



CONCENTRIC AI AND IMPAC LABS BRIDGING THE CLOUD SECURITY GAP

Today's biggest cloud security risks often hide in the gap between established best practices and the rapidly evolving cloud. New vulnerabilities frequently emerge as unusual patterns - long before they're documented in any security framework. By the time these patterns make it into standard controls, sophisticated attackers have already moved on...

Consider this: For AWS S3 buckets alone, frameworks like PCI, NIST, and CIS cover only 17 out of 32 possible configuration attributes. That means nearly half of all potential misconfigurations are invisible to traditional tools.

This is why **AI-powered anomaly detection** is becoming essential.

imPAC Labs and Concentric AI collaborate to address these challenges head-on. By integrating imPAC Labs' advanced policy enforcement and anomaly detection capabilities with Concentric AI's robust data security platform, we achieve unparalleled visibility and protection.

Why combine imPAC Labs and Concentric AI? **Comprehensive Data Security:** Concentric AI provides unparalleled visibility into your data, ensuring that all configuration attributes are evaluated, not just those in checklists. **Adaptive Learning:** Our platform learns and adapts automatically to new cloud features—no manual updates needed. **Contextual Insights:** By ingesting Concentric AI asset tags, imPAC Labs can gain a deeper understanding of the context about the assets discovered, allowing for more precise anomaly detection, policy enforcement, and audit-ready attestation.

Enhanced Contextual Understanding: Our collaboration ensures that the enriched asset inventory allows for more precise anomaly detection and policy enforcement, tailored to the specific characteristics and importance of each asset.

UNDERSTANDING THE PILLARS: CONCENTRIC AI AND IMPAC LABS

To appreciate the value of their integration, it's essential to understand the core strengths of each platform individually.

CONCENTRIC AI: INTELLIGENT DATA SECURITY MADE EASY

Concentric AI is a leading Data Security Governance Platform (DSPM) that revolutionizes how organizations discover, classify, and protect their valuable information across on-premises and cloud environments. Their platform offers:

- **Autonomous Data Discovery and Classification:** Concentric AI utilizes **semantic intelligence** to automatically locate and accurately classify business-critical data, including both structured and unstructured content. This includes sensitive information such as **Personally Identifiable Information (PII)**, **Personal Health Information (PHI)**, and **Payment Card Information (PCI)**, as well as **Confidential/Sensitive Trade Secrets**. The platform understands the context and meaning of data, leading to precise labeling.
- **Data Risk Identification and Monitoring:** By understanding the sensitivity of data and who has access to it, Concentric AI provides a robust solution for **comprehensive Data Risk Identification**, ensuring sensitive information remains secure and compliant. It also offers **data detection and response** capabilities to detect, respond to, and mitigate data risks autonomously.
- **Data Access Governance:** Concentric AI enables organizations to **autonomously enforce data access governance** to meet compliance and security mandates. This includes managing access to sensitive data, identifying risky sharing, and preventing unauthorized access through **identity-aware data security**.
- **AI-Enabled DLP:** The platform helps **eliminate data leakage** with precise data labeling powered by AI.
- **Support for Diverse Environments:** Concentric AI provides coverage across on-premises, hybrid, and cloud infrastructures, with integrations for platforms like Snowflake, Amazon S3, Microsoft 365, Salesforce, and Google Workspace.

IMPAC LABS: AUTOMATING CLOUD SECURITY AND COMPLIANCE

imPAC Labs is a pioneering provider of cloud security automation, offering **No Code Policy solutions** that simplify data protection and compliance across multi-cloud environments. Their platform empowers organizations with:

- **Unmatched Visibility and Control:** imPAC provides instant visibility across every cloud, region, and asset (AWS, Azure, and GCP) via read-only access. Its AI maps every asset, tracks every change, and reveals critical resource relationships through Asset Chains (e.g., AWS S3 buckets → IAM roles → encryption keys).
- **No Code Policy Automation:** imPAC enables users to build custom, AI-powered security applications and compose no-code compliance and security playbooks to detect and remediate risks without writing any code. These policies can be deployed in minutes.
- **Automated Remediation:** Based on identified risks, imPAC can automatically trigger actions such as notifying teams, creating tickets, or auto-fixing misconfigurations in real-time.
- **Streamlined Compliance and Auditing:** imPAC captures every cloud change and configuration, providing a full historical view of security evolution with its Time Machine feature. The platform facilitates automated evidence collection and allows for generating audit-ready evidence with a single click. It also offers compliance dashboards to validate the environment against frameworks like PCI.

