



Cloud Services Risk Assessment Report

Shadow IT Analytics & Business Readiness Ratings

January 1, 2015

Based on all data sources from December 1, 2014 to December 31, 2014

Legend & Terminology

Shadow IT

Cloud or SaaS Services already adopted by users in your enterprise without prior approval from IT - These services may pose risk exposure or compliance issues.

Business Readiness Rating (BRR)

BRR (on a scale from 1-100) is assigned to cloud services based on a comprehensive set of attributes such as whether a cloud service meets certain compliance certifications, has multi-factor authentication and requires strong password rules.

Attributes are categorized into seven dimensions and each dimension is graded on a star chart.



Audit Score

User-Weighted Average BRR of all services discovered. Simply put, more users using services with low BRR, lower the average BRR or Audit Score.



High Risk Services

Services with BRR less than 50



Med Risk Services

Services with BRR between 50 and 79 inclusive



New Services

Services discovered for the first time in the user defined time range



Users

Represented by username, user ID, IP address or random number (in case of anonymization)



Sessions

HTTP sessions represent how "chatty" the service is.



Destinations

Geographic location(s) of where the service is hosted



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Data Sources

from Dec 1, 2014 to Dec 31, 2014



0.13.0-15 Palo-Alto	JUNIPEROCT1_2nd Juniper ScreenOS
0.13.0-16 Palo-Alto	KU-Cisco_BSD Cisco
192.168.25-all Cisco	McAfee_Normal_Filter McAfee
Bern Cisco	McAfee_Normal_Output McAfee
BlueCoatFirewall Bluecoat ProxySG	MZ - PAN IETF DEFAULT Palo-Alto
Checkpoint July 17 Checkpoint	MZ - Barracuda Barracuda
Checkpoint New Delimiter Checkpoint	MZ - Cisco BSD Default Cisco
Cisco 2ndOct1 Cisco	PA-200-ALL.tar.gz Palo-Alto
Cisco ASA Cisco	PA-ALL Palo-Alto
Cisco-Appz Cisco	PAN 0.15.2 Palo-Alto
Cisco-BSD Cisco	PAN BSD DEFAULT Palo-Alto
cisco-lmdb Cisco	PAN BSD ISO Palo-Alto
cisco-new Cisco	PAN IETF CUSTOM Palo-Alto
CiscoASA-Oct1 Cisco	PAN IETF DEFAULT Palo-Alto
CiscoFW Cisco	ScanSafe ScanSafe
CiscoLargeOct8 Cisco	SonicFW Sonicwall
Cp-Hadoop Checkpoint	Squid-IPDetect Squid
CUSyslogs Cisco	Squid-IPS-1 Squid
DS Juniper SRX	TZ-0804 Cisco
GP-Custom McAfee Web Gateway	
GP-New McAfee Web Gateway	
JP-SRX Juniper SRX	
JP-SRX-2 Juniper SRX	
JP-SRX-Google Juniper SRX	
Juniper-0.16.0-7 Juniper SRX	

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Based on all data sources from Dec 1, 2014 to Dec 31, 2014

