

Solution Brief

It's All About Trust for SaaS Providers

Discover how ShardSecure enables trust for SaaS providers in the face of data security, privacy, and sovereignty challenges.



SaaS customers and the issue of trust

SaaS solutions are increasingly common among organizations today. Ranging from project management software and content collaboration tools to sales and e-commerce platforms, these solutions facilitate vital business operations.

However, SaaS solutions are not without risk. A recent survey revealed that [81% of organizations had sensitive SaaS data exposed](#), representing an average of \$28 million in potential data breach costs. Meanwhile, another report showed that over 55% of security executives have experienced a [security incident in their SaaS environment](#) during the last two years.

In light of these risks, organizations have become extremely wary of SaaS providers. Data is imperative to companies, and without demonstrable security measures to protect sensitive data, establishing trust is nearly impossible. If a SaaS provider cannot demonstrate that they have implemented effective data security measures, customers are highly unlikely to adopt their product.

The result is that SaaS companies are now seeking effective ways to ensure data security and build trust among customers.



Enabling trust for SaaS providers with ShardSecure

The ShardSecure platform offers an innovative way to secure SaaS customer data from unauthorized access. With advanced data security for sensitive data and data sovereignty for SaaS providers, ShardSecure can help companies establish trust and facilitate business relationships.

Securing SaaS customer data

From [manufacturing](#) to [healthcare](#) to [financial services](#), data privacy and security are top concerns for businesses. Cyber threats — including ransomware and data breaches — have grown increasingly common, sophisticated, and costly.

The ShardSecure platform ensures both data privacy and data security by providing a simple solution for SaaS providers. ShardSecure's data privacy and security is achieved without impacting the performance of SaaS applications.

ShardSecure also supports Bring Your Own Storage (BYOS), GDPR/Schrems II-validated data storage, and data resilience features to address customer data security and privacy concerns.

Data sovereignty challenges

SaaS providers need assurance that their data storage won't lead them into data sovereignty and residency issues with local data regulations. Being able to know and control where data is stored — including the countries and regions — is crucial.

The ShardSecure platform supports data sovereignty by allowing SaaS providers to remain in control of their data in cloud, on-premises, and hybrid- or multi-cloud architectures. It protects sensitive data from local administrators, cloud providers, and other third parties that may have access in modern architectures. And by leveraging dynamic data routing, it enforces data residency, helping providers ensure that their data resides within a predefined jurisdiction.

Streamlining implementation and management

Implementing data security and privacy solutions can be challenging for SaaS platforms. These solutions often require teams to redevelop applications, change workflows, and invest resources into ongoing deployment, maintenance, and support.

The ShardSecure platform offers simple, agentless integration and management with no need to change application behaviors or data flows. Without the overhead and complexity of traditional data security solutions, it is infrastructure vendor-agnostic and completely transparent to SaaS services and applications.

Each instance of the ShardSecure platform is a virtual cluster that may be deployed on-site or in the cloud. The S3-compatible API, SMB/NFS, and iSCSI interface make it simple for applications to migrate to ShardSecure with minimal to no configuration changes.

As a result, ShardSecure has minimal impact on development

and operations teams. The ShardSecure platform works in the background as a transparent, zero-downtime event, and data protection is achieved without expending significant resources on running and maintaining complex systems.

Enabling stronger trust and better business relationships

For SaaS providers, ensuring trust is more than just a means to an end. It also supports marketing and sales efforts and enables stronger business relationships. Being able to point to an effective data protection solution allows SaaS providers to enhance customer trust.

The ShardSecure platform is one way for SaaS companies to demonstrate to prospective customers and partners that they have implemented effective data security measures and are committed to maintaining a high level of privacy for sensitive data.

ShardSecure itself has gained industry trust, raising \$16 million in venture capital from security-focused VCs and entrepreneurs who have built billion-dollar security companies. Among our investors are Grotech Ventures, Gula Tech Adventures, Tom Noonan, EPIC Ventures, Industrifonden, and KPMG US, one of the top cyber consulting and advisory firms globally.

Ultimately, implementing trust via effective data security can be a key differentiator in a SaaS provider's offerings, distinguishing security-conscious companies from their competitors.

About ShardSecure

In the face of rising data security and sovereignty challenges, cyberattacks, and operational complexity, ShardSecure helps companies simplify their data protection. Our innovative data control platform allows organizations to secure their data wherever they want: on-premises, in the cloud, or in hybrid- and multi-cloud architectures.

With strong data security and privacy, robust data resilience, agentless file-level protection, support for cross-border compliance, and simple plug-and-play integration, ShardSecure helps companies stay in control of their data.

To learn more about ShardSecure, visit us at <https://shardsecure.com> or call 1-888-988-0081.

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