

## THE PROBLEM

# Didn't see it, didn't happen...

With an ever-increasing attack surface and sophistication, it's not a question of "if", but "when" a successful incident involving your customer data might happen.

One key factor in minimising the impact of any incident is how quickly you detect it. How long would it take you to identify a data theft incident if your internal security controls failed to prevent it?

We see the average time it takes to detect a data breach in 2021 is 212 days (source: [IBM](#)) and in over 50% of cases companies are alerted by third parties (Source: [Verizon](#)).

When an incident happens the clock starts ticking, as in most cases attackers start phishing campaigns against your customers within hours (Source: [BBC](#)). You need to know as quickly as possible.

### Questions to ask yourself...



How long would it take you to identify a data theft incident if your internal security controls failed to prevent it?



How do you identify if your trusted third parties are misusing legitimately shared data?



What happens if one of your salespersons takes your data to competitor?



How many employees and third parties have access to your CRM and how many can download your data?



Data breaches can cause an inestimable damage to companies, therefore detecting incidents and anticipating possible breaches have become very important for us. Seedata.io provides us very efficient mechanisms to support that, reducing significantly our worries and time spent on this ever-growing concern.

Breno Glória Boueri  
HEAD OF DATA AT ROOMPOT



## TRUSTED BY TEAMS AT

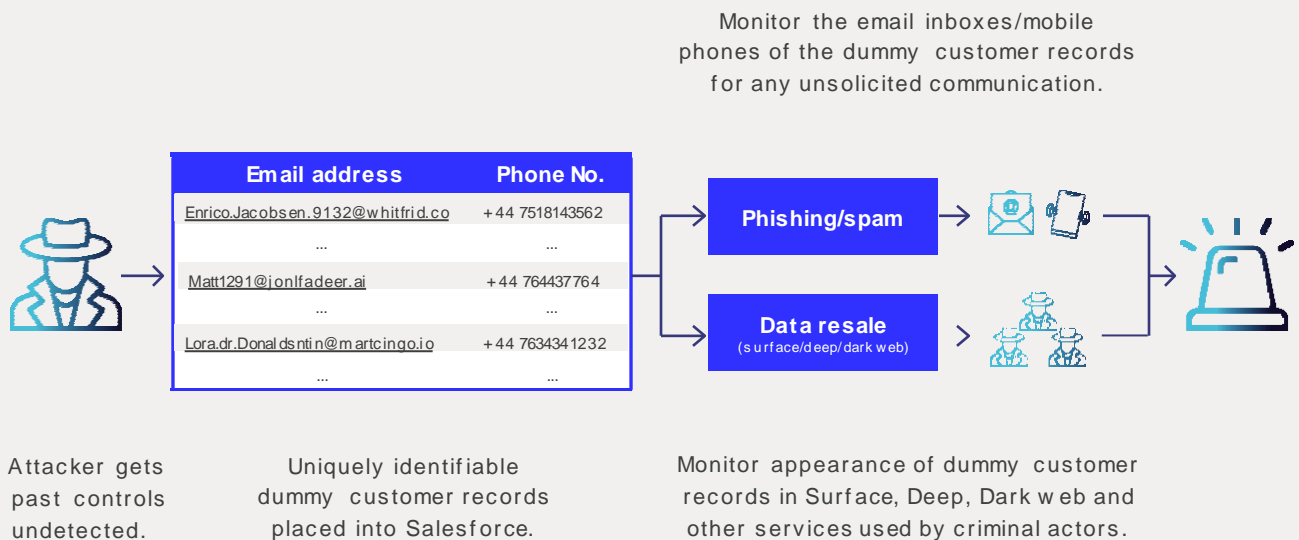


## THE SOLUTION

# Seedata.io helps organisations protect their customer data from theft and misuse

**Seedata.io can help.** We use a technique conceptually similar to the one Police use to trace and identify money used in illegal activities (“[Marked Bills](#)”).

The technique involves planting unique seedata.io customer records inside your CRM, mailing list or database. If the dummy customers receive unsolicited communication, or their information appears on the open, deep or dark web, we start further analysis and raise an event for your attention.



### Detect your own incidents

**Don't use your real customers as detection mechanism. Detect faster before unnecessary damage is done.**



### 3-minute setup time

**Forget difficult implementations. You can get up and running in minutes**



### Save 100s of hours of effort yearly

**With automated creation, planting, retiring and monitoring in multiple SaaS applications, including Salesforce.**



Visit our website to learn how **seedata.io** can help you create an efficient, effective and scalable seeding program or reach out to **hello@seedata.io**