



FIELD GUIDANCE – SafeNet ProtectV

This document provides guidance to Microsoft sellers on how to position and sell SafeNet ProtectV. It provides an overview of the value proposition and how to identify potential customers.

PRODUCT OVERVIEW

SafeNet ProtectV from Gemalto secures data stored on Microsoft Azure by encrypting entire virtual machine instances and attached storage volumes to ensure complete isolation of data and separation of duties. SafeNet ProtectV ensures all instance archives, snapshots, and backups are secure regardless of where they reside. SafeNet ProtectV enables enterprises across many verticals to securely migrate even the most sensitive and highly regulated data to the cloud.

VALUE PROPOSITION

SafeNet ProtectV's cloud encryption solution allows Microsoft Azure customers to encrypt and protect their most sensitive data and applications in the cloud while maintaining compliance and achieving high levels of data protection.



HOW TO TARGET CUSTOMERS

The following customer profiles are a good fit for SafeNet ProtectV:

- A need to secure sensitive workloads.
- Storing any of the following data: privacy/confidential/HR, financial/pricing, intellectual property, competitive/customer.
- A need to comply with any industry regulations, such as PCI-DSS, HIPAA, etc.
- Highly regulated industries such as financial, health care, and government.

HOW IS THIS PRODUCT IMPORTANT TO YOU?

Storing sensitive and highly regulated data in virtual machines often requires that customers are able to prove that they meet compliance mandates and that sensitive data, such as credit card numbers, health records, or other personally identifiable information is safe from unauthorized access. SafeNet ProtectV accomplishes all of this.

PRICING

SafeNet ProtectV Gateway for Microsoft Azure is offered as an hourly subscription for 50 nodes, 100 nodes, and 200 nodes in the [Microsoft Azure Marketplace](#). Customers can try SafeNet ProtectV Gateway 200 nodes FREE for 30 days.

HOW TO PURCHASE

SafeNet ProtectV Gateway for Microsoft Azure can be purchased in the [Microsoft Azure Marketplace](#). The required SafeNet ProtectV Client Extension for Windows and Linux are available free of charge as Azure VM Extensions; please refer to the [SafeNet ProtectV for Microsoft Azure Technical Documentation](#) for step-by-step instructions on how to deploy the ProtectV Client Image.

LEARN MORE

Visit [SafeNet ProtectV for Microsoft Azure](#) or email support@safenet-inc.com.



FAQ – SafeNet ProtectV

Below you will find answers to common questions about SafeNet ProtectV

Q: Who is Gemalto?

A: Gemalto's portfolio of Identity and Data Protection solutions offers one of the most complete portfolios of enterprise security solutions in the world. Gemalto's solutions enable its customers to enjoy industry-leading protection of data, digital identities, payments, and transactions – from the edge to the core. Gemalto's SafeNet Identity and Data Protection solutions enable enterprises across many verticals, including major financial institutions and governments, to take a data-centric approach to security by utilizing innovative encryption methods, best-in-class crypto management techniques, and strong authentication and identity management solutions to protect what matters, where it matters. Through these solutions, Gemalto helps organizations achieve compliance with stringent data privacy regulations and ensure that sensitive corporate assets, customer information, and digital transactions are safe from exposure and manipulation in order to protect customer trust in an increasingly digital world.

Q: What is SafeNet ProtectV?

A: SafeNet ProtectV from Gemalto is a virtual machine and storage encryption solution for securing sensitive and highly regulated data on Microsoft Azure.

Q: Who are the target users of ProtectV?

A: SafeNet ProtectV enables enterprises across many verticals, including major financial institutions and governments, to securely migrate even the most sensitive and highly regulated data to the cloud.

Q: What problems does ProtectV solve for customers?

A:

- SafeNet ProtectV helps customers who want to migrate sensitive data to Microsoft Azure by allowing them to maintain full control of their data throughout migration to the cloud by encrypting entire virtual machines and all of the data residing in the instance. Once encrypted, all archives, snapshots, and backups of these instances remain secure regardless of location.
- SafeNet ProtectV gives data control squarely to the customer and lets them demonstrate undisputed command and proof of ownership for both data and keys helping them meet a range of regulations, such as PCI DSS, SOX, and HIPAA.
- Some customers worry about other tenants, the provider, or government agencies being able to gain unauthorized access to their data. ProtectV provides encryption-based separation of duties that isolates data from the cloud provider, organization's IT administrators, and different business units within the organization's virtual environment.
- Virtual machines share compute, storage, and network resources, introducing access issues (e.g., storage admins have access to VM workloads) without the appropriate controls/security in place. SafeNet ProtectV's StartGuard makes it impossible to instantiate a virtual machine without authorization. This feature allows customers to track all encrypted instances even when copied or archived, ultimately providing an audit trail of all actions and copies of customer data.

Q: Where are the encryption keys stored?

A: SafeNet ProtectV securely generates and stores the encryption keys used to decipher the encrypted data in SafeNet Key Service. SafeNet ProtectV securely generates and stores the encryption keys used to decipher the encrypted data. Customers can add a secret to the keys before they are used to encrypt virtual machines by using an Azure Key Vault. For an added layer of protection, SafeNet ProtectV integrates with SafeNet KeySecure and SafeNet Virtual KeySecure to give customers full control and ownership of keys – so that only they have access to the keys.

Q: How do customers deploy and use SafeNet ProtectV?

Please refer to the [SafeNet ProtectV for Microsoft Azure Technical Documentation](#) for step-by-step instructions on how to deploy and use SafeNet ProtectV for Microsoft Azure.

Q: How do I contact Gemalto about SafeNet ProtectV?

A: Visit [SafeNet ProtectV for Microsoft Azure](#) or email support@safenet-inc.com.