THE POWER OF INTEGRATION: A UNIFIED APPROACH TO DATA SECURITY & COMPLIANCE

The strategic partnership between Concentric AI and imPAC Labs delivers a **unified approach to data security and compliance** by seamlessly integrating their respective strengths. Concentric AI's deep understanding of data sensitivity through its classification and labeling capabilities provides crucial context for imPAC Labs' powerful policy automation engine. This synergy results in significant benefits:

- **Enhanced Visibility and Context:** Concentric AI's continuous discovery and classification of sensitive data, when combined with imPAC Labs' enriched asset modeling and Asset Chains, provides **unmatched context into data exposure and cloud configuration risks**. Organizations gain complete visibility from the data itself to the underlying cloud infrastructure protecting it, eliminating blind spots.
- **Automated, Risk-Based Policy Enforcement and Remediation:** Concentric AI's data classification insights act as triggers for imPAC Labs' risk-based policy automation. When sensitive data is identified in a misconfigured or overly permissive environment, imPAC Labs can **automatically enforce policies, instantly revoke unauthorized access, and mitigate risks without manual intervention**. For example, if Concentric AI identifies a publicly accessible cloud folder containing sensitive PII, it can alert imPAC Labs, which can then automatically revoke public access based on pre-set policies.

- **Scalable Security Across Multi-Cloud Environments:** The integrated solution enables organizations to **seamlessly manage security policies across diverse cloud platforms (AWS, Azure, Google Cloud)** from a centralized interface provided by imPAC Labs. This ensures consistent protection and simplified administration across the entire multi-cloud footprint.
- **Streamlined and Efficient Compliance and Auditing:** imPAC Labs' **compliance dashboard and "Time Machine" feature**, paired with the detailed audit logs derived from Concentric AI's data classification and access monitoring, deliver **comprehensive reporting and historical tracking**. This significantly simplifies audits and provides verifiable evidence of continuous compliance. imPAC Labs also automates evidence collection, reducing audit prep time to minutes. Auditors can leverage the **Time Machine** to see the full history of configuration changes and data classification status.
- **Proactive Risk Management and Breach Prevention:** By understanding data sensitivity (Concentric AI) and cloud context (imPAC Labs), organizations can **proactively identify and remediate potential risks before they are exploited**. imPAC Labs can prevent cloud misconfigurations through tailored policy automation based on the sensitivity of the data identified by Concentric AI. This helps **stop threats before they happen**.
- **Unified Security Operations:** The integration offers a **single pane of glass for data classification and cloud configuration**, allowing security teams to gain a holistic view of their security posture. This unified view enables them to **identify, investigate, and remediate incidents quickly and efficiently**.
- **Reduced Manual Intervention and Operational Burdens:** imPAC Labs' **No Code Policy automation** empowers even non-technical users to enforce sophisticated security policies effortlessly. This significantly **reduces staff workload**, eliminates manual compliance checks, and ensures consistent security enforcement in real time. The automation also saves time on manual reporting and DevOps processes.

USE CASE: AUTOMATED PII PROTECTION

Consider a scenario where sensitive customer PII is stored in a shared cloud folder. Without integrated solutions, a misconfiguration could expose this data publicly, leading to compliance violations and potential breaches. However, with the integrated power of Concentric AI and imPAC Labs:

- **Concentric AI Identifies Risk:** Concentric AI autonomously scans the cloud environment, classifying the folder's contents as sensitive PII and alerting imPAC Labs.

- **imPAC Labs Correlates and Acts:** imPAC Labs receives this data, enriches its asset inventory with the data sensitivity context, and detects the public access misconfiguration.
- **Automated Remediation:** Triggered by pre-set, no-code policies, imPAC Labs automatically revokes public access, instantly securing the PII.
- **Automated Alert and Audit:** A detailed alert, enriched with Concentric AI's data classification, is sent to security teams, and a full audit log is automatically created.
- **Simplified Compliance:** imPAC Labs can perform a subsequent scan to refresh its dashboard, immediately reflecting the corrected status. The Time Machine feature allows auditors to view the complete event history, demonstrating swift remediation and continuous compliance.

A CONTROL SYSTEM BUILT FOR DECISION—MAKING WITH FEDERATED UNIFIED VISIBILITY:

Not just an asset inventory, but a live, interconnected model that shows relationships, risk, and configuration posture across the stack.

- **Signal confluence:** Combine alerts, posture checks, and business context into something that can be ranked, reasoned about, and acted on.
- **Real-time response:** Trigger policies or actions directly — isolate a workload, escalate a finding, adjust access — all within the same interface.
- **Outcome tracking:** Know what action was taken, why, and what happened next. Track posture like you'd track portfolio performance.

CONCLUSION: EMBRACING INTELLIGENT AUTOMATION FOR A SECURE FUTURE

The integration of Concentric AI's data-centric security intelligence with imPAC Labs' cloud security automation marks a significant evolution in how organizations can effectively protect their sensitive data and achieve continuous compliance in today's dynamic multi-cloud landscape. By providing enhanced visibility, intelligent automation, and streamlined compliance capabilities, this partnership empowers organizations to move beyond reactive security measures towards a proactive and resilient security posture. The combined solution allows businesses to operate securely, reduce operational burdens, and confidently navigate the complexities of data security and regulatory requirements. Organizations looking to strengthen their data security posture and simplify their compliance efforts should consider the powerful synergy offered by Concentric AI and imPAC Labs.