

# Mastering Data Governance and Reducing Inherent Risks

## DataGravity for Virtualization

### Build and enforce governance policies applicable to your organization

No company, regardless of its industry or reputation, is immune to liability. To ensure the legal health of your business, you must safely archive and protect certain information, while you adequately dispose of other data. For many IT teams, however, enacting data governance policies involves working backward – which can impede the effort in the long run.

As an organization matures, managing security and governance concerns for a small team can turn into terabytes of amassed data without a clear plan to preserve it or address legal liabilities. That's why it's imperative for growing businesses and established companies alike to build practices for data governance, from retention and management to disposal and protection.

Deployed as a virtual appliance, DataGravity secures and protects your virtualized data on your terms. You define the policies and practices to discover and protect your most valuable information, remove liabilities and comply with internal and regulatory policies.

### Unstructured data growth obscures visibility

#### Reduce potential liabilities

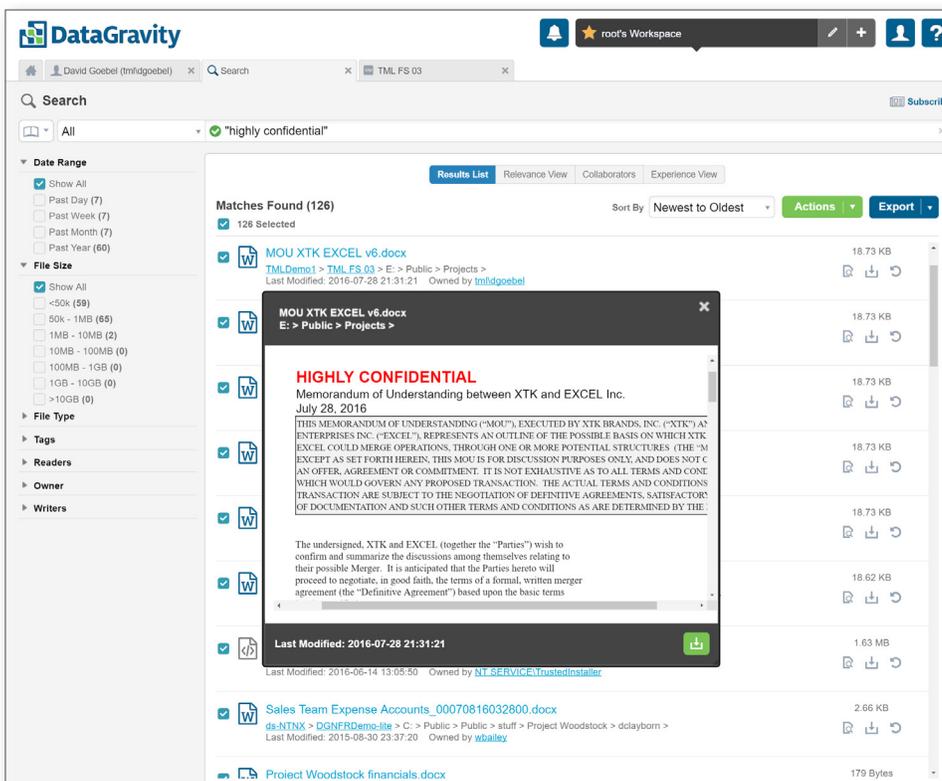
- Preserve critical information that must be safely archived.
- Remove duplicate data and address corporate bloat.
- Defensibly delete unwanted files and reduce data exposure risks facing the organization.

#### Achieve a 360-degree view of your data

- Understand what data you have, how it's being used and by which users.
- Quickly gauge the significance and value of every file within your system.

#### Automate and enforce governance policies

- Alerting and reporting helps effectively enforce and update policies.
- Avoid retaining information beyond its useful life span.



### RELIABLY ENFORCE DATA GOVERNANCE POLICIES

DataGravity for Virtualization content indexing and tagging, data usage analysis, and content-based alerting help you accurately identify which assets to retain and delete.

According to the Ponemon Institute, 80 percent (or more) of a given company's data is unstructured. This data can include text files, spreadsheets, emails, audio and video files, presentations and other human-generated file types. Unlike information stored in well-defined databases – such as accounting systems, electronic health and medical record systems, HR systems or enterprisewide applications that are well managed and secured by IT professionals – unstructured data is often invisible and unprotected, and thus much harder to detect and control. Therefore, developing an effective approach to managing the risk inherent in this data is crucial.

A key element of any governance initiative is to evaluate content to establish its relevance—to either confirm its continued value as an asset, the need to retain it for compliance, or resolve that the content can or should be deleted. DataGravity for Virtualization helps overcome the limitations of unstructured data, providing organizations with the ability to understand context using the data's content, as well as its metadata, such as file type and other properties, time of creation, ownership and user access patterns.

