

D E L P H I X

Fast and Secure

Bringing Data to the Pipeline

Gary Hallam | Director of Channel Enablement | Delphix
gary.hallam@delphix.com | +44 7951 756 650

Patterns of Disruption





52% of the Fortune 500
firms since 2000 are gone







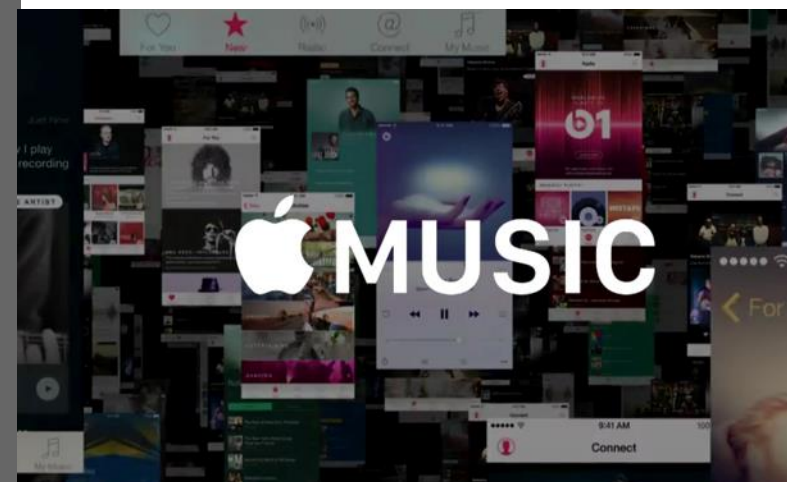
Disruption



Digital
Apps
Devices
Services



Business Models
Experiences



How to Go Fast?
Do things differently – different instrumentation





1969 Bruce McLaren M7C



1974 Emerson Fittipaldi M23



1988 Ayrton Senna MP4/4



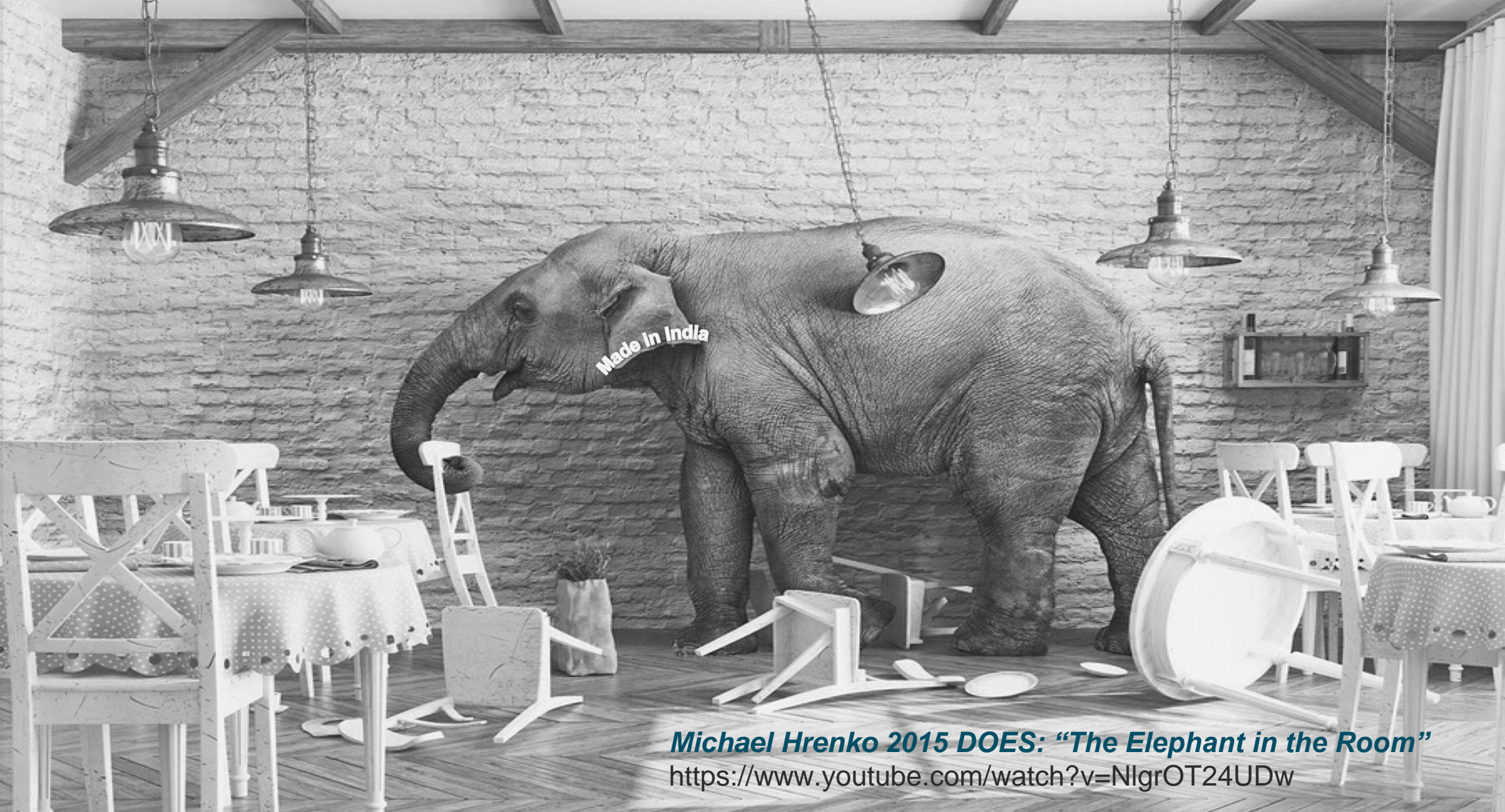
1999 Mika Hakkinen MP4-14



2008 Lewis Hamilton MP4-23



2014 Jenson Button MP4-29



Michael Hrenko 2015 DOES: “The Elephant in the Room”
<https://www.youtube.com/watch?v=NIgrOT24UDw>

Moving Data Is Like Moving Elephants

- A Royal Tale?...



