

# SECURDPS DISCOVER AND CLASSIFY

**Automate discovery and classification of your data environment to gain complete visibility into usage of sensitive data across your network.**

## What is the purpose?

Because of governmental regulations, industry standards, and even internal compliance rules, organizations like yours need to take complete control of sensitive data. Managing sensitive data with datacentric security helps your organization to comply with these mandates, thereby reducing the risk of breaches while leveraging valuable but overlooked data for better business insights – all while improving your competitive advantage.

comforte's Data Discovery and Classification solution enables organizations to detect and analyze all usage of data and its lineage without relying upon organizational knowledge of the existence or location of the data. The process is completely automated! This automation makes it much easier to get a clear picture of how your data is being stored, process, and shared in real-time.

## Why should I care?

Reducing and potentially eliminating your organization's privacy and security risk is more important than ever. However, ensuring constant visibility of sensitive data across your entire organization is nearly impossible with the growing complexity of modern networks and data storage environments.

With the convergence of security, privacy, and data governance, systems are more interconnected than they ever have been. Current data-tracking systems protect areas that are known to contain sensitive data. The assumption with these systems is that the data is already known to be sensitive.

But keep in mind that data usage is heavily dynamic and constantly evolving. This means that even in smaller organizations, sensitive data can and will be overlooked. At any given time, you really have no way of knowing all the places to look for sensitive data, especially if you depend on a manual process. And yet, the cruel irony is that you're still required to keep it secure.

We have a better way to do this.



## How does it work?

comforte's data security platform uses network analytics to achieve sustainable data discovery. With it, you can discover sensitive data and its usage, even the data you didn't know existed in your environment. Another key benefit is unparalleled data lineage tracking, which provides you with a comprehensive, accurate, and up-to-date data catalog.

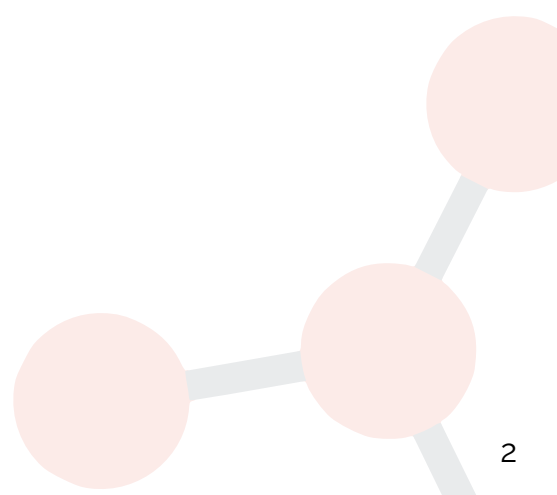
Our solution is able to accomplish all this by leveraging multiple data-mining and analytics techniques, such as network analytics, machine learning, and natural language processing (NLP) in combination with existing artificial intelligence technologies. All of these technologies work in tandem to catalog your customer data in near real-time, both continuously and accurately.

By the way, this discovery and classification includes structured and unstructured data which is either at rest or in motion. It of course includes known data and, most importantly, unknown data. This unknown data could be redundant copies of other known data, or it could be misplaced original copies that wound up in the wrong repository.

comforte's discovery also connects to a multitude of data sources, central file systems, industry-standard databases, NoSQL and SaaS solutions and even Amazon S3 buckets, helping solve one of today's greatest cloud security challenges.

You can expect the following features and functions as a part of the automated, real-time discovery, mapping, and tracking of all sensitive data across your entire organization.

- ▶ Discover your unknown data and most up-to-date data lineage
- ▶ Gain complete visibility of the most recent usage of every data subject's information, using data in motion techniques
- ▶ Generation of full, automated, and near-real-time master catalog
- ▶ Implement measurements, monitoring, and enforcement tools to govern the usage of data over time
- ▶ Uniquely merge data subjects within the network when redundancies are detected





We accomplish all of the above in a five-step process that includes the following activities:

#### **Monitor Network Traffic – Discovery of Network Elements**

- ▶ Our solution starts from zero knowledge of the data environment
- ▶ Automatically discover both unknown and known data sources
- ▶ Accomplished leveraging a hardware-accelerated appliance platform
- ▶ Continuously update inventory with minimal required manual resources

#### **Monitor Network Traffic – Discovery of Repositories with PII**

- ▶ Discover personal data off the wire to ensure comprehensive discovery of personal data
- ▶ Even discover across data-carrying protocols
- ▶ Detect data in clear text or encrypted forms

