

## Information Studio: Solution Brief

Mitigate privacy risks and exploit valuable data.

### TRENDS AND CHALLENGES

Many enterprises today are dealing with both a diverse storage infrastructure and a multi-cloud architecture. As organizations look to drive deep insights from enterprise data, the effort in finding that valuable data has become increasingly complex. Due to massive data growth and increasing data privacy regulations and country specific regulations, organizations will struggle to maximize value while trying to reduce risk and cost associated with their data. The average cost of a data breach in the USA is \$7.91 million and worldwide a regulatory alert is being sent out every seven minutes.<sup>1</sup>

To address these issues, organizations are either manually sifting through data to find the information needed or avoiding the problem altogether. One option is extremely time and resource intensive with a high potential for error and the other will lead to increased data complexity, potential non-compliance and inefficient budget spend.

### STOP TREATING ALL DATA THE SAME

Identifying and categorizing data based on specific criteria is the first step in uncovering value while proactively mitigating risk. Everything becomes more efficient when your data is in the right place.

**Veritas Information Studio** is a comprehensive intelligent data platform that helps organizations address their data-related challenges. A virtual appliance deployed on-premises, Information Studio offers clear visibility, targeted analysis and informed action on data to identify areas of data waste, risk and value. With the power to organize data and take informed action, organizations can be confidently prepared to handle security concerns, new regulations and continuous data growth to ultimately regain control of their data.

### MITIGATE PRIVACY RISKS AND EXPLOIT VALUABLE DATA

**Data Visualization:** As one of the company's most powerful and potentially riskiest assets, data can't be utilized unless it can be organized. With Information Studio, users can easily connect data sources across cloud and on-prem, as well as key technologies like Veritas NetBackup™, to view an aggregate collection of their data all in one place. Information Studio's dashboard provides a geographic orientation of all data, allowing any user to dive into a specific location, file server, share, user, classification tag, or any combination of the available filters.

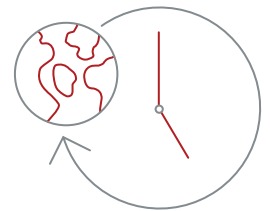


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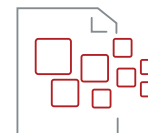
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### KEY BENEFITS



**Automated data classification** identifies valuable, stale, risky or unnecessary data.



**Detailed reports** provide insight for informed data driven decisions such as delete.

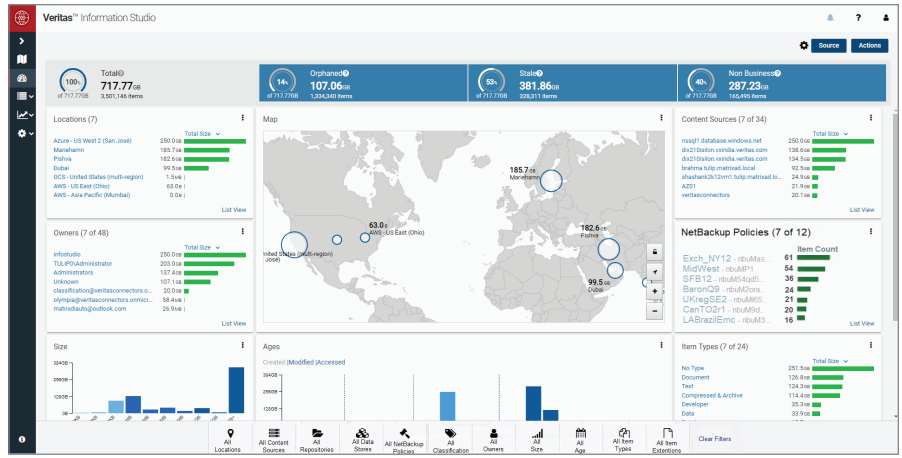


**Comprehensive view of data**, regardless of where the data lives, breaks down storage silos.



**Robust file analysis** aggregates metadata to better understand data type, ownership, access, age, etc.

**Data Privacy and Compliance:** It shouldn't take a data scientist to understand data or how to best utilize it. Information Studio ensures data attributes such as type, ownership, access and age as well as unique classification tags are easily accessible and simple to understand. As organizations face increasing data privacy laws and regulatory requirements, Information Studio allows automated policies to be created to classify data. When sensitive information is found, informed action can be taken to ensure the organization stays in compliance.



**Storage Optimization:** Most organizations have no idea what data they currently have, but will keep it forever because they believe it has value. However, keeping all information forever is neither economically nor architecturally sustainable. Information Studio provides the insight to make decisions around retention policies, storage tiering and defensible data disposition allowing organizations to create data-driven storage architecture plans. And as organizations start to consider data migration, the ability to identify redundant, obsolete or trivial data helps in optimizing their storage architectures.

## DATA DRIVEN DECISION MAKING

Today, organizations consider a more data-driven approach to comply with global privacy regulations or other data related compliance challenges. Veritas Information Studio allows you to fully leverage the value of our data and handle the risks concerning your data quickly and efficiently. Features like named entity recognition and advanced search help to locate and classify named entities into predefined categories such as the names of personas, organizations or locations quickly. The powerful interface displays search results and reports can be generated to perform informed actions, like defensible deletion or moving the dataset to a more appropriate location.

## CONCLUSION

Recognizing the data challenges in today's changing environment, many organizations are looking for a comprehensive digital information intelligence solution that will help address these concerns. While most current solutions do not offer the unified digital information management capabilities that are needed, Information Studio provides clear insight into data giving organizations the confidence to eliminate unnecessarily kept data, mitigate data privacy risk and exploit valuable, business critical information.

1. 2018 Cost of a Data Breach Study, Ponemon Institute LLC and Cost of Compliance 2018, Thomson Reuters

## ABOUT VERITAS TECHNOLOGIES LLC

Veritas Technologies is a global leader in enterprise data management. Over fifty thousand enterprises—including 90% of the Fortune 500—rely on us to abstract IT complexity and simplify data management. Our Enterprise Data Services Platform automates the protection and orchestrates the recovery of data everywhere it lives, ensures 24/7 availability of business critical applications, and provides enterprises with the insights they need to comply with evolving data regulations. With a reputation for reliability at scale and a deployment model to fit any need, Veritas supports more than 500 data sources and over 150 storage targets, including 50 clouds. Learn more at [www.veritas.com](http://www.veritas.com) or follow us on Twitter at @veritastechllc.

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