It takes a lot of effort



A lot of hardware



With Manual Intervention

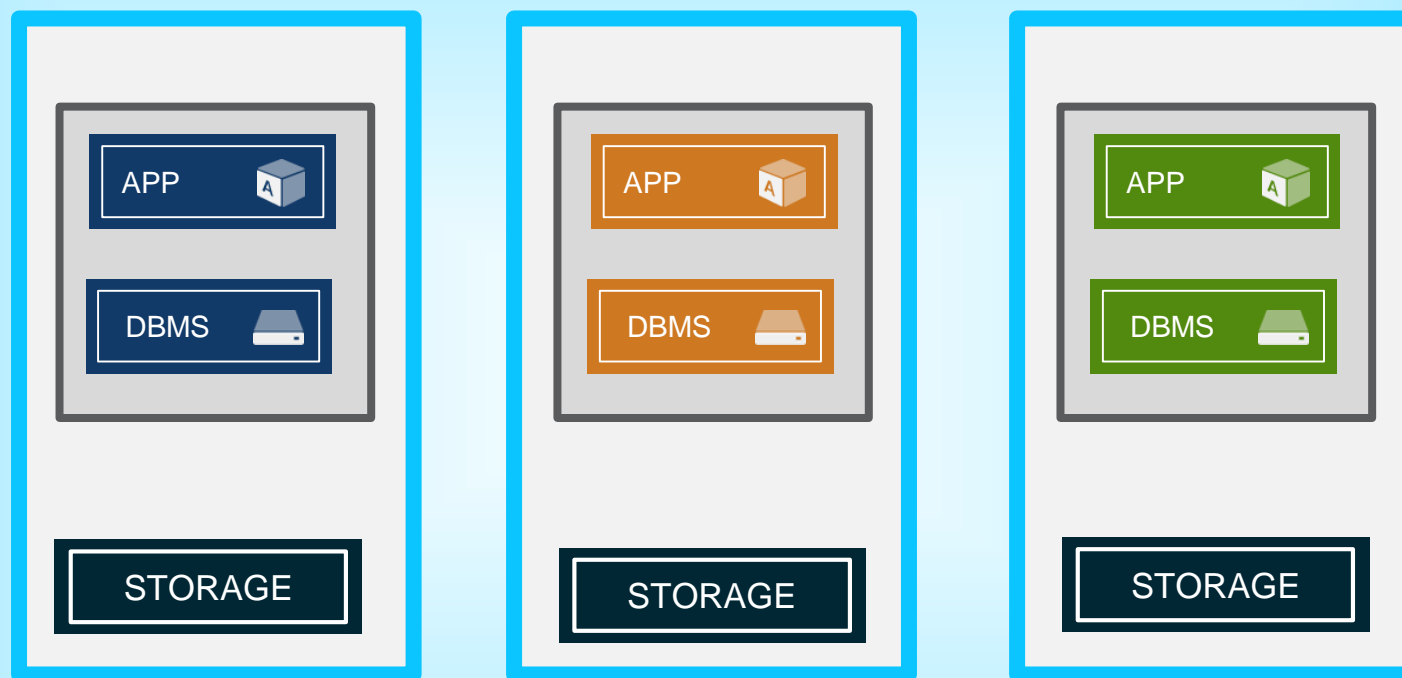
Associated Press Photo - www.ap.org

Traditional Data Management: Moving the Elephants...

PRODUCTION



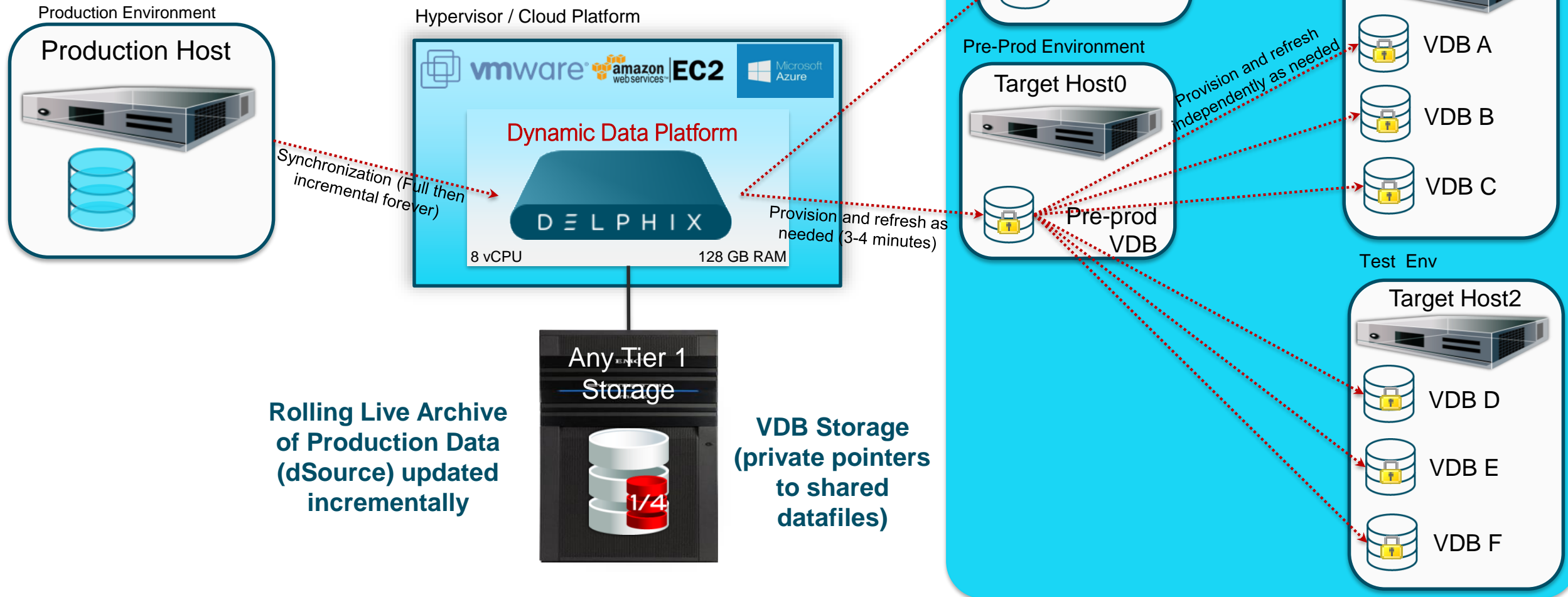
NON PRODUCTION



30 TB + ...

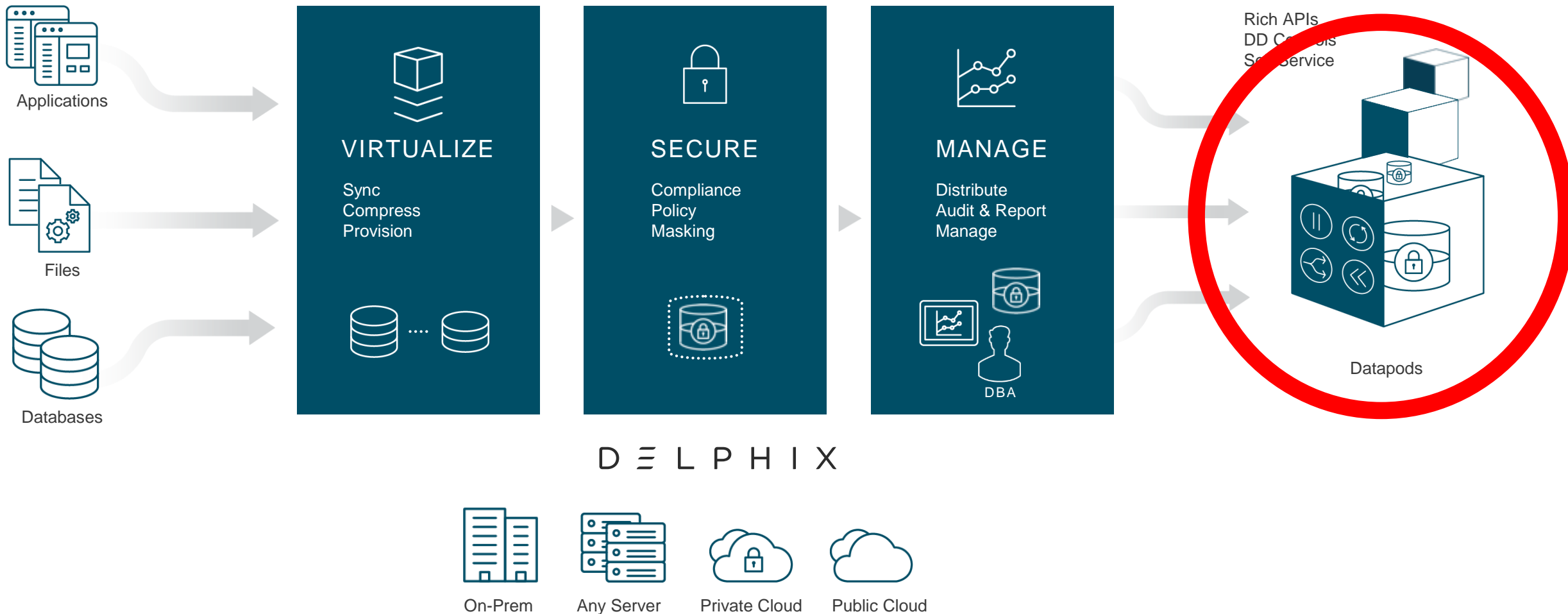
Delphix in Pictures

Ingest & Provision Virtual Data



Delphix in Marketing Form

Dynamic Data Platform



Data Consumers and Data Providers

EMPOWERED USERS

“energised & engaged”



DATA CONSUMERS

- Instant Data Access
- Personal Environments
- Self-Service Controls
- Full, Fresh Data
- Eliminate Admin Tasks



EFFICIENT DELIVERY

“Data on Demand”



DATA PROVIDERS

- Protect Sensitive Data
- Governance & Compliance
- Delivery Automation
- Manage Data Sprawl
- Reduce Storage Overhead

CASE STUDY

Channel 4 Looks to DataOps to Support Innovation in Data Delivery & Operations

Learn how Channel 4 accelerated data delivery for development, testing and reporting enabling faster innovation and improving operational efficiency.

