

## /Case Study

**valea**  
TECHNOLOGY & LAW



Organization/	Country/	Industry/	Solution/	Licenses/
Valea technology & Law	Sweden	Intellectual property consulting	Panda Data Control	130

## Situation

Valea is working with the establishing, defending and commercialization of intellectual property rights such as patents, trademarks, designs and domain names. They also handle other legal aspects regarding intangible assets, for example copyright law, trademark law and IT law consulting.

Valea is involved in the whole process, from idea to commercialization, and with their broad competence profile combined with cross-border working methods, Valea can help their customers with everything from the creation of overall strategies to being an agent in national and international court of laws. They are doing this really well and they recently received an award for "The best Patent Prosecution Firm of the year" at "The Global IP Awards 2020".

## Challenges

All businesses are forced to strengthen or take action to protect the organization's personal or sensitive data. When you also work with sensitive customer data, this becomes, if possible, even more important.

Michael Nissmark, who started his career at Valea as a consultant in 2000, and in 2004 took over the position he still holds as IT manager for the whole of Valea, with responsibility for IT operations at Valea's three offices in Stockholm, Gothenburg and Malmo.

Although Michael and Valea have been loyal customers of Panda for more than 15 years, they have had the time to try quite a few other products on the market, but these products have not been able to keep up the standard, according to Michael.

Today Valea is sitting with the entire Panda portfolio, which means: Panda Adaptive Defense 360, Panda Systems Management, Advanced Reporting Tool, Panda Patch Management, Panda Email Protection, Panda Full Encryption and Panda Data Control.

The last one is a product Michael describes as easy to handle and helps Valea ensure that they stay in line with the legislative compliance that is contained in the GDPR regulation.

"I know myself how good the module is, but I would say that the best thing about the product is the traceability, that the product does its job, that the sellers keep their promises and that the support team is doing a great job. Apart from that, there is hardly any load on the servers, as it is a cloud-based solution".

Michael Nissmark /  
IT Operations Responsible



## /Customer profile

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## Solution

The GDPR regulation and to be able to find and trace any data leakage are the main reasons for Michael when he chose to add Panda Data Control to their customer portfolio, and he says that the knowledge about the module and its functions, like traceability, deters threats.

Panda Data Control makes it possible to detect, review and identify files with personal data (PII) and users, employees, endpoints and servers in the organization, who has access to this personally identifiable data.

The module itself creates an indexed inventory of all files that store unstructured personal data (data in rest), with the number of occurrences of every type of personal data. All information is automatically classified. The classification process uses a combination of rules, regular expressions and machine learning techniques, which optimizes the classification results and reduces the number of false positives, and the resource consumption on the devices. The algorithms used are furthermore geographically applied towards Swedish standards, such as social security numbers, and so on.

With the monitoring functionalities in Panda Data Control, organizations like Valea gets the opportunity to monitor the different types of operations conducted on unstructured personal data at the same time as the personal data is completely updated. All attempts to copy or move any of these files from the network by email, browser or FTP (data in motion) is recorded by the module.

The results of the monitoring and detection functionalities are synchronized continuously on the Adaptive Defense platform and in the Advanced Visualization Tool module. This user interface provides tools for carrying out forensic work for all events that affect data in rest and in motion, both in real-time and retrospectively during the life cycle of the devices.

The Panda Data Control dashboard, predefined reports and warnings help to prove policy compliance and to guarantee the control of the unstructured personal data that exist on the protected devices of the organization. Since the Panda Data Control module is native in Panda Adaptive Defense 360, it can easy and directly be activated without difficult configurations or installation of additional software.

## /Conclusion

Michael and Valea was one of the first customers who bought Panda Data Control when Benny Jonasson, sales representative of Panda Security, presented this quite new product at the beginning of 2018. When Michael himself is asked what he would say to anyone who hasn't tried Panda Data Control in their IT operations, he answers:

"I know myself how good the module is, but I would say that the best thing about the product is the traceability, that the product does its job, that the sellers keep their promises and that the support team is doing a great job. Apart from that, there is hardly any load on the servers, as it is a cloud-based solution."

Valea themselves has not experienced any data leakage, but on suspicion they have easily been able to secure that wasn't the case, something they think has been both useful and reassuring