## Define your own policies for effective governance

The information your organization considers critical is unique to your organization. By writing your own rules for data governance, you can index and classify the information that matters most to your customers, employees and industry. DataGravity for Virtualization analyzes content from more than 600 file types. Files within the system are indexed for fast query and analysis, and are tagged according to custom and pre-defined tag definitions, including credit card numbers, birth dates, addresses, Social Security numbers and email addresses. The system actively scans files according to schedules you define, identifying and surfacing data files for evaluation and remediation.

Search and filtering capabilities from DataGravity for Virtualization connect data analysts with the collections of files of interest, using topical keywords, classification tags, file types, time frames and locations to unearth relevant data. Results are reported in click-and-drill dashboards, so you can easily retrieve additional details or run and export detailed reports for further review, remediation and compliance reporting. You can also create and save advanced queries and subscribe to these saved searches for immediate notification of policy violations.

Data governance policies established with DataGravity ensure unstructured data is analyzed and monitored over time, giving you the context you need to make decisions about retention, deletion and archiving.

## Address liabilities before they become legal issues

When an unstructured data store contains a risk to your organization, such as a file containing customers' personal information or the company's intellectual property, governance policies created with DataGravity for Virtualization help proactively identify and mitigate the issue. Taking an active stance to secure sensitive data prevents compliance violations from taking place, while allowing your organization to bypass legal issues and complications that may arise if this data goes unmanaged. As a result, you can make informed decisions about which data should be deleted to reduce the scope of forensic and incident response activities, e-Discovery costs and other unnecessary liabilities.

## Overcome aged and dormant data

A significant concern for organizations is the prevalence of dormant and aged data. Often, this data can consume more than 50 percent of your organization's resources, providing only potential liabilities and no value to the firm. By searching for files according to their last modified and accessed dates beyond a certain threshold (for example, greater than three years), you can identify and remove files that are dormant or exceed their required retention date.

## Be secure. Be data aware.

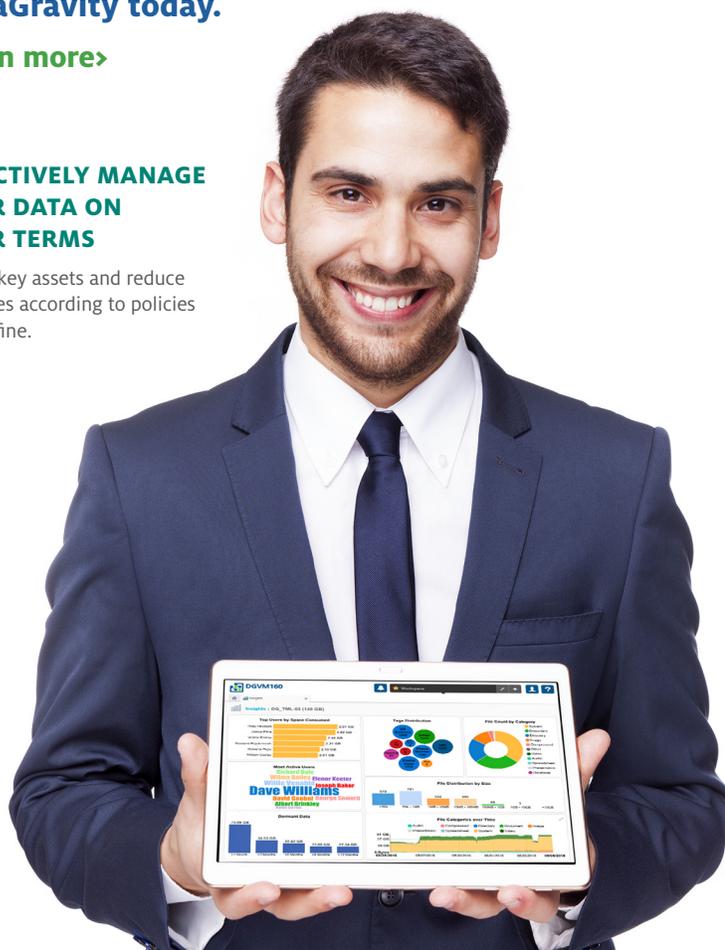
An effective data governance policy protects your business as it grows – and helps established organizations manage and secure sensitive data amassed over the course of the company's life span. DataGravity for Virtualization offers the insights, reporting and auditing necessary to transform potential liabilities and unstructured data stores into strategic assets for the business, a critical component of any successful governance plan.

## Get a free data security assessment from DataGravity today.

[Learn more>](#)

### EFFECTIVELY MANAGE YOUR DATA ON YOUR TERMS

Retain key assets and reduce liabilities according to policies you define.



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