“It’s been eye-opening to see the change in the DBA-Dev Team relationship”

<https://www.delphix.com/case-studies/channel-4>

Data Pods

Access and control data at will



DATA CONSUMERS

- Bookmark
- Version
- Refresh
- Restore
- Branch
- Share



DATA OPERATORS

- Secure
- Virtualize with compression
- Automate
- Replicate View and Manage test & copy data environments across users



Personal



Secure



Portable

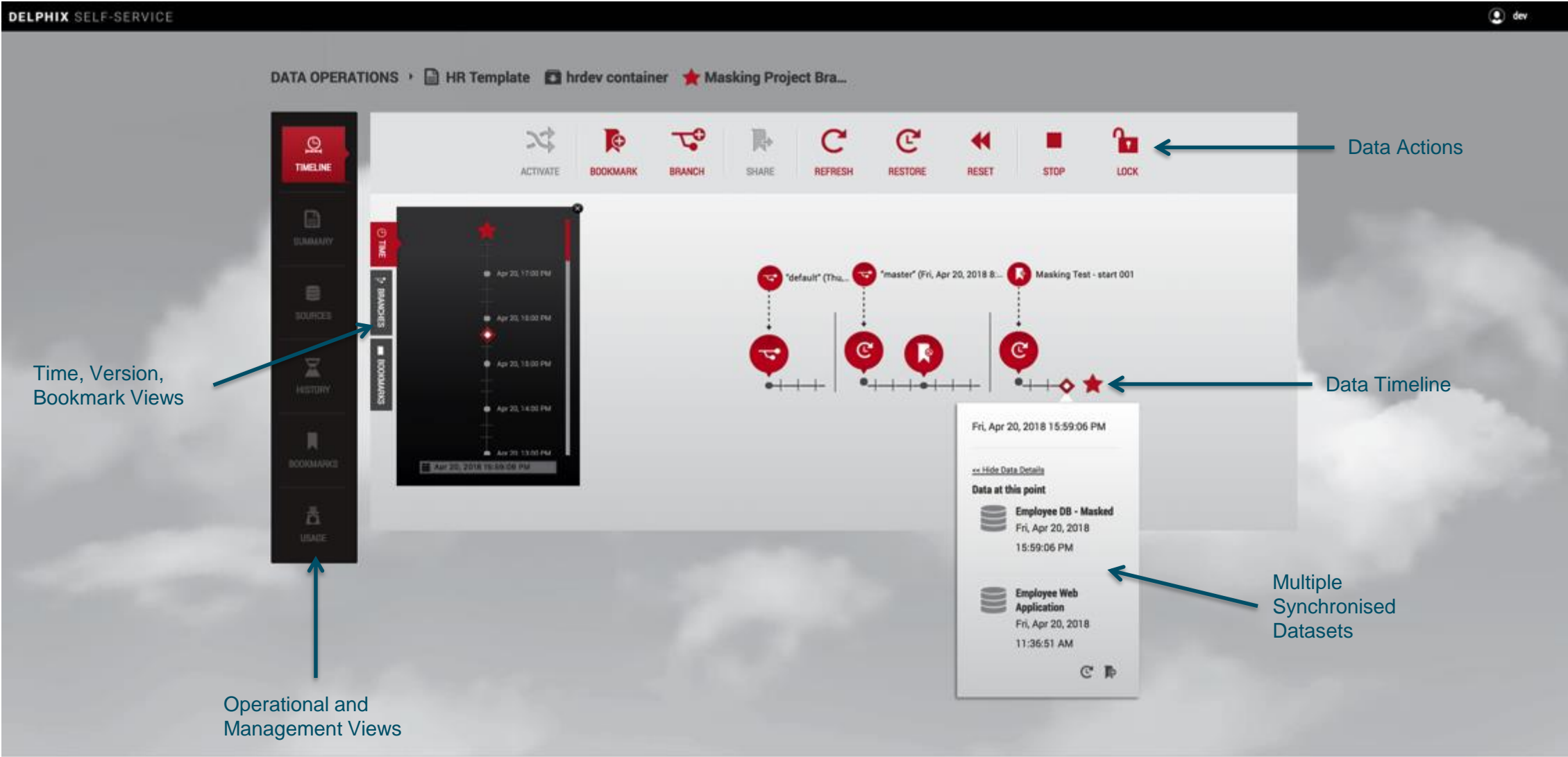


Lightweight

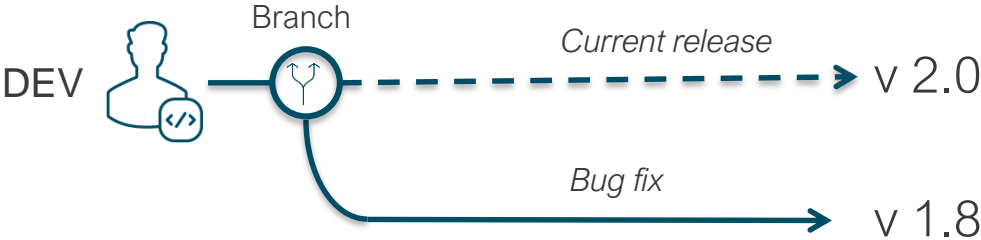


Dynamic

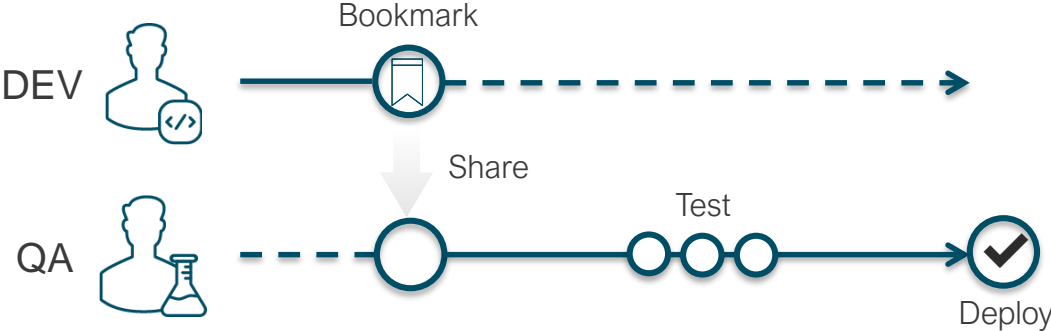
Datapod Self-Service User Interface



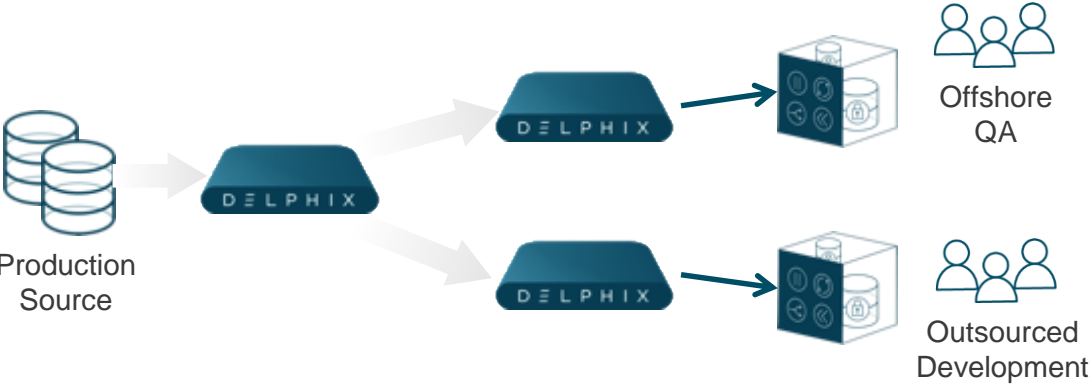
Empower Development Teams with Self-Service