#### **Crawl Repositories**

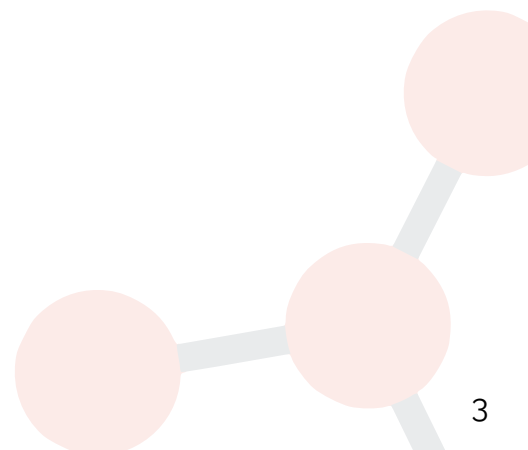
- ▶ Crawl structured and unstructured data repositories
- ▶ Analyze databases
- ▶ Analyze file systems and other data repositories

#### **Consolidate PII with Root Data Assetset**

- ▶ Consolidate detected PII and combine with Root Data Asset (RDA - virtual catalog per business use)
- ▶ Combine PII from disparate sources into one data subject record
- ▶ Compare the data subject record with known business usage (RDA) to confirm known managed PII

#### **Produce Master Catalog, Data Lineage, and Data Flow**

- ▶ Update data subject record and references to found PII
- ▶ Files, transactions, database records, log files, etc.
- ▶ Data subject relationship(s) with company
- ▶ PII shared with 3rd parties





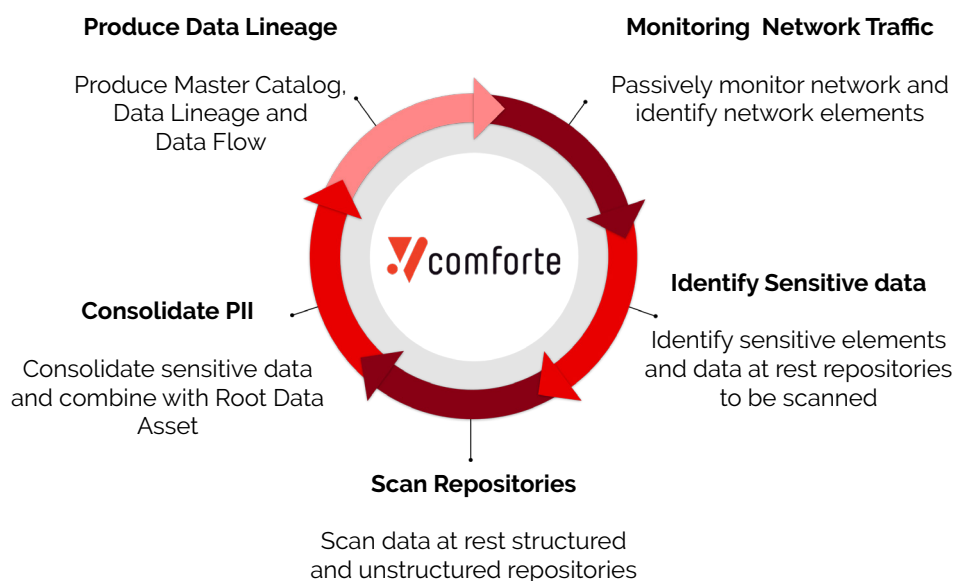
## Learn more

Our mature data-centric security solution is already in production at many leading organizations across multiple industry sectors. Our customers depend on the solution to get a handle on their data environment for risk reduction and strategic purposes.

With more than 20 years of experience in data protection on truly mission-critical systems, comforte is the perfect partner for organizations like yours who want to protect your most valuable asset: your data.

We are here to enable your success by providing expertise, an innovative technology suite, and localized support. While we focus on ease of implementation, we're also here to provide guidance and troubleshooting should your organization require it.

To learn more, talk to your comforte representative today and visit [www.comforte.com](http://www.comforte.com).



With these steps completed, you have the visibility and insights to decide which data to protect or which to delete, all in fulfillment of privacy regulations and mandates. Implementing data-centric security requires a platform that not only offers protection methods that fit your use cases but that also integrates easily into your enterprise applications and existing cybersecurity infrastructure. Ease of integration can be the deciding factor in determining the cost and risk associated with any data protection project. Our solution makes implementation straightforward.

## Which benefits does it provide?

Protecting sensitive data at its earliest point of entry into your systems, and then reducing the need to expose that data, allows your business to continue to operate and comply with regulations, all while reducing risks.

### Security and Risk Management Benefits

- ▶ Ensure that sensitive data has appropriate controls and is known/protected.
- ▶ Identify unmanaged duplicates of sensitive data.
- ▶ Identify production data in non-production environments.
- ▶ Identify sensitive data transfers that could trigger risk.

### Privacy & Compliance Benefits

- ▶ Quickly respond to data subject access requests (DSAR).
- ▶ Quickly respond to audit requests.

### Governance Benefits

Understand how sensitive data is being created, stored, and processed across the enterprise. Learn how data is being accessed and transferred.

### Leverage Data for Growth

Obtain better business insights as you discover and correlate data set to understand your data landscape, leading to possible competitive advantages all while reducing risk.