

## Securing Investment Data

The biggest business accomplishment is the efficiency of freeing up IT resources. Without having to do the labor-intensive work of identifying sensitive content, IT can now concentrate on value-add projects.

—Heather Lohnes | VP of Information Technology

### The Challenge

Rockbridge is a private equity firm that makes investments for acquisition, development, repositioning, and refinance or recapitalization for the hospitality industry. They are dedicated to securing their investors' confidential financial information and personally identifiable information (PII) companywide. Their PII includes typical data like Social Security Numbers, as well as data like fingerprints, which are commonly used for hotel access control and liquor licensing.

***"We have restricted information that we're required to protect, not only from a SEC regulatory perspective but also for HIPAA compliance and HR."***

Previously, the Rockbridge IT Team relied on labor-intensive internal algorithms to classify company data. The algorithms were time consuming to run and offered little-to-no auditing capabilities. Ensuring useful results required a significant amount of manual work.

AT A GLANCE

**30 hours**

weekly time saved  
on reporting



“Before [Egnyte], we didn’t have the real-time ability to detect when someone was downloading large amounts of data.”

The team needed a better way to support their regulatory compliance efforts. They also needed visibility into how sensitive content was shared and permissioned. They knew employees used Dropbox to send and share files with external parties, but had little visibility into what was shared. Migrating company content from an in-house server to Egnyte helped consolidate data in the cloud. However, they still needed insight into where specific types of data were stored and how they were moved or shared.

## The Solution

### Streamlined content classification increases productivity

*“Egnyte reduces processing time immensely, from 40 hours a week to 10.”*

Rockbridge staff experienced significant and immediate time savings. Iterative scanning, focused only on changed data, coupled with more accurate detection, cut time spent generating and reviewing compliance reports from 40 hours a week to 10 hours a week. Time previously spent identifying issues could now be spent proactively preventing or fixing them.

### Increased visibility leads to better control

The team was surprised to find how much data employees shared through public links and how often they moved files between folders. Egnyte now alerts them when employees share sensitive data via public links and when files are moved to inappropriate folders. From within Egnyte, they can take immediate action to disable links and move files to the correct location, automatically leaving a notification — another time saver.

*“Permissions reporting is really valuable to us and provides huge efficiency.”*

## COMPANY

Founded in 1992, Rockbridge is a private equity firm that makes investments for acquisition, development, repositioning, and refinance or recapitalization for the hospitality industry.

## LOCATION

Headquarters: Columbus, OH

## REGULATORY REQUIREMENTS

- SEC
- HIPAA

## BENEFITS

- Decreasing IT’s workload
- Freeing time for other priorities
- Reducing time to identify sensitive content companywide
- Automating and streamlining manual processes
- Enabling fast, easy remediation
- Improving threat detection and response



As a SaaS solution, Egnyte frequently adds new features and functionality. The ability to detect ransomware and unusual file downloads has been especially welcomed. Once alerted to the presence of ransomware, the team can isolate the infected user and stop the infection. The ability to detect employees downloading an unusual volume of files also enabled the team to positively respond to an SEC request.

## The Results

Rockbridge has successfully streamlined their compliance monitoring and reporting capabilities. They now take swift action to address compliance and process issues, enforce best practices, and Egnyte against insider and outsider threats.

The company has also gained visibility into and control over where sensitive data resides across the organization, how it is shared, and who can access it. Egnyte has helped Rockbridge improve productivity, security, and overall content governance.



## EGNYTE

In a content critical age, Egnyte fuels business growth by enabling content-rich business processes, while also providing organizations with visibility and control over their content assets. Egnyte's cloud-native content services platform leverages the industry's leading content intelligence engine to deliver a simple, secure, and vendor-neutral foundation for managing enterprise content across business applications and storage repositories. More than 16,000 companies trust Egnyte to enhance employee productivity, automate data management, and reduce file-sharing cost and complexity. Investors include Google Ventures, Kleiner Perkins, Caufield & Byers, and Goldman Sachs. For more information, visit [www.egnyte.com](http://www.egnyte.com)