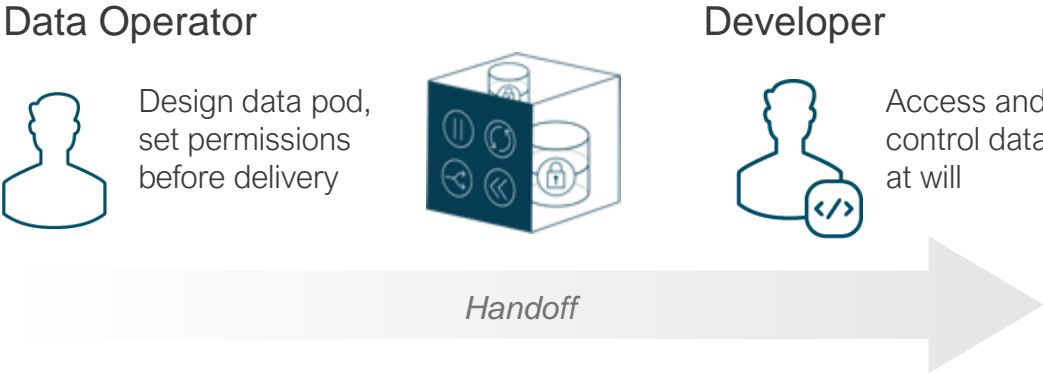
Version data like code



Easily share data

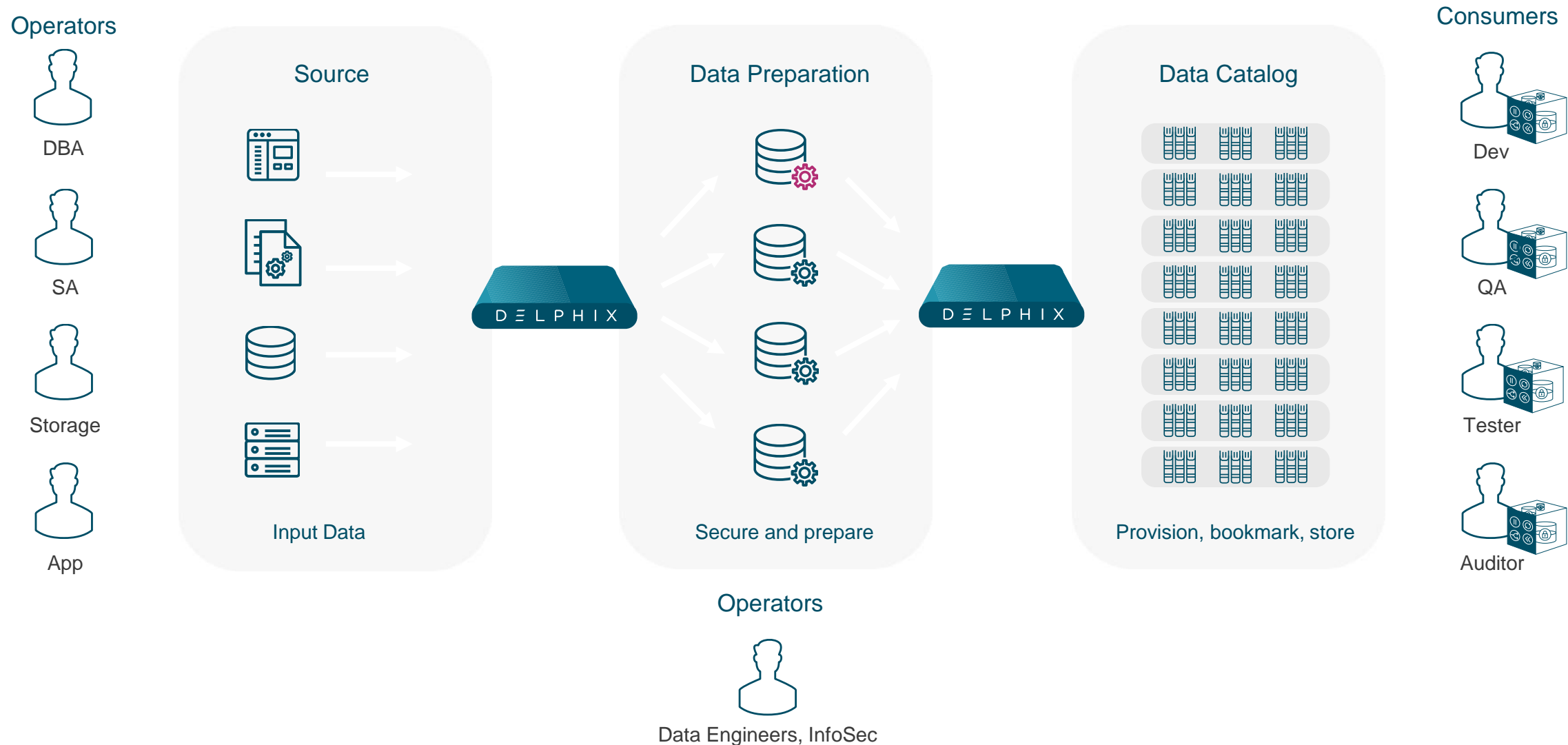


Efficiently replicate data



Governance across IT Ops, Apps

Enabling Self-Service Access to a Full Data Catalog



“Zero Footprint” Data Catalogue for Developers

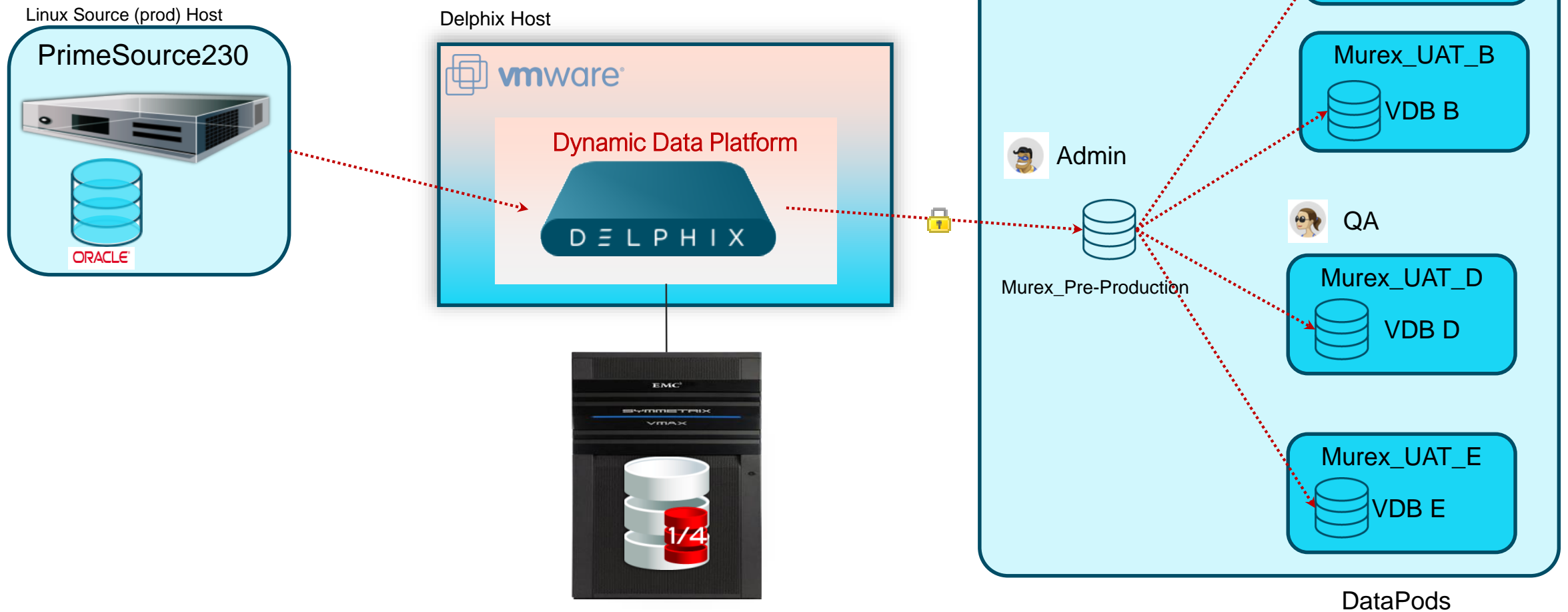
The screenshot displays the DELPHIX SELF-SERVICE interface. At the top, the header reads "DELPHIX SELF-SERVICE" and includes a user profile icon labeled "dev". Below the header, the navigation bar shows "DATA OPERATIONS" with a dropdown arrow, followed by "Employee Application...", "Dev Data Pod", and a red star icon labeled "default". A link "Switch Container" is also visible.

