



MIND



OpenWeb

# OpenWeb uses MIND to modernize and automate data loss prevention

Customer story



OpenWeb

## Industry

Technology, Software

## Headquarters

New York, NY

## Founded

2015

## MIND Solutions

SaaS DLP  
Endpoint DLP

OpenWeb is on a mission to improve the quality of online conversations through digital innovation. MIND helps OpenWeb do this in a safe and trusted manner with modern and efficient DLP, spending just a fifth of the resources than with legacy tools.

## Challenges

- OpenWeb handles vast amounts of unstructured data from over 100 million active users each month.
- The DLP tools used initially by OpenWeb struggled to accurately classify sensitive data, as well as customer and user data.
- OpenWeb was wasting time and resources investigating false positives. This tedious, manual work was taxing on the security team.

## Solutions

- MIND accurately discovered and classified their unstructured data at rest.
- OpenWeb can now see who has access to what types of data and what actions have been taken.
- The team is saving a lot of time not looking at irrelevant data and false positives, spending 80% less resources managing their DLP program than before.

# OpenWeb needed a scalable way to protect its ever-growing unstructured data

OpenWeb is a rapidly growing social engagement platform with the mission is to improve the quality of conversations by helping creators and publishers thrive in a safe and trusted way. With more than 700 publishers and 100 million users monthly, the amount of data being collected is impressively huge.

Before MIND, OpenWeb relied on data loss prevention (DLP) tools that were plagued with false positives. The volume of false positives made it clear that these solutions were unreliable. They were also labor-intensive, causing the security team to be stuck manually reviewing alerts, leading to inefficiencies and risk exposure.

“False positives were a huge problem. We couldn’t trust the data we were receiving. It wasn’t reliable and it wasn’t helping us make decisions. Instead, we were wasting time and resources.”

Yaron Blachman  
Chief Information Security Officer, OpenWeb



## MIND uncovered different kinds of sensitive data

As with most companies, OpenWeb is collecting data all the time. Some is created internally in the course of doing business like source code, operational, employee and customer information (PII). Safeguarding information from business partners and publishers is also a priority for OpenWeb. End user data is among the most sensitive. All of this needs to be secured.

OpenWeb wanted a data security solution that would be able to accurately discover sensitive data anywhere—regardless of where it came from or what it is. With tailored algorithms and a proprietary AI engine, MIND was able to easily classify and categorize OpenWeb’s vast amount of unstructured data. This allows OpenWeb to mitigate the risk of data leaks to protect their business, customers and users.

## A fifth of resources needed for DLP

The dramatic enhancements with classification led to an immediate reduction of alerts—most of which had been false positives. “We really don’t see a lot of alerts anymore. That’s a good thing for us. And now that we can trust the alerts, that creates a lot of value,” says Yaron Blachman, CISO of OpenWeb.

**“For us, MIND is the next-generation DLP.”**

**Yaron Blachman**  
Chief Information Security Officer, OpenWeb

## OpenWeb saw immediate value and results

MIND was providing value for OpenWeb almost immediately. They initially deployed MIND across cloud storage, emails and Slack. Setup took about 30 minutes and the company was seeing findings and results within 24 hours. "Slack is where we get most of our knowledge," Blachman notes. "MIND's ability to handle sensitive data discovery was clear from the start."

**“We’re definitely saving a lot of time not looking at irrelevant data and false positives. Resource-wise, probably a fifth of the time we spent managing our DLP program in the past.”**

**Yaron Blachman**  
Chief Information Security Officer, OpenWeb

“It was almost completely frictionless,” adds Blachman. “It’s a modern dashboard, I understand it immediately and I see it working. For us, MIND is the next-generation DLP.” Since deploying MIND, OpenWeb has seen a significant reduction in time spent remediating and a sharp drop in false positives. “Our job as security people is to reduce the risk within the company. With MIND, we know the risk is actually reduced,” says Blachman.

Now finally—for the first time—OpenWeb has confidence that their DLP program built on MIND is actually working.

### Our mission

**Help digital organizations thrive in the AI era by protecting their most sensitive data, mitigating risks and preserving reputations.**

We enable your business to mind what really matters – your most sensitive data, risky users and suspicious behaviors with complete context, so you can automatically identify, detect and prevent data leaks with AI and prioritization using fewer resources. Only MIND with AI can deliver on both proactive and reactive security of data at rest, in motion and in use by understanding your business context and mitigating data risks.

