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Cloud App Security Auditing Analytics for Enterprise IT

Technology
Cloud App Analytics

Sanjay Beri
CEO

BIO: Sanjay Beri brings nearly two decades of innovation, experience, and success in networking and security technology, and a unique business sense, to his role as founder and CEO of Netskope. He has held leadership positions at Juniper Networks, Ingrian Networks, McAfee and numerous other companies.

About Netskope:
Netskope is the cloud app analytics and policy company. Only Netskope eliminates the catch-22 between being agile and being secure and compliant by providing complete visibility and enforcing sophisticated policies in cloud apps. Netskope performs deep analytics and lets decision-makers create policies in a few clicks that protect corporate data and optimize cloud app usage in real-time and at scale. With Netskope, people get their favorite cloud apps and the business can move fast, with confidence.

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine

CEOCFO: Mr. Beri, what was the earlier concept for Netskope and where are you today?
Mr. Beri: The concept for Netskope came about after a few of us noticed that CIOs and CSOs, chief information officers and chief security officers, were looking around their companies and realizing that they were in the cloud, meaning cloud applications and services were already in use. In most cases, these were brought in by people other than them; business units, individuals who want to be more agile, more productive. Netskope was formed to enable the CIO and CSO to do what they were hired to do, which is from a security, auditing, policing point of view, ensure that the cloud is used in a way that is compliant and safe for their company. That is what Netskope does. It gives Enterprise IT the solution, the security auditing analytics they need to enable the cloud in their environment instead of saying no.

CEOCFO: Are many technology people leery of the cloud and if so, what are their main concerns and how do you quash those concerns?
Mr. Beri: If you look at the history of Enterprise IT and you think about what their major concerns are, much of their spending occurs on security. It is securing their data and making sure that their intellectual property, which is their data, their transactions, their users, their information, is protected. They built walls, their own data centers, their own environments on campus to house all of that and to store all of that and they spend a hell of a lot of money on the big applications out there. Who has not heard of the $20 million PRM

or ERP project? No one. The cloud is completely different from that. It is something where it does not live on their premises. They do not necessarily control their data to the degree that they want and as a result, many of enterprise IT people were initially very hesitant. However, they began to realize that these applications are great. They work better than their on-premise apps. They are faster, more agile; they cost less and are more efficient. But they thought, "Wait, I do not control it anymore." However, looking at the advantages it brings to their business, the question became, "How do I say yes to it?" Netskope really is about how to enable them to say yes in a safe and secure way.

CEOCFO: What is it that you are providing specifically and how do you explain your concept?
Mr. Beri: One thing I start with is that most of what Enterprise IT has on their "network" is irrelevant for the cloud. It is irrelevant because what they have now is focused on a) traffic that is destined to their own applications, b) it does not understand that cloud apps do not speak their language, and as a result, it is more of a, "Allow this app or do not." Nothing in between. What we do and what we provide is the ability for a company to take the blindfolds off of what is going on inthe cloud. What applications are in use, who is using them, how are they using them, and is what they are using safe? Are people sharing documents of a sensitive nature outside my company to competitors? Do I have project management tools, and am I wasting money on all of them? We take the blindfolds off. That is the first thing we do for people. Trust me, every company we help, whether they know it now or not, has blindfolds on. People think they are

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doing X and they are doing something completely different, because business units and individuals use the cloud and have brought these applications into the workplace.

The second thing we do is we let CIOs come in not only after they understand what is going on in the cloud, we let them ask any question they want and perform any degree of analytics they want, so that they can manage what is going on. You may ask the question, "Okay, Sanjay, great. Tell me, who is downloading sensitive salary data in Asia Pacific during off-work hours on a mobile device?" We then give you that insight. We have let CIOs perform deep analytics on what is going on. We now give them unsolicited advice. They may have a question of, "I am using 32 Cloud Storage applications. Tell me, Netskope, which of these are high risk? Which of these applications do not have the proper security controls at all?" We do that to move them to the final step, which is setting policy, where now a company can shape the behavior of the cloud in the way that they want.

It is not about shutting on and off Box or Dropbox. It is about letting people use it, but not letting them store PHI data, healthcare data or credit cards or share sensitive documents outside the company. You can be like a scalpel versus a brute force sledgehammer. That is what we do. Take off the blindfolds, and give CIOs and CSOs analytics, insight and advice. Then let them set very purpose-led policies to shape the usage of the cloud.

The last thing I will say about that is we do all of that without requiring them to be the owners, administrators, or the people who actually understand each of these apps. There are more than 3000 cloud applications out there. We cannot expect IT to understand all of those and understand how each work, regardless of the fact that they are not usually the people who even bought these apps. We let them do all of this without forcing them to change their buying behaviors and how the business units sign up for these apps.

CEOCFO: Your website indicates Netskope is more than a company; it is an approach to business. Do prospective customers understand the difference?
Mr. Beri: Yes they do. They absolutely get it when we tell them that this is not about, what we can you do to help you do X, Y and Z. It is a much broader story of how we enable you to be one of the most valuable assets in the company because we enable the use of these broad applications. It comes down to sort of the economics of business. We are enabling enterprises to take advantage of the economics of the cloud, the agility of the cloud. That is a business proposition and a business value that goes far and above - hey, *I'm a piece* of security gear.

CEOCFO: Are there typical types of companies more likely to use your services?

