THALES

Business Brief

CipherTrust Data Discovery and Classification

Bringing agility and confidence to your data management

Executive Summary

Data, almost certainly, plays a key role within your organization. Typically it is the lifeblood that keeps processes rotating – an invaluable asset needed to allow your organization to thrive. However, it can also be a huge problem.

If locked down, you are unlikely to realize the full value and potential. Equally, if not protected properly, it can be a significant liability. Finding the **right balance** is the key, but also the biggest challenge.

Your organization is likely to be facing an ever-growing list of data privacy laws and regulations, both regional and global, for which compliance is mandatory. Uncertainty over compliance status elevates your business risk and increases your potential liability. The historical reactive or manual approach to data protection is very inefficient and costly – the rapid growth seen in data (increasingly encompassing cloud footprints) dictates **new thinking.**

Taking a brief review of how we manage music today may help explain why we now need an analogous solution for data management. Over the past few decades, the primary method for consuming music has changed significantly – from vinyl and cassette tapes to CDs to MP3s to streaming.

In each stage of the journey we have enjoyed efficiency benefits including portability, faster searching and navigation together with storage efficiency. We have made use of tools that enhance the user experience such as recommendations and alerts on new song or album updates. Virtually everything that we take for granted today (and inherently rely upon)as part of the music streaming revolution was not available (or even possible) with the legacy methods of music management.
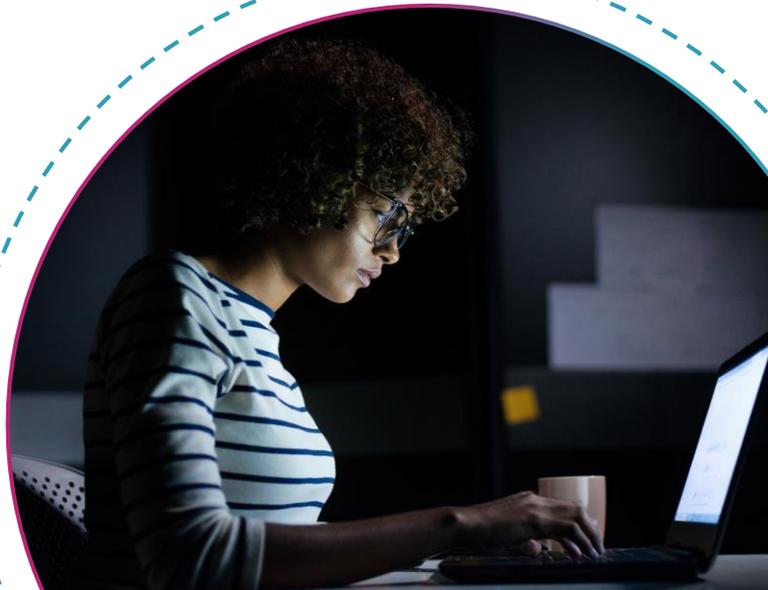
Thales CipherTrust Data Discovery and Classification is…

… Like an aggregator for a music streaming service, an effective system that analyses, collates and helps improve access to your data, wherever it resides. In short, it can bring **agility** and **confidence** to how your organization manages its data:

It informs you of the **critical data** that needs to be **protected**, enabling other data to be more freely accessed and leveraged to help drive your business growth
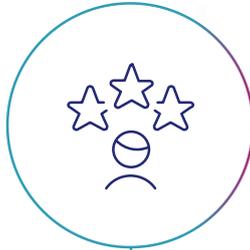
It enables you to close compliance gaps **rapidly** to reduce your business risk and **increase** confidence that there are no hidden surprises that could damage your brand, reputation or bottom line
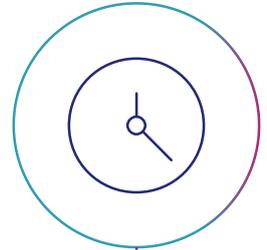
It **streamlines** your overall data protection strategy, **saving** your organization time and money through efficient data discovery and comprehensive data classification
