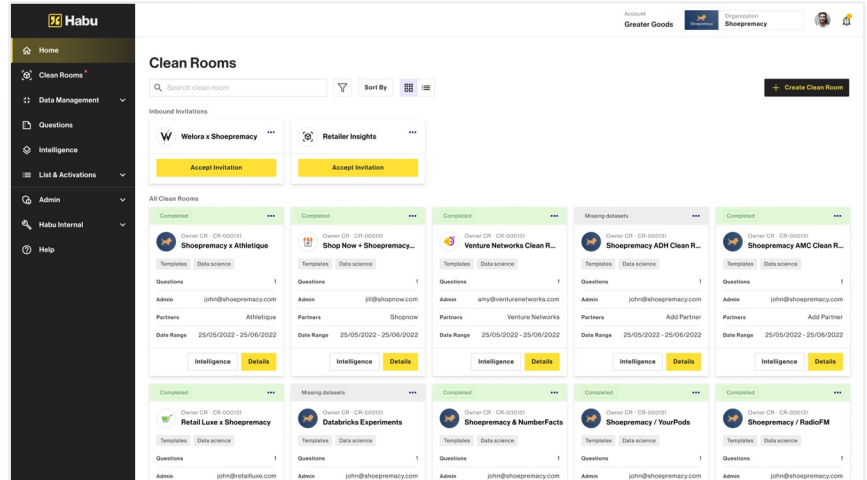


The Zero-Trust Data Clean Room with Azure Confidential Computing

Protect the Confidentiality and Integrity of your Most Sensitive Data

The Habu data clean room platform unlocks collaborative intelligence to allow companies to maximize the value of their data without the risk of sharing sensitive information. The result is deeper and more impactful insights than ever before while protecting data in use.

With a flexible no-code and low/pro-code UX, Habu democratizes data access and insight across an organization for reduced time-to-value and improved decision-making that's powered by Microsoft Azure confidential computing on AMD EPYC™ processors with Infinity Guard featuring SEV-SNP technology.



PEPSICO

“Achieving zero-trust at rest, in-transit, and now in-use, through confidential computing, allows us to accelerate our use of data collaboration to fuel insights and outcomes at scale without compromising privacy. We are thrilled to partner with Microsoft and Habu and be among the first to leverage this game-changing technology and next level of privacy through Azure confidential computing.”

Mark Risis, VP of Strategy & Global Ecosystem, PepsiCo

End-To-End Data Protection

Data is fully protected and encrypted at rest, in transit, and in use (with confidential computing). Security is rooted in hardware with a Trusted Execution Environment (TEE) that will not process data until the hardware integrity is verified.

Zero Trust Architecture (ZTA)

Collaboration partners can participate in cross-cloud, cross-region data sharing with data that remains at its source – without having to trust each other, their chosen cloud providers, or even Habu.

Enterprise Privacy and Governance

Control how data is accessed and used with Habu's adaptive governance framework. Designed to work with evolving regulations, you define the level of transparency and privacy with partners while maintaining data security.

Use Case Flexibility and Automation

Build and execute anything from single queries to complex multi-step workflows utilizing BI, ML, AI, or custom code. Integrated GenAI and advanced automation capabilities refresh dashboards, trigger alerts, and increase user productivity.