The main content area features a sidebar on the left with icons for "TIMELINE", "SUMMARY", "SOURCES", "HISTORY", "BOOKMARKS" (highlighted in red), and "USAGE". The central panel displays a grid of data items under the heading "PRIVATE SHARED AVAILABLE". The items are labeled with IDs like "20180610 25pct" and "20180615 25pct", and descriptions like "Employee Appli...". The item "20180615 25pct" is highlighted in red.

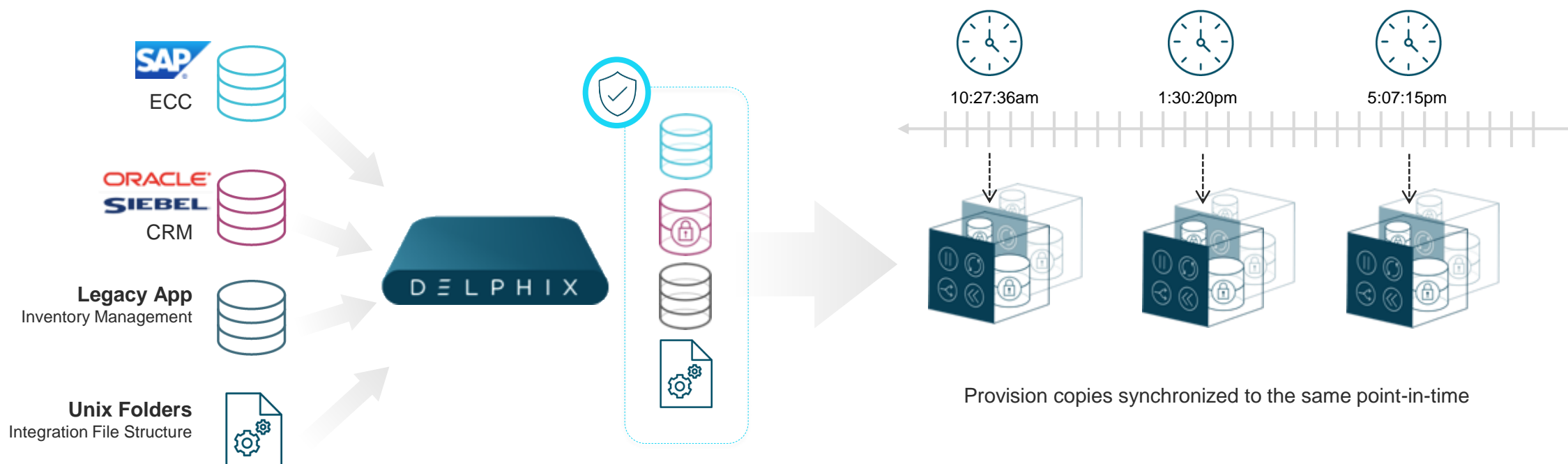
On the right, a detailed view for "20180615 25pct" is shown. It includes a "Created At" section with the date "Fri, Jun 15, 2018 16:12:10 PM", a "Description" section, an "Auto-Deletion" section stating "Will not be deleted", and a "Tags" section with "Jun 15" and "25pct". An "ADD A TAG +" button is also present.

At the bottom of the interface, the text "“Empowerment and Accountability”" is displayed in a large, bold font.

