



Attunity Introduces Gold Client for Data Protection to Enable GDPR Compliance for SAP® Environments

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New data governance solution helps to enforce mandate and meet data privacy standards

BURLINGTON, Massachusetts, May 24, 2018 /PRNewswire/ --

Attunity Ltd. (NASDAQ CM: ATTU), a leading provider of data integration and big data management software solutions, today announced a comprehensive data governance solution designed to assist companies with General Data Protection Regulation (GDPR) compliance in SAP environments. The new [Attunity Gold Client for Data Protection](#) solution helps to identify and mask the personally identifiable information (PII) of customers, vendors, employees and partners across production SAP ECC applications to address the "right to be forgotten" mandate. This offering is an important part of a complete solution for GDPR compliance across the SAP landscape.

GDPR, in effect as of tomorrow, May 25, applies to any corporation, regardless of their location, that possesses the personal data of residents of the European Union. The regulations are designed to strengthen personal data privacy laws in the EU. Among the GDPR regulations includes a provision whereby individuals must agree to having their information used or invoke the "right to be forgotten" option. GDPR also gives regulators the power to fine offending organizations. Therefore, it is in the best interest of organizations globally to ensure that their data governance plan includes provisions for GDPR. With the launch of Attunity's Gold Client for Data Protection, enterprises can locate the PII data in their SAP production environments and enforce the "right to be forgotten".

Attunity's Gold Client for Data Protection provides the following capabilities:

- Obfuscates PII data - uses native application functions to ensure data masking and integrity throughout the SAP application environment, ensuring that individuals do not have access to PII data in compliance with the GDPR statutes.
- Exposure reporting -profiles the existing customer data and proactively defines who can be/should be "forgotten" based on rules created by the user
- Custom masking levels -powerful options include pseudonymization, substitution, and redaction while still preserving referential integrity
- Configurable policy rules - define what could or should be masked based on different timeframes and business activity
- Complete audit trails - makes changes directly through the SAP application layer to provide an audit log of all activity
- User-defined "undo" period -provides a user-defined period after which the data masking process cannot be reversed

"GDPR is reshaping data management practices. As the regulation goes into effect across the European Union (EU) tomorrow, companies around the world will be impacted by these strict data privacy regulations," said **Cindy Zhou, Vice President and Principal Analyst at Constellation Research**. "Many enterprises are working diligently to ensure their systems comply. It is critical that businesses have an action plan and enabling technology solutions to effectively meet the new data protection requirements."

"The largest application vendor, SAP provides the primary system of record for tens of thousands of enterprises worldwide that require an effective data management and governance solution for GDPR compliance," said **Shimon Alon, Chairman and CEO of Attunity**. "Attunity Gold Client for Data Protection helps businesses meet this need. As data privacy and protection regulations continue to be implemented around the world, Attunity's solutions will ensure that enterprises remain compliant and future-proof."

About Attunity

Attunity is a leading provider of data integration and Big Data management software solutions that enable availability, delivery and management of data across heterogeneous enterprise platforms, organizations and the [cloud](#). Our software solutions include [data replication and distribution](#), [test data management](#), [change data capture \(CDC\)](#), [data connectivity](#), [enterprise file replication \(EFR\)](#), [managed file transfer \(MFT\)](#), [data warehouse automation](#), [data usage analytics](#) and [cloud data delivery](#).

Attunity has supplied innovative software solutions to its enterprise-class customers for over 20 years and has successful deployments at thousands of organizations worldwide. Attunity provides software directly and indirectly through a number of partners such as Microsoft, Oracle, IBM and Hewlett Packard Enterprise. Headquartered in Boston, Attunity serves its customers via offices in North America, Europe, and Asia Pacific and through a network of local partners. For more information, visit <http://www.attunity.com> or our [blog](#) and join our community on [Twitter](#), [Facebook](#), [LinkedIn](#) and [YouTube](#).

Safe Harbor Statement

This press release contains forward-looking statements, including statements regarding the anticipated features and benefits of Replicate Solutions, within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995 and other Federal Securities laws. Statements preceded by, followed by, or that otherwise include the words "believes", "expects", "anticipates", "intends", "estimates", "plans", and similar expressions or future or conditional verbs such as "will", "should", "would", "may" and "could" are generally forward-looking in nature and not historical facts. For example, when we say that Attunity's solutions will ensure that enterprises remain compliant, we use a forward-looking statement. Because such statements deal with future events, they are subject to various risks and uncertainties and actual results, expressed or implied by such

forward-looking statements, could differ materially from Attunity's current expectations. Factors that could cause or contribute to such differences include, but are not limited to, risks and uncertainties relating to: our history of operating losses and ability to achieve profitability; our reliance on strategic relationships with our distributors, OEM, VAR and "go-to-market" and other business partners, and on our other significant customers; our ability to manage our growth effectively; acquisitions, including costs and difficulties related to integration of acquired businesses and possible impairment charges; our ability to continue to expand our business into the SAP market and the success of our Gold Client offering; timely availability and customer acceptance of Attunity's new and existing products, including Attunity Replicate, Attunity Compose and Attunity Visibility; fluctuations in our quarterly operating results, which may not necessarily be indicative of future periods; changes in the competitive landscape, including new competitors or the impact of competitive pricing and products; a shift in demand for products such as Attunity's products; the impact on revenues of economic and political uncertainties and weaknesses in various regions of the world, including the commencement or escalation of hostilities or acts of terrorism as well as cyber-attacks; and other factors and risks on which Attunity may have little or no control. This list is intended to identify only certain of the principal factors that could cause actual results to differ. For a more detailed description of the risks and uncertainties affecting Attunity, reference is made to Attunity's latest Annual Report on Form 20-F which is on file with the Securities and Exchange Commission (SEC) and the other risk factors discussed from time to time by Attunity in reports filed with, or furnished to, the SEC. Except as otherwise required by law, Attunity undertakes no obligation to publicly release any revisions to these forward-looking statements to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events.

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