HOW TO WIN THE SHADOW IT BATTLE

DATA CONNECTION AND PROTECTION TIPS THAT WORK

CONNECTION
ANALYSIS
DATA
SEARCHING
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With the average enterprise operating more than [1,400 cloud applications and services](#), in addition to existing on-premises systems, tools, and databases, operational visibility is a necessity for IT, but increasingly challenging.

However, many of these cloud applications are being acquired outside of IT. Shadow IT, or the practice of employees procuring and using cloud applications and services outside of the IT department's purview, is steadily increasing and creating more opportunity for vulnerabilities or risks across an organization's network.

IT is facing a greater degree of difficulty keeping business data well-connected and protected throughout the fragmented, modern IT eco-system. While well-intentioned, shadow IT practices within the enterprise create complications and reduce visibility. As a result, the IT infrastructure becomes vulnerable to security breach, decreased productivity, and compliance failures.

> "[...] the average organization used a whopping 1,427 cloud services in Q3 of 2016, representing a 23.7 percent growth over the same quarter in a previous year."

– [Skyhigh Networks, Cloud Adoption & Risk Report Q4 2016](#)

SHADOW IT: AN INNOVATION DRIVER OR A COMPLIANCE RISK?

Despite the risks associated with the practice, shadow IT unintentionally plays the important role of innovation driver. Employees find that cloud applications—usually available with the swipe of a credit card—are incredibly powerful, more efficient, and get the job done better than software provided by the company.

Most of the time, these applications are procured without consulting IT. Rather than fighting employees and blocking all practices of shadow IT, IT should seek out a solution that might satisfy internal user demands without compromising security, reliability, and predictability of business operations.

As employees go about using more apps, the age-old need to consolidate data and run reports on them continues to rise as well. When the CMO needs a specific view of the customer, the data management question becomes more important. This is truly where IT can provide the most value.

Integration potential is one of the important things the IT staff carefully takes into consideration when choosing or building a new application for the company. But when an employee or even a business unit procures an external application, the last thing one thinks about is its integration potential.

Or in some cases when integration is considered, the requirements and challenges are greatly underestimated. Then, typically within the first three months of its active use, it becomes obvious that the new application needs to be integrated into the standard IT operational model and data exchange needs to be enabled.

"By 2020, a third of successful [cyber] attacks experienced by enterprises will be on their shadow IT resources."

– Gartner, Gartner's Top 10 Security Predictions 2016

THE RISKS: WHAT SHADOW IT TRADITIONALLY MEANS

Shadow IT poses big challenges when it comes to data protection and governance, which typically fall under the responsibility of IT.

Imagine a scenario in which a marketing manager extracts a list of customers from an internal CRM tool into a CSV file and uploads it to Eloqua to send around a feature release email. Or another scenario that takes the previous situation one step further, in which an employee turns to a third-party integration provider to connect his non-approved online analytics tool to an internal CRM tool.

Whether an IT department knows about the existence of these applications or not, IT has no idea where the data could end up. The lack of clarity over data location and access may ultimately violate internal governance, auditing, and compliance requirements. Meanwhile the employees are just trying to do their jobs.

"Through 2020, 95% of cloud security failures will be the customer's fault."

– Gartner Research, Top Predictions for IT Organizations and Users for 2016 and Beyond

SHADOW IT IS EXPENSIVE

Fighting shadow IT, in and of itself, can get expensive. With IT working hard to set up countermeasures or attempting to shut down various instances of shadow IT, an efficiency drain starts off slowly, but then may quickly spiral out of control.

Many cloud applications and services are easy to use and convenient. However, unapproved applications often lack proper security hygiene and increase security breach risks. According to one study, the average cost of a data breach in the U.S. is $7.01 million. **"Some companies have had to pay upwards of $10 million to settle and those costs don't include charges paid to their legal teams."**

If your organization operates a fragmented eco-system, from cloud applications and services to an existing legacy system, then the level of IT visibility over any and all data activity and accessibility is minimal to none. In this scenario, your organization may face any number of expensive compliance fines, from PCI DSS, HIPAA, to GDPR, and others.

It's important to ensure standardized software implementation and properly document new applications. It's also important to educate employees on best practices for introducing new applications within the organization or password security.

Winning the shadow IT game will take a combination of a collaborative strategy and a self-service integration platform. A self-service integration platform allows IT departments to satisfy user demands for integration and bring shadow IT users back under a controlled environment. At the same time, end users gain more freedom in handling tasks that previously only IT departments could perform.

A self-service integration platform—integration-platform-as-a-service— can bridge the gap between a line of business manager and IT, where both can win the shadow IT game.

3 WAYS IPAAS HELPS KEEP DATA CONNECTED AND PROTECTED

Self-service integration marketplaces within the enterprise solve the problem of bringing new Software-as-a-Service (SaaS) tools into the fold. Such a marketplace offers both pre-built integration solutions for common use cases and a customized, easy-to-use integration designer.

At the same time, an integration-platform-as-a-service (iPaaS), a set of cloud-based tools that enables software engineers to deploy, manage, govern, and integrate applications and services, minimizes additional work by setting the groundwork that produces integrations.

With an integration platform:

1. Save time and effort by automating as many routine tasks as possible using the best tools and solutions available.

2. Ensure data and processes work seamlessly across those tools, so that you don't have to spend time tweaking and maintaining those systems instead of focusing on your main priorities.

3. Work quickly to meet your deadlines instead of waiting for IT to deploy a new tool or set up another data feed.

The latter allows more tech-savvy line-of-business users, (so called "citizen integrators") to connect applications and automate data exchange without IT department's involvement—but with IT's approval.

iPaaS enables companies to innovate faster, especially with a data-centric integration strategy. At the same time, iPaaS helps inoculate companies from several issues, setting up an environment and catalyst of turning "shadow IT" into "federated IT."

KENETIX: A SECURE AND RELIABLE INTEGRATION PLATFORM FOR YOUR ORGANIZATION

Kenetix is an innovative iPaaS platform focused on getting the right data in the right places in the right format. Kenetix easily connects data across all of your cloud applications like Salesforce and SAP.

With **KENETIX** you can:

- **Centralize data,** keeping IT in control, by synchronizing data across systems and business units while ensuring the security, reliability, and transparency.

- **Empower business units outside of IT** to create their own integrations and workflows without putting undue stress/workload on internal teams.

- **Rapidly create complex integrations** and connect microservices and APIs that power project workflows, mobile apps, customer experiences, and IoT data.

- **Save time and effort by automating** as many routine integration tasks as possible using easy drag-and-drop tools.

Kenetix increases business agility by securing and automating the movement and integration of data, no matter where it resides. From the line-of-business stakeholder struggling to connect multiple cloud applications to the IT professional tasked with integrating partner data into homegrown and legacy systems, Globalscape's powerful and intuitive platform simplifies the connectivity and integration of disparate data silos, accelerating business modernization.

Kenetix gives companies the power, simplicity, and flexibility the need to get the job done and drive the business forward—without relying on IT.

MAKE BUSINESS FLOW BRILLIANTLY

Globalscape, Inc. (NYSE MKT: GSB) is a pioneer in securing and automating the movement and integration of data seamlessly in, around and outside your business, between applications, people and places, in and out of the cloud. Whether you are a line-of-business stakeholder struggling to connect multiple cloud applications or an IT professional tasked with integrating partner data into homegrown or legacy systems, Globalscape provides cloud services that automate your work, secure your data and integrate your applications – while giving visibility to those who need it. Globalscape makes business flow brilliantly. For more information, visit **www.globalscape.com** or follow the blog and Twitter updates.

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