Demo Layout Schematic

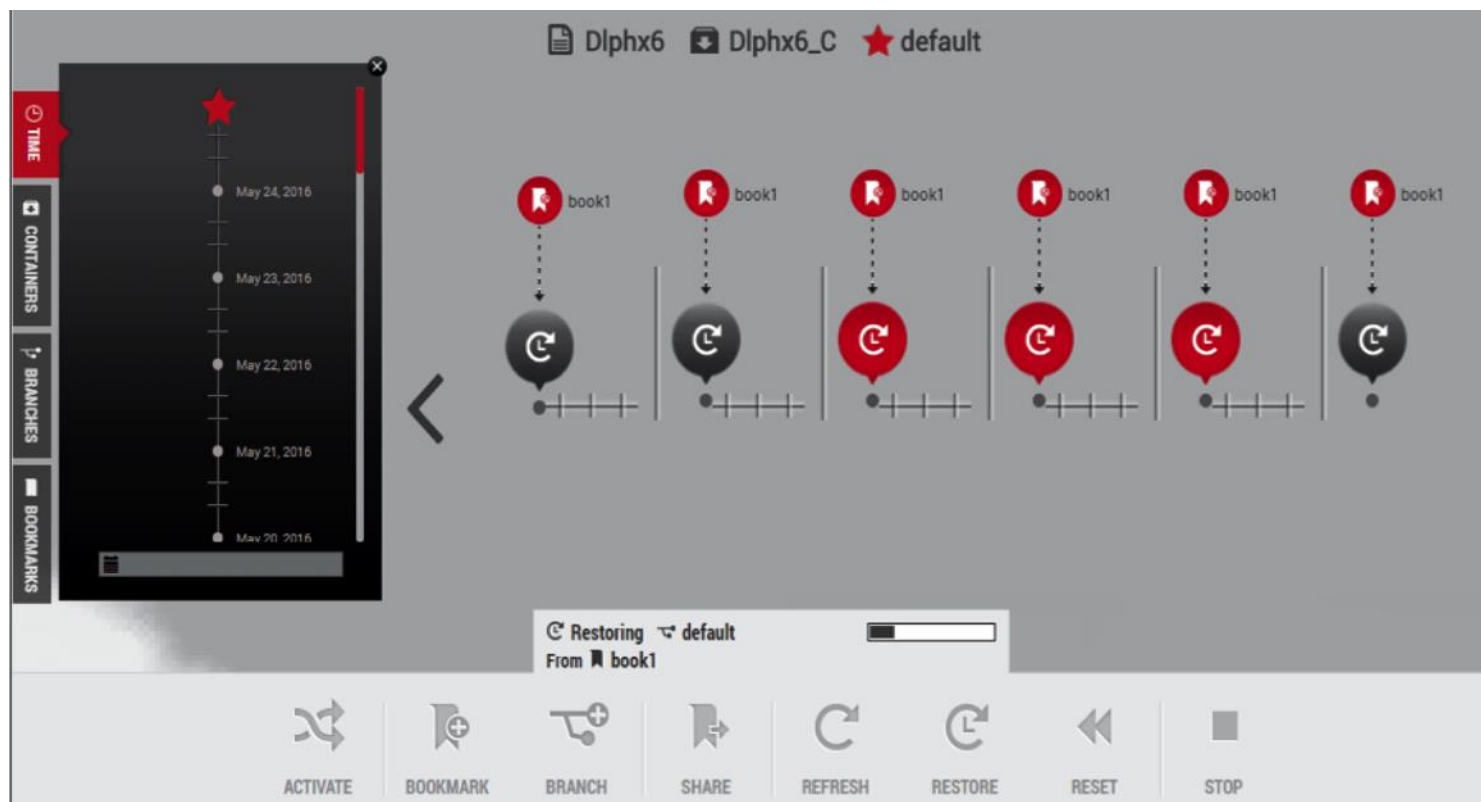


Use Case: Integration Testing



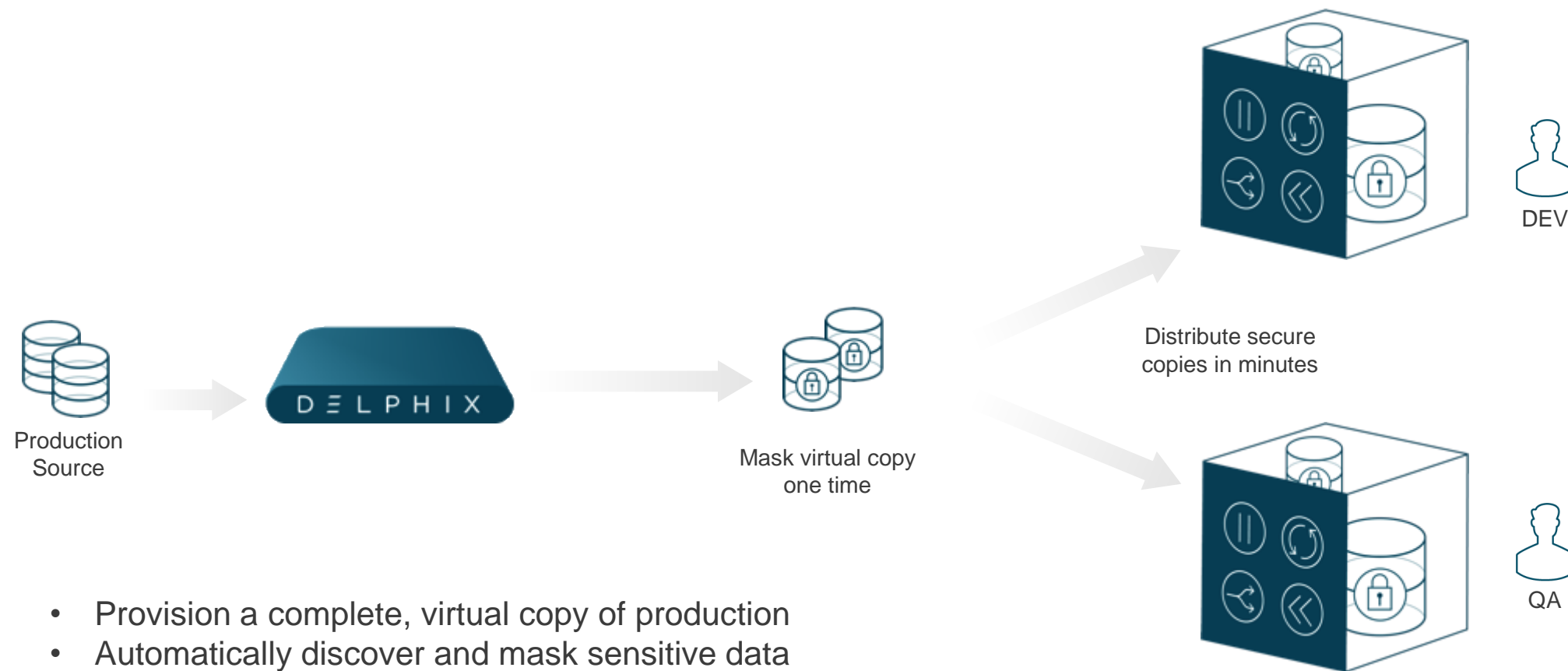
- Ingest data from multiple, heterogeneous sources
- Discover and mask sensitive data while preserving referential integrity
- Provision virtual copies synchronized to same point in time
- Reset/rewind copies in just minutes

Development Environment Time Machine



- Ability to create multiple bookmarks, each representing a snapshot of the data needed for a particular test.
- These bookmarks can be shared across multiple databases
- The Self-Service Datapod shows you real-time status when databased is being restored.

Use Case: Repeatable and Secure Data Delivery



- Provision a complete, virtual copy of production
- Automatically discover and mask sensitive data
- Distribute multiple masked copies packaged in data pods
- Provide testers with self-service control

A Comprehensive Approach to Data Privacy & Security



MANAGE POLICY

APPLY & manage security policies across all data sources from a centralized management point



DISCOVER

IDENTIFY sensitive data and create an enterprise-wide risk profile



SECURE

APPLY automatic or custom masking with consistency, repeatability

Secure: Efficiently Mask Sensitive Data

Irreversibly transform sensitive data values into fictitious, yet realistic data values



COMPREHENSIVE

Provide irreversibly masked data across a wide range of cloud or on-prem data sources



CONSISTENT

Masked data with consistency to preserve referential integrity



USABLE

Keep data in a usable state with no impact to developers, testers, trainers, even vendors.

Masking API

- Comprehensive APIs enable you operationalize masking throughout the enterprise.
- API Console (GUI) for easy experimentation

APIs Cover

- Masking Jobs
- Profiling Jobs
- Connectors
- Rulesets
- Inventories
- Environments

Masking APIs

- Masking Engines sync
- Masking Backup / Restore
- Loading massive rules
- Programmatic discovery

Authorize		
Masking API Schema for the Masking Engine API		
algorithm	Show/Hide List Operations Expand Operations	
analytics	Show/Hide List Operations Expand Operations	
application	Show/Hide List Operations Expand Operations	
applicationSettings	Show/Hide List Operations Expand Operations	
columnMetadata	Show/Hide List Operations Expand Operations	
databaseConnector	Show/Hide List Operations Expand Operations	
databaseRuleset	Show/Hide List Operations Expand Operations	
GET /database-rulesets	Get all database rulesets	
POST /database-rulesets	Create database ruleset	
DELETE /database-rulesets/{databaseRulesetId}	Delete database ruleset by ID	
GET /database-rulesets/{databaseRulesetId}	Get database ruleset by ID	
domain	Show/Hide List Operations Expand Operations	
environment	Show/Hide List Operations Expand Operations	
execution	Show/Hide List Operations Expand Operations	
sync	Show/Hide List Operations Expand Operations	
fileConnector	Show/Hide List Operations Expand Operations	
fileFieldMetadata	Show/Hide List Operations Expand Operations	
fileFormat	Show/Hide List Operations Expand Operations	
fileMetadata	Show/Hide List Operations Expand Operations	
fileRuleset	Show/Hide List Operations Expand Operations	
login	Show/Hide List Operations Expand Operations	
maskingJob	Show/Hide List Operations Expand Operations	
GET /masking-jobs	Get all masking jobs	

Easily Integrate with DevOps Toolchain

A full API set enables teams to quickly integrate Delphix into DevOps workflows:



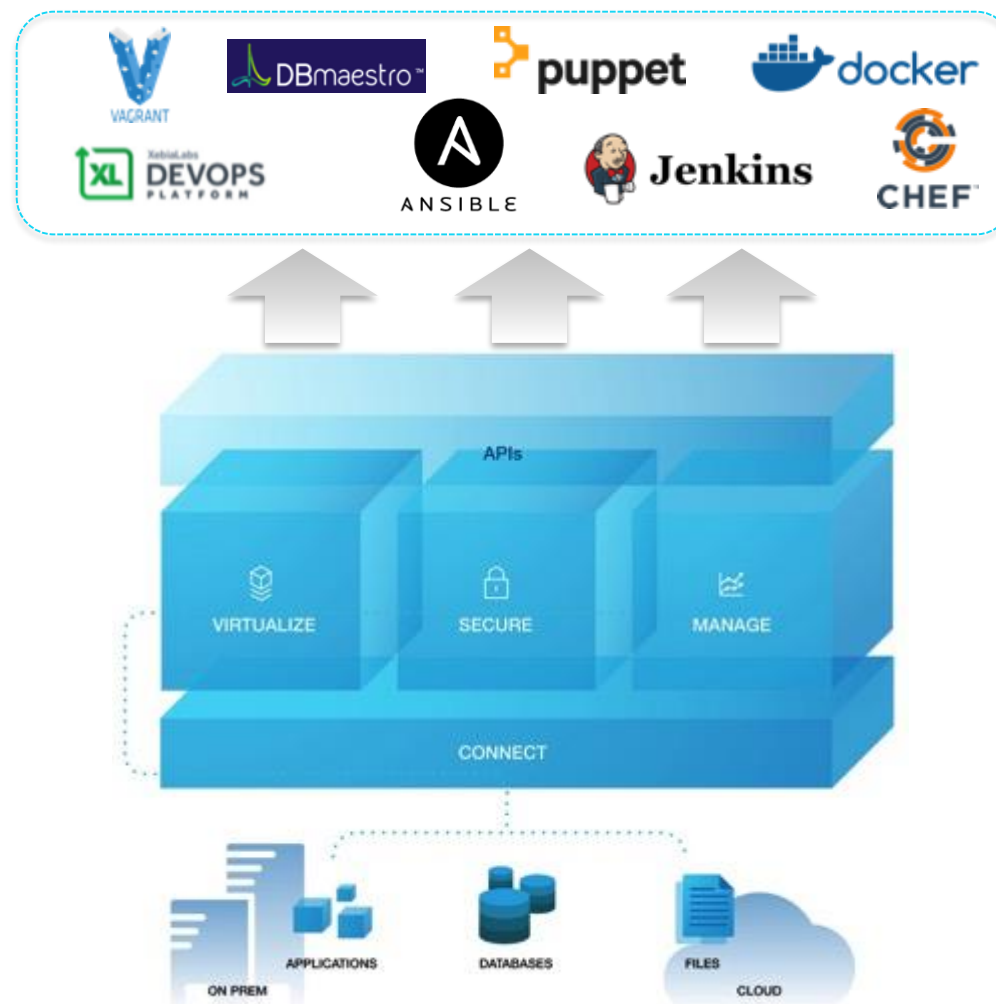
Bring automation to data, increasing speed and scalability



