms data in undecipherable code that can only be opened with a specific key while it travels between secure destinations.

Approximately **56 percent of businesses** are already encrypting data in transit to the cloud.

You may not want to deal with encryption for your business, but cloud services that encrypt data on their own give you security without overhead or additional effort.

IT'S NOT THE CLOUD ITSELF

The internet may be the monster under the cloud bed, but the real fear comes from fear of the unknown.

Will your workers keep their login credentials safe?

Will you be able to maintain control over your data?

Will a cloud service provider comply with regulatory standards?

THE MAJOR ISSUES

These are valid concerns:

53 percent of IT professionals listed access control as their primary cloud security concern.

Just one-third of businesses considered external data sharing to be their greatest concern.

If anything, people could pose the greatest risk too – in that case, the cloud itself isn't a problem:

79 percent of data security pros consider end users, not the underlying technology, to be their greatest security headache.

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UNDERLYING CLOUD SECURITY CONCERNS

Cloud technology isn't the problem.

84 percent of businesses

aren't happy with traditional security tools when it comes to safeguarding the cloud.

51 percent

said they are emphasizing policies.

49 percent

indicated they are focusing on visibility.

The cloud has matured to a place where traditional data protection – which puts a spotlight on the technology – is only part of the solution. But management and governance should also be held accountable for their contribution to security efforts.

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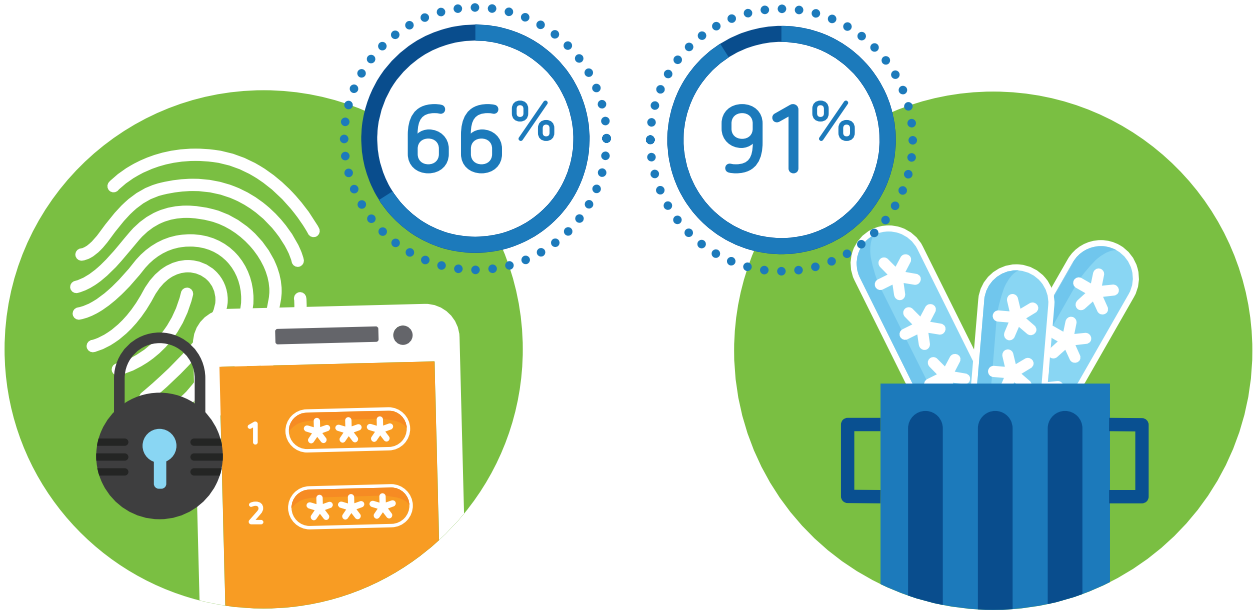
MOVING PAST PASSWORDS

Access control is one of the major "people problems" that can ruin your day. Poor password practices can drive anybody crazy, but fortunately, modern technology has evolved to make it easier to safeguard your work.

66 percent of workers

said they are using methods beyond just passwords to keep data safe.