421 Services

were discovered
in your environment



Audit Score of
all discovered services is

56



189

 out of 421 services (45%)
are at **medium or higher risk**

MOST USED SERVICES

54 of these services (29%) are used by at least 20% of users



NEW SERVICES

18 of these services (10%) are new services



USERS

1,189 of 2,230 users (53%) use these services



CATEGORIES

7 of 14 categories (50%) belong to these services



DATA UPLOAD

45GB of 241GB uploads (19%) to these services



DATA DOWNLOAD

128GB of 609GB downloads (21%) from these services



SESSIONS

138,000 of 431,250 sessions (32%) are by these services



DESTINATIONS

3 of 30 destinations (10%) host these services

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★ Most Used Services



Based on all data sources from Dec 1, 2014 to Dec 31, 2014

421 Services

were discovered
in your environment

★ **135** out of 421 services (32%)
are used by **at least 20% of users**



RISKY SERVICES

31 of these services (23%) are at **medium or higher risk**



NEW SERVICES

10 of these services (16%) are new services



USERS

1,784 of 2,230 users (80%) use these services



CATEGORIES

8 of 14 categories (57%) belong to these services



DATA UPLOAD

56GB of 241GB uploads (23%) to these services



DATA DOWNLOAD

491GB of 609GB downloads (81%) from these services



SESSIONS

305,761 of 431,250 sessions (71%) are by these services



DESTINATIONS

12 of 30 destinations (40%) host these services

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Based on all data sources from Dec 1, 2014 to Dec 31, 2014

421 Services
were discovered
in your environment

 **16** out of 421 services (4%)
are newly discovered during this period

 **RISKY SERVICES**
12 of these services (75%) are at **medium or higher risk**

 **MOST USED SERVICES**
None of these services is used by at least 20% of users

 **USERS**
63 of 2,230 users (3%) use these services

 **CATEGORIES**
2 of 14 categories (14%) belong to these services

 **DATA UPLOAD**
931MB of 241GB uploads (<1%) to these services

 **DATA DOWNLOAD**
2GB of 609GB downloads (<1%) from these services

 **SESSIONS**
4,947 of 431,250 sessions (1%) are by these services

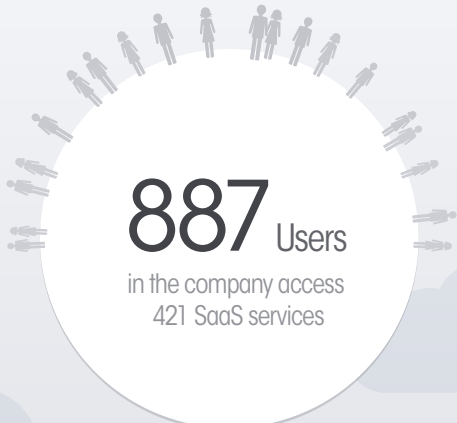
 **DESTINATIONS**
2 of 30 destinations (7%) host these services

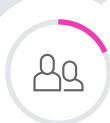
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





Most Active Users



Based on all data sources from Dec 1, 2014 to Dec 31, 2014



 **20%** of active users (177 users) use:

-  **ALL SERVICES**
50 of 421 services (12%)
-  **RISKY SERVICES**
42 of 189 risky services (22%)
-  **NEW SERVICES**
8 of 16 new services (50%)
-  **DATA UPLOAD**
56GB of 241GB data upload (23%)
-  **DATA DOWNLOAD**
491GB of 609GB data download (81%)
-  **SESSIONS**
305,761 of 431,250 sessions (71%)

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14 Categories

belong to the 489 services discovered in your environment



7 of these categories (50%) belong to the risky services



TOP RISKY CATEGORIES BASED ON USERS

- Online Surveys (48%)
- Inbound Marketing (43%)
- Survey Data Analysis (31%)
- Customer Experience Management (28%)
- E-commerce (27%)



TOP RISKY CATEGORIES BASED ON DATA USAGE

- Video Platform (48%)
- IT Training (43%)
- Employee Career management (31%)
- Software Development (28%)
- Supply Chain Management (27%)