Boost consistency, accuracy of complex build processes

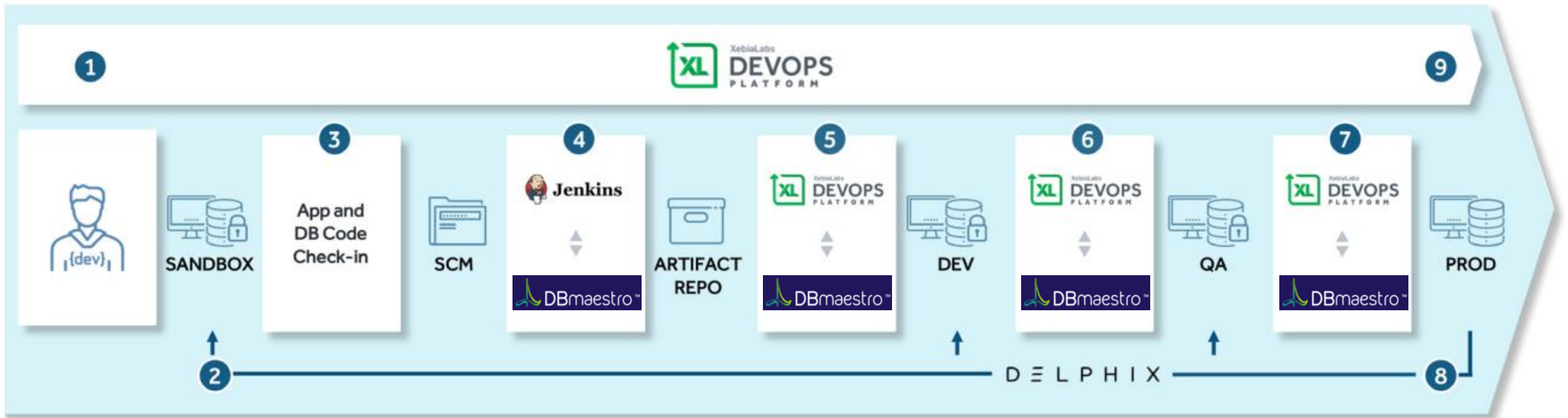


Published, RESTful APIs enable easy integration with the tools you use



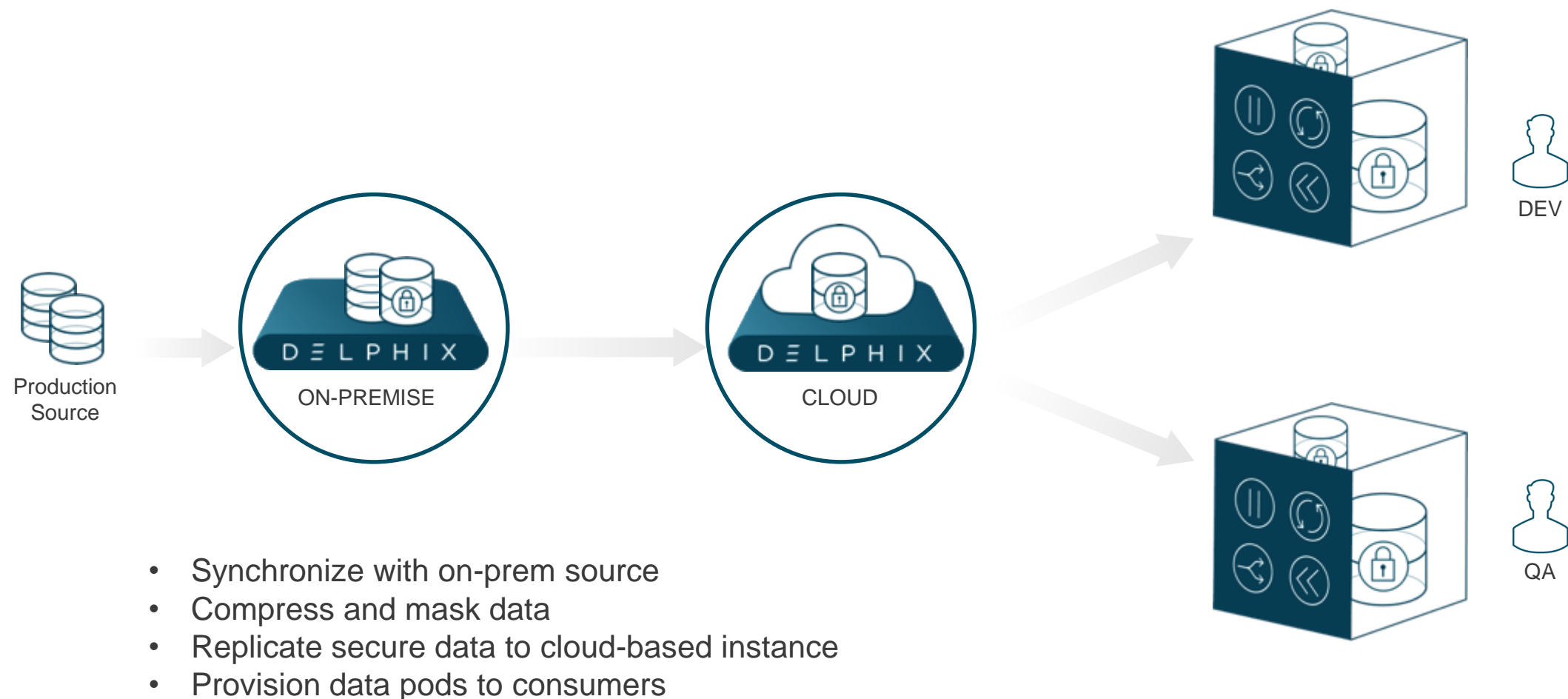
DevOps Maturity and Delphix

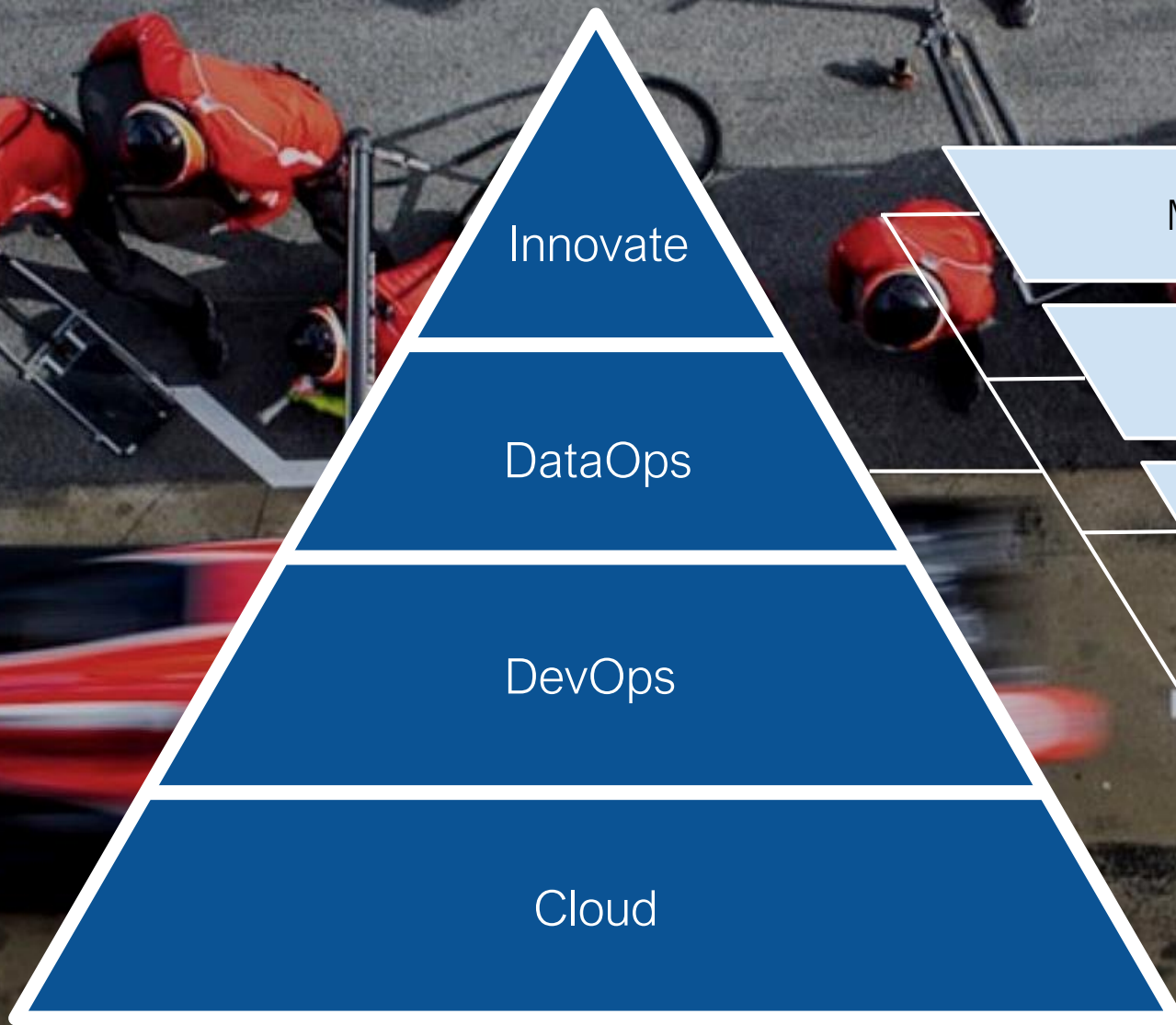
Faster and more secure



Delphix Platform in Action

Integrated process for secure data distribution





Manage Data Like Code

Make Data Available Self Service

Become Data Source Agnostic

Mitigate Data Privacy &
Compliance Risks

Train / Hire Data-Skilled Talent



*New Service
Introductions*

*Enhance
Customer
Experiences*

*Accelerated
Release
Cadence*

*Faster
Cloud
Adoption*

Delphix Dynamic Platform

agnostic to data
source and data
location

deliver self service
access to personal
data environments
in minutes

enable teams to
manage, change,
collaborate with data
like code

intelligently
anonymize data for
privacy and
compliance

Data moves rapidly
and securely resulting
in accelerated
innovation



ERP

CRM

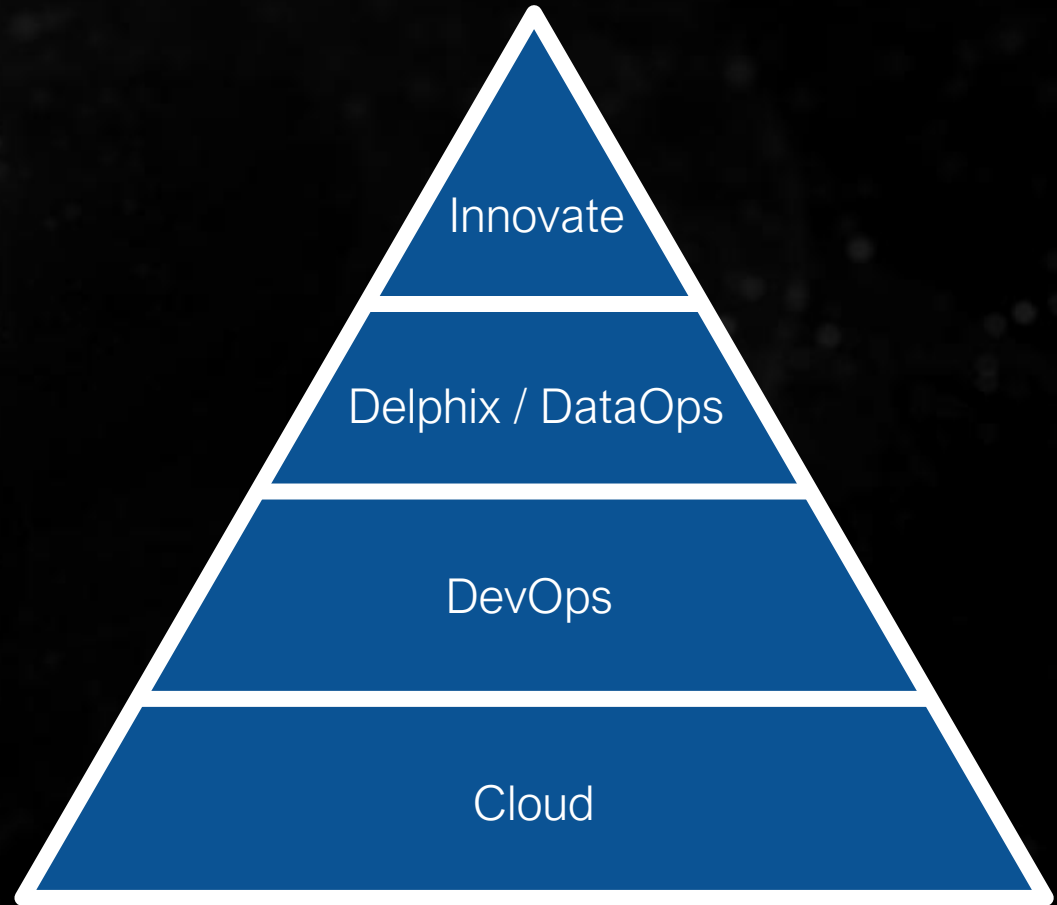
HCM

Billing

Industry

D E L P H I X

Delphix - Speeding Data to the Pipeline



Gary Hallam | Director of Channel Enablement | Delphix
gary.hallam@delphix.com | +44 7951 756 650

Epilogue (Avengers Style)

Delphix can Virtualise Exadata!

Oracle Product Placement

Campaign sample





DEVOPS - INFINITY - TOOLS

DEVSECOPS: ENDGAME



DELPHIX



SAVING THE ENTERPRISE