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> **- Sanjay Beri**

Mr. Beri: That is a good question. Across all verticals, there is definite use and interest. Uses cases are what differentiates them from one another. For example, there is a cross section of companies that follow the "trust but verify" approach. Meaning, "I trust my employees to do whatever they want. They can use any application. I am not going to set any policy, but I am going to verify it." I want to know what is going on. I need to have those blindfolds off. Therefore, I need the analytics and insight, and that is how I am going to use this. They can gather that information and that insight to make better business decisions and better decisions around their "trust but verify" policy.

Other verticals are more highly regulated such as healthcare and financial services. They are absolutely going to set policies. They are not just going to find out what is going on from analytics, they're going to go in and set proactive policies to stop certain behavior, such as the way that people

share or send information. "I need to police and I need to be, not a sledgehammer policeman, but a more nuanced policeman, so I partner with my business units but carve out bad behavior."

CEOCFO: What is your geographic reach today and would you tell us about the portion of the company in India?
Mr. Beri: Most of our team is actually located in the US, in Los Altos, California. That is our main engineering center and where our marketing is located. The reason we started the Bangalore office was actually because some of the best people out there in certain technologies and the best client engineers happen to be located in Bangalore. Many of them used to work in the U.S. and they moved back. Therefore, we have opened up Bangalore, because it is frankly, wherever the best talent is, that is where we go. In Bangalore, we have a team of about 20 engineers. We are over 70 people overall. From a U.S. point of view, we have a sales team and channel partners in the West. We have not yet entered Europe from a sales team perspective, but that will happen next year.

CEOCFO: How do you reach prospective clients?
Mr. Beri: That is a good question. I will start at the top. If we have the opportunity to have 30 to 45 minutes with a customer's CIO, CSO, VP or director. We show three slides and then we show our product. They get it, they see it, understand it, they want us to bring the value and off we go.

CEOCFO: How do you get that meeting?
Mr. Beri: There are a couple ways. One, we have a direct sales team across the U.S.; a traditional model. We have select channel partners, which we are growing now. We have people who are just finding us, whether it is social media, website or events. We have a very seasoned team. Folks like the former chairman and CEO from Symantec, the former head of Cisco enterprise marketing, the former

CIOs of some of the largest companies out there. They are all part of our company. We have a network of people who have been there and done it before.

CEOCFO: Are there many companies in this space who are considered competitors?

Mr. Beri: To work in the security industry the first thing that often will come up is how do we compare to the competition? The Cisco's or what about all these other folks we have out there that have spent billions of dollars in the industry. They want to know, "Can't I use that box that I stuck in my network to do X, Y, and Z?" The answer is no, because those boxes and those solutions speak networking and they speak ports and protocols and URLs. These things are useless in the cloud, because in the cloud, everything is on the web. Those boxes just cannot decipher and understand that. The competition is not capable of doing what we are doing. Therefore, it is more around people realizing that in the new world, a box sitting on your network, looking at packets is not going to suffice for The Cloud. It is really just about education. That is the main thing that we focus on.

CEOCFO: What did you find was the major challenge in putting your offering together and what did you change along the way from concept to product?

Mr. Beri: The biggest challenge with building any great enterprise-focused company is the talent and the team. We built a team without ever using a recruiter. We built a team of 70-plus, some of the best in the industry. Walk into our office and yeah, it is a bunch of gray-haired people, 15- or 20-year veterans. These are the people who built some of the largest networking

and security companies out there, from Juniper, McAfee and PayPal to VMware.

As to the second part of your question, what have we learned along the way? One, we have taken strong feedback from our customers around continually innovating on making sure that it is an extremely easy-to-use product. People do not have time to spend hours sorting through data. They want to see the answer. They want it visualized properly, so making sure that we do that right.

Two, make sure that you cover the mobile use case. People do not work from their corporate network only. They work at home and they work on mobile devices. They are roaming. They do not go through the normal corporate network. Therefore, make sure that the solution is comprehensive and that it covers you no matter where you are, in the office, out of the office, on a mobile device, not on a mobile device, and so on.

CEOCFO: What is next?

Mr. Beri: What is next for us is continuing to grow our team. Not just in sales and marketing, but in the engineering side and keeping that bar high. We are bringing in new people every day, across analytics, high-performance networking security, Cloud infrastructure. For us, one day is 30 days. We are a company that moves quickly. We are agile. We demand a lot of our team and the team demands a lot of everybody else, so keeping that mentality, that innovation focus, is essential. We are also committed to continually learning from our customers. We are a very customer-focused company. We value all feedback, insights, across the world, across all verticals. Finally yet impor-

tantly, is getting the word out, because when they hear about us, when they see us, in that 30- to 45-minute meeting, they get it and they want to use it. Therefore, our focus now is spreading that word.

CEOCFO: Are you funded to do the roll out that you would like to do? Will you be seeking funding or some kind of partnership?

Mr. Beri: We are extremely well funded. We have never really focused on doing a road show to find funding. We have some of the best investors and advisors around. They have invested in some of the largest and most prominent game-changing cloud companies out there, like Box and Yammer and others.

CEOCFO: We certainly speak with many companies in Cloud and in technology, what makes Netskope worthy of attention?

Mr. Beri: Pay attention to Netskope because of the impact and the business, productivity, enhancement and the agility and the satisfaction that it has on the cloud. The benefits that applications and innovations happening in the cloud can bring to your company are immense. Yet, on the other side, the security problems, the risk, and the new issues that they can bring are also immense. Therefore, the question is how do you bridge those two. How do you solve for unleashing the cloud in your company yet delivering the security, analytics and policy enforcement that you need? Because if you can unleash that and you can enable that in your company, it is one of the most powerful and productive things IT can do for any company. Netskope gives you that power.

Netskope

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