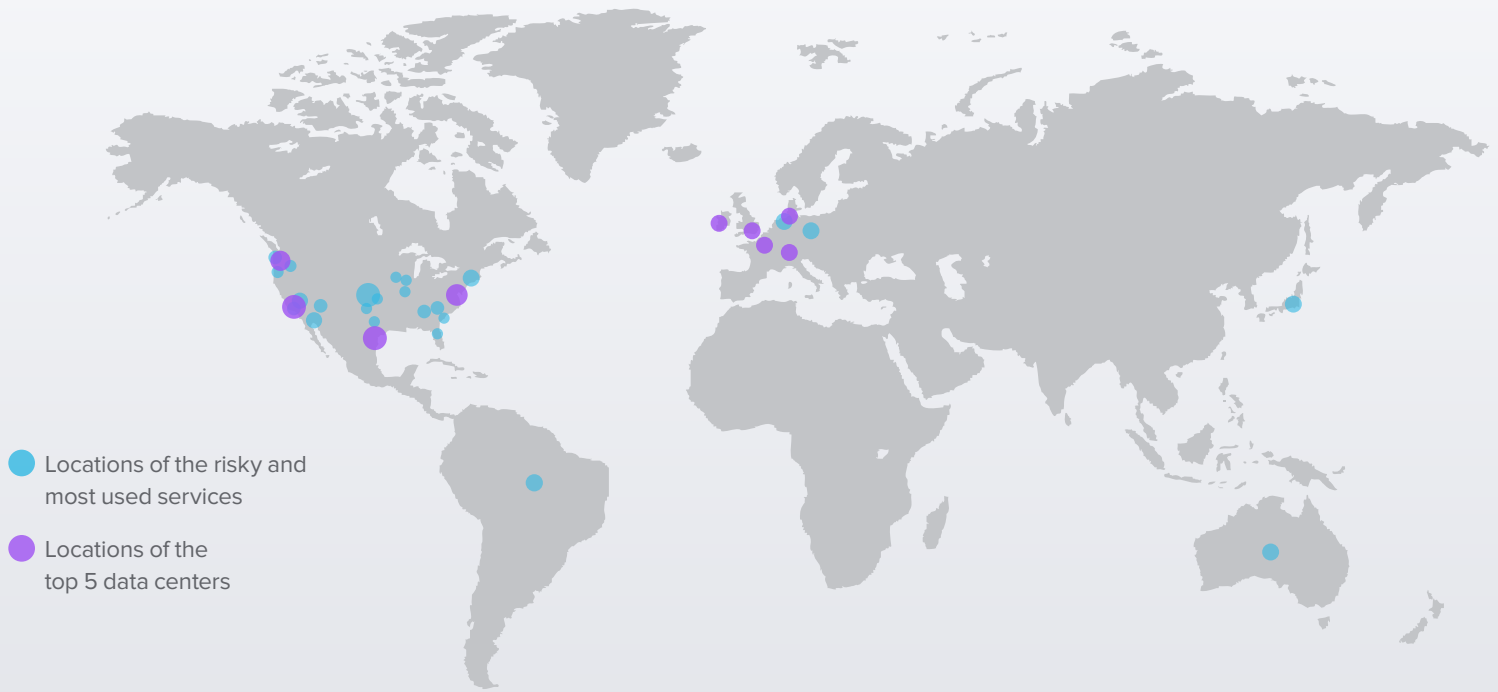
TOP RISKY CATEGORIES BASED ON SESSIONS

- Social Networking (48%)
- Video Platform (43%)
- IT Training (31%)
- Media (28%)
- Supply Chain Management (27%)

Service Hosting Locations & Data Centers



Based on all data sources from Dec 1, 2014 to Dec 31, 2014



● Locations of the risky and most used services

● Locations of the top 5 data centers



DESTINATIONS THAT HOST RISKY SERVICES

35 of 145 destinations (24%) host the 189 risky services

- Asburn (49%)
United States
- Cambridge (38%)
United States
- Unknown (35%)
United States
- San Antonio (30%)
United States
- Seattle (21%)
United States



DESTINATIONS THAT HOST MOST USED SERVICES

63 of 145 destinations (43%) host the 135 most used services

- Mountain View (42%)
United States
- Seattle (28%)
United States
- Santa Monica (9%)
United States
- San Jose (5%)
United States
- San Francisco (4%)
United States



DATA CENTERS THAT ARE MOST USED

Top 5 of 12 data centers account for 59% of 32GB total traffic

- Amazon Web Services (31%)
13 locations, private
- Windows Azure (12%)
5 locations, private
- CloudScaling (8%)
1 location, hosted on Rackspace
- Rackspace Cloud (5%)
1 location, private
- Softlayer (3%)
3 locations, private

