

Gartner Positions Informatica As A Leader In 2014 Data Masking Technology Magic Quadrant

Redwood City, Calif., December 15, 2014 -

Informatica Corporation (Nasdaq:INFA), the world's number one independent provider of [data integration](#) software, today announced that Gartner, Inc., a leading IT research and advisory firm, has positioned Informatica as a leader in its 2014 Magic Quadrant for Data Masking Technology report, published Dec. 10.

Informatica was positioned the furthest to the right for Completeness of Vision.

The complete report, including the quadrant graphic, is available at:

<http://www.informatica.com/us/magic-quadrant-data-masking>

Gartner analysts wrote in the report that, “Global-scale scandals around sensitive data losses have highlighted the need for effective data protection, especially from insider attacks. Data masking, which is focused on protecting data from insiders and outsiders, is a must-have technology in enterprises’ and governments’ security portfolios.”

According to the report, “Adopting DM (data masking) helps enterprises raise the level of security and privacy assurance. At the same time, DM helps them meet compliance requirements with the security and privacy standards recommended by regulating/auditing authorities (for example, the PCI Data Security Standard [DSS] and the Health Insurance Portability and Accountability Act [HIPAA]).”

The report also notes, “A growing number of enterprises make DM a mandatory part of their overall security strategies. This research helps security, privacy, compliance, application development and testing managers to evaluate evolving DM trends and implementation practices for their DM strategies.”

Amit Walia, senior vice president and general manager, Data Security Group, Informatica, said, “We are honored that Gartner, for the third year in a row, has positioned Informatica as a leader in its Magic Quadrant for Data Masking Technology. We believe that data masking is becoming the solution of choice for enterprises and government organizations that want to take a data-centric approach to preventing cyber-attacks and internal data breaches. Informatica’s data masking software delivers data-centric security to improve data privacy and security, with improved productivity and reduced overall costs.”

[Informatica Data Masking products](#) – including [Informatica Dynamic Data Masking](#) and [Informatica Persistent Data Masking](#) – dynamically mask sensitive production data from unauthorized access and permanently and irreversibly mask nonproduction data. With this software, IT organization can comply with data privacy regulations and organization-wide data privacy mandates and can reduce the risk of a data breach.

[Informatica Dynamic Data Masking](#) is high-performance, scalable data masking software for data privacy and security. It seamlessly integrates with LDAP, ActiveDirectory, and identity access management software to block or mask sensitive or confidential information from unauthorized access to production or near-production databases.

[Informatica Persistent Data Masking](#) is highly scalable, high-performance data masking software for data privacy and security. It protects sensitive nonproduction data and ensures data privacy by creating masked development, test, and training copies that keep processes optimal while lowering the risk of compromising data privacy.

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Informatica Leadership in other recent Gartner Magic Quadrant reports:

- [Gartner 2014 Magic Quadrant for Data Quality Tools \(Nov. 26, 2014\)](#)
- [Gartner 2014 Magic Quadrant for Master Data Management of Customer Data Solutions \(Oct. 30, 2014\)](#)
- [Gartner 2014 Magic Quadrant for Data Integration Tools \(July 24, 2014\)](#)
- [Gartner 2014 Magic Quadrant for Structured Data Archiving and Application Retirement \(June 11, 2014\)](#)
- [Gartner 2014 Magic Quadrant for Enterprise Integration Platform-as-a-Service \(Jan. 27, 2014\)](#)

About the Magic Quadrant

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About Informatica

Informatica Corporation (Nasdaq:INFA) is the world's number one independent provider of [data integration](#) software. Organizations around the world rely on Informatica to realize their [information potential](#) and drive top business imperatives. [Informatica Vibe](#), the industry's first and only embeddable virtual data machine (VDM), powers the unique "Map Once. Deploy Anywhere." capabilities of the Informatica Platform. Worldwide, over 5,500 enterprises depend on Informatica to fully leverage their information assets from devices to mobile to social to big data residing on-premise, in the [Cloud](#) and across social networks. For more information, call +1 650-385-5000 (1-800-653-3871 in the U.S.), or visit www.informatica.com. Connect with

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