91 percent of security professionals

think passwords will be a thing of the past within a decade.

User authentication can be a cloud security hang-up, but modern apps are giving you more options, making it easier to keep data safe without driving you crazy trying to remember dozens of passwords – a single cloud service means remembering a single set of credentials.

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AUTHENTICATION OPTIONS

Cloud security has evolved to give you more options than ever when it comes to protecting personal credentials. A few popular tools include:

Fingerprinting scanning

28 percent of the world's smartphones currently have fingerprint scanners. Simple biometrics let you take advantage of multiple points for authentication without sacrificing convenience.

Single sign-on

Identity and access management tools let you use complex passwords or multiple authentication methods without hassle. The Identity and access management market will rise at a CAGR of **12.2 percent** from 2015 to 2020. Many cloud apps and services are building single sign-on functions into their architecture so you don't have to worry about it.

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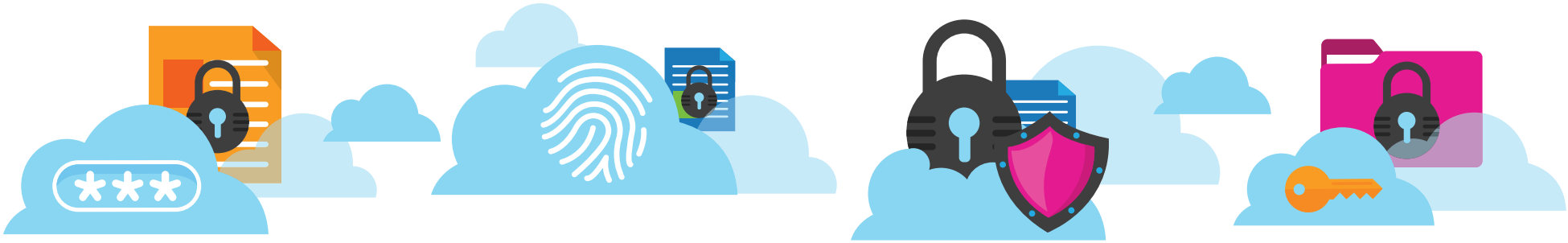
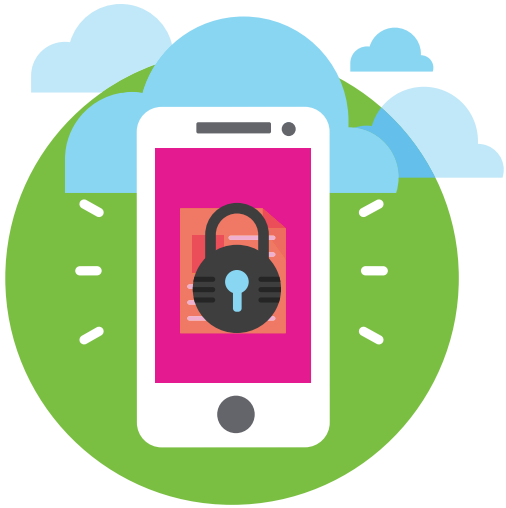
MOVING CONFIDENTLY INTO THE CLOUD



Many cloud service providers have more resources than your business when it comes to security – it's a key part of their job after all, and it's a key point **highlighted by Gartner**, a research firm that specializes in analyzing cutting-edge tech adoption, as a reason to take advantage of the cloud.



User authentication is also evolving as more businesses ramp up cloud deployment. This leaves visibility and policy compliance as key issues, and those are problems that individual apps can handle for you. For example, industry leading collaboration technologies offer built-in document tracking and notifications so you always know who has access to your files and what they're doing with the data.

Cloud technology has officially evolved to become significantly more secure than other solutions including on-prem. With that in mind, we can rest assured that our sensitive data is protected and focus more on the work that matters.

LEARN MORE

It's not possible to eliminate risk, but you can decrease it significantly by becoming aware of your security issues, learning everything you can and being proactive in your responses. With Citrix ShareFile, you can enjoy simple, secure cloud-based file sharing and collaboration that supports compliance.

Visit www.ShareFile.com to learn more.

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