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List of Discovered Services

Based on all data sources from Dec 1, 2014 to Dec 31, 2014



Newly discovered service Used by at least 20% of all users

					Users		Traffic		Sessions		Destinations	
1		Feedbackify! Feedback Management feedbackify.com		25	3%	6.0 GB ↑ 7%	73.4 GB ↓ 7%	13,231	3%	3	10%	
2		Pusher Realtime Messaging pusher.com		25	3%	4.7 GB ↑ 1%	941.0 MB ↓ 1%	3,092	<1%	1	3%	
3		Pluralsight IT Training, Developer Training pluralsight.com		15	2%	645.0 MB ↑ <1%	645.0 MB ↓ <1%	9,580	2%	1	3%	
4		Bitcasa File Sharing bitcasa.com		496	56%	941.0 MB ↑ <1%	4.7 GB ↓ 1%	45	<1%	1	3%	
5		Security Metrics Hosted Vulnerability Scanners securitymetrics.com		8	<1%	73.4 GB ↑ <1%	6.0 GB ↓ <1%	2,537	<1%	2	7%	
6		AdvertServe Inventory Management advertserve.com		23	2%	6.0 GB ↑ 7%	73.4 GB ↓ 7%	13,231	3%	3	10%	
7		Compete Business Intelligence, Digital Marketing compete.com		22	2%	4.7 GB ↑ 1%	941.0 MB ↓ 1%	3,092	<1%	1	3%	
8		Insightera Predictive Analytics insightera.com		8	<1%	645.0 MB ↑ <1%	645.0 MB ↓ <1%	9,580	2%	1	3%	
9		goroost Desktop Alerts goroost.com		10	1%	941.0 MB ↑ <1%	4.7 GB ↓ 1%	45	<1%	1	3%	
10		Comscore Marketing Analytics, Brand Management comscore.com		7	<1%	73.4 GB ↑ <1%	6.0 GB ↓ <1%	2,537	<1%	2	7%	
11		ChannelAdvisor E-Commerce channeladvisor.com		35	4%	6.0 GB ↑ 7%	73.4 GB ↓ 7%	13,231	3%	3	10%	
12		Janrain Social Media Management janrain.com		34	4%	4.7 GB ↑ 1%	941.0 MB ↓ 1%	3,092	<1%	1	3%	
13		PollDaddy Online Surveys polldaddy.com		78	9%	645.0 MB ↑ <1%	645.0 MB ↓ <1%	9,580	2%	1	3%	
14		Sina Media sina.com		13	1%	941.0 MB ↑ <1%	4.7 GB ↓ 1%	45	<1%	1	3%	
15		Kampyle CRM, Customer Experience Management kampyle.com		12	1%	73.4 GB ↑ <1%	6.0 GB ↓ <1%	2,537	<1%	2	7%	
16		Websnpr Stock Photos websnpr.com		2	<1%	6.0 GB ↑ 7%	73.4 GB ↓ 7%	13,231	3%	3	10%	
17		CrunchBase Database crunchbase.com		3	<1%	4.7 GB ↑ 1%	941.0 MB ↓ 1%	3,092	<1%	1	3%	
18		QuestBack Customer Experience Management questback.com		30	3%	645.0 MB ↑ <1%	645.0 MB ↓ <1%	9,580	2%	1	3%	
19		1&1 Control Panel Website Creation Tools 1x1controlpanel.com		14	2%	941.0 MB ↑ <1%	4.7 GB ↓ 1%	45	<1%	1	3%	
20		UserZoom Market Research, Online Usability Testing userzoom.com		10	1%	73.4 GB ↑ <1%	6.0 GB ↓ <1%	2,537	<1%	2	7%	

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List of Discovered Services

Based on all data sources from Dec 1, 2014 to Dec 31, 2014

Newly discovered service Used by at least 20% of all users



101	Gainsight Customer Success Management	126	WalkMe Telecommunications, Telephony
102	XYDO Social Networking	127	Forte E-Commerce, Payment Systems
103	Landmark Farm Software Farm Management	128	IPVanish VPN Security, VPN
104	Glispa Affiliate Interface Online Marketing	129	Placed Location-Aware Mobile Advertising
105	Walker Information Customer Research	130	DIYSEO Online Marketing, Search Engine Optimization
106	QlikView Business Intelligence, Big Data	131	Yola Website Creation Tools
107	OB10 Supply Chain Management	132	Email Checker Email Validation
108	Human Information Project Data Reporting, Analytics	133	Pusher Realtime Messaging
109	Tiscali Email Services Email	134	Nutanix Cloud Management
110	YapStone Online Payments, Payments Platform	135	Critsend Email Delivery
111	Needle E-Commerce	136	PhishTank Security
112	Appcclerator Mobile Developer Tools	137	SyncForce Portfolio Management
113	Cint Panel Management	138	MyCigna Health Insurance, Health Care
114	Moz Search Engine Optimization & Marketing	139	PRWeb Public Relations
115	CarFax Vehicle Tracking	140	Bshare File Sharing
116	Republic Project Marketing Campaign Management	141	ActiveConversion Marketing Automation
117	CardMeeting Collaboration, Messaging	142	Eventsforce Event Management
118	Pythonanywhere Collaboration, Hosting	143	Mailgun Email, Email Delivery
119	Satmetrix Customer Experience Management	144	Informatica Communities Big Data, Warehouse Management
120	Security Metrics Hosted Vulnerability Scanners	145	Appsflyer Tracking
121	Carlson Wagonlit Travel	146	Fusebill Billing Management
122	Diagramly Online Diagramming	147	Infor Xtreme ERP, CRM, Supply Chain Management
123	AgilOne Business Intelligence, Predictive Analysis	148	Equinix Cloud Services Data Centers, Cloud Services
124	ReferralCandy Referral	149	Newton Software Social Media Recruiting
125	Webnode CMS	150	UserZoom Market Research

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List of Users

Based on all data sources from Dec 1, 2014 to Dec 31, 2014



↑↓ Top 20% user by traffic ☑ Top 20% user by sessions

		# Risky / All Services	Traffic	Sessions	Destinations
1	413558 ↑↓☑ Most used service: Bitcasa Most used risky service: Gainsight	15/ 175 9% risky	6.0 GB ↑ 7% 73.4 GB ↓ 7%	13,231 3%	3 10%
2	413457 ↑↓ Most used service: Office 365 Most used risky service: Bitcasa	14/ 168 9% risky	4.7 GB ↑ 1% 941.0 MB ↓ 1%	3,092 <1%	1 3%
3	413451 Most used service: Bitcasa Most used risky service: Websnapr	14/ 164 9% risky	645.0 MB ↑ <1% 645.0 MB ↓ <1%	9,580 2%	1 3%
4	413566 Most used service: Cisco WebEx Most used risky service: CrunchBase	15/ 159 9% risky	941.0 MB ↑ <1% 4.7 GB ↓ 1%	45 <1%	1 3%
5	413976 ☑ Most used service: Google Mail Most used risky service: Tiscali Email Services	9/ 155 6% risky	73.4 GB ↑ <1% 6.0 GB ↓ <1%	2,537 <1%	2 7%
6	413479 ↑↓ Most used service: Skype Most used risky service: OB10	11/ 148 7% risky	6.0 GB ↑ 7% 73.4 GB ↓ 7%	13,231 3%	3 10%
7	413469 ↑↓ Most used service: Paypal Most used risky service: Walker Information	10/ 139 7% risky	4.7 GB ↑ 1% 941.0 MB ↓ 1%	3,092 <1%	1 3%
8	413556 ↑↓☑ Most used service: Bitcasa Most used risky service: YapStone	10/ 133 8% risky	645.0 MB ↑ <1% 645.0 MB ↓ <1%	9,580 2%	1 3%
9	413552 ☑ Most used service: Experian Most used risky service: QlikView	4/ 125 3% risky	941.0 MB ↑ <1% 4.7 GB ↓ 1%	45 <1%	1 3%
10	413540 Most used service: Salesforce Force.com Most used risky service: Satmetrix	8/ 121 7% risky	73.4 GB ↑ <1% 6.0 GB ↓ <1%	2,537 <1%	2 7%
11	413562 ↑↓☑ Most used service: Google Mail Most used risky service: CarFax	12/ 116 10% risky	6.0 GB ↑ 7% 73.4 GB ↓ 7%	13,231 3%	3 10%
12	413682 ☑ Most used service: Bitcasa Most used risky service: Appcelerator	8/ 115 7% risky	4.7 GB ↑ 1% 941.0 MB ↓ 1%	3,092 <1%	1 3%
13	413689 ☑ Most used service: Polldaddy Most used risky service: Polldaddy	11/ 113 10% risky	645.0 MB ↑ <1% 645.0 MB ↓ <1%	9,580 2%	1 3%
14	413544 Most used service: Salesforce Most used risky service: Cint	3/ 109 3% risky	941.0 MB ↑ <1% 4.7 GB ↓ 1%	45 <1%	1 3%
15	413516 Most used service: Yahoo Mail Most used risky service: Moz	0/ 102 0% risky	73.4 GB ↑ <1% 6.0 GB ↓ <1%	2,537 <1%	2 7%
16	413430 ↑↓ Most used service: UserVoice Most used risky service: Pythonanywhere	5/ 98 5% risky	6.0 GB ↑ 7% 73.4 GB ↓ 7%	13,231 3%	3 10%
17	413772 Most used service: Google Developers Most used risky service: Republic Project	9/ 98 9% risky	4.7 GB ↑ 1% 941.0 MB ↓ 1%	3,092 <1%	1 3%
18	413494 ↑↓ Most used service: Pardot Most used risky service: Needle	10/ 91 11% risky	645.0 MB ↑ <1% 645.0 MB ↓ <1%	9,580 2%	1 3%
19	413023 ☑ Most used service: Bamboo-Atlassian Most used risky service: Cint	8/ 86 9% risky	941.0 MB ↑ <1% 4.7 GB ↓ 1%	45 <1%	1 3%
20	413569 ↑↓☑ Most used service: Yahoo Mail Most used risky service: Yola	7/ 84 8% risky	73.4 GB ↑ <1% 6.0 GB ↓ <1%	2,537 <1%	2 7%

Most used services by traffic

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List of Users

Based on all data sources from Dec 1, 2014 to Dec 31, 2014

↑↓ Top 20% user by traffic ☑ Top 20% user by sessions



101	413558 ↑↓☑ Most used service: Bitcasa	126	413558 ↑↓☑ Most used service: Gandi
102	413457 ↑↓ Most used service: Office 365	127	413457 ↑↓ Most used service: HubSpot
103	413451 Most used service: Cisco WebEx	128	413451 Most used service: QuestBack
104	413566 Most used service: Bitcasa	129	413566 Most used service: SurveyMonkey
105	413976 ☑ Most used service: Google Mail	130	413976 ☑ Most used service: Yahoo Mail
106	413479 ↑↓ Most used service: Skype	131	413479 ↑↓ Most used service: SurveyMonkey
107	413469 ↑↓ Most used service: Paypal	132	413469 ↑↓ Most used service: Concur
108	413556 ↑↓☑ Most used service: Experian	133	413556 ↑↓☑ Most used service: Wistia
109	413552 ☑ Most used service: Office 365	134	413552 ☑ Most used service: JIRA
110	413540 Most used service: Bitcasa	135	413540 Most used service: Janrain
111	413562 ↑↓☑ Most used service: Salesforce Force.com	136	413562 ↑↓☑ Most used service: Google Mail
112	413682 ☑ Most used service: Salesforce	137	413682 ☑ Most used service: ChannelAdvisor
113	413689 ☑ Most used service: GitHub	138	413689 ☑ Most used service: Feefo
114	413544 Most used service: Bitcasa	139	413544 Most used service: Keen IO
115	413516 Most used service: Skype	140	413516 Most used service: Office 365
116	413430 ↑↓ Most used service: Polldaddy	141	413430 ↑↓ Most used service: Marketo
117	413772 Most used service: Yahoo Mail	142	413772 Most used service: Pusher
118	413494 ↑↓ Most used service: UserVoice	143	413494 ↑↓ Most used service: Skype
119	413023 ☑ Most used service: Google Developers	144	413023 ☑ Most used service: Feedbackify!
120	413569 ↑↓☑ Most used service: Office 365	145	413569 ↑↓☑ Most used service: Feedbackify!
121	413430 ↑↓ Most used service: Google Mail	146	413430 ↑↓ Most used service: Bitcasa
122	413772 Most used service: Peopleclick Authoria	147	413772 Most used service: AdvertServe
123	413494 ↑↓ Most used service: Pardot	148	413494 ↑↓ Most used service: SlideShare
124	413023 ☑ Most used service: Bamboo-Atlassian	149	413023 ☑ Most used service: Google Support
125	413569 ↑↓☑ Most used service: Zendesk	150	413569 ↑↓☑ Most used service: Lithium

Most used services by traffic

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Recommendations

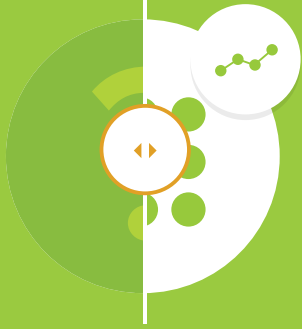
Here are some insights and actions you can take based on Shadow IT discovery and analytics:

- 1 Understand usage details for services in your organization with high risk and high usage: **Feedbackify!, Pusher, Pluralsight, Bitcasa, Security Metrics, etc.**
- 2 Consider adopting popular SaaS Services that are more business ready. Find and compare equivalent services in the [Audit App](#) to research and evaluate.
- 3 Identify and streamline services belonging to the same categories. Choosing the one with lower risk can help you better manage and secure information assets that belong to the company, save your business \$\$, while being flexible to the business needs.

For instance, there were **15** file sharing services discovered:

Google Drive, Bitcasa, Box, Dropbox, OneDrive, etc.

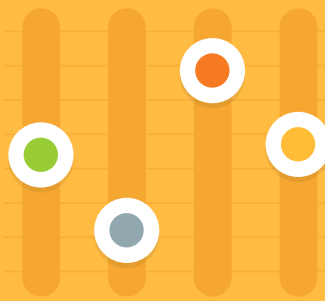
- 4 Protect your company's data using [Elastic's Securlets](#) that provide you with advanced security controls even for the Cloud Services that are business ready such as Box or Google Drive. Users can still perform actions with or without malicious intent that can harm your enterprise such as share sensitive content with the outside world or steal IP upon leaving the company.



AUDIT
shadow IT



DETECT
threats



PROTECT
data



INVESTIGATE
transactions

Data Science Powered™ Cloud App Security

Elastica is the leader in Data Science Powered™ Cloud Application Security. Its CloudSOC™ platform empowers companies to confidently leverage cloud applications and services while staying safe, secure and compliant. A range of Elastica Security Apps deployed on the extensible CloudSOC™ platform deliver the full life cycle of cloud application security, including auditing of shadow IT, real-time detection of intrusions and threats, protection against intrusions and compliance violations, and investigation of historical account activity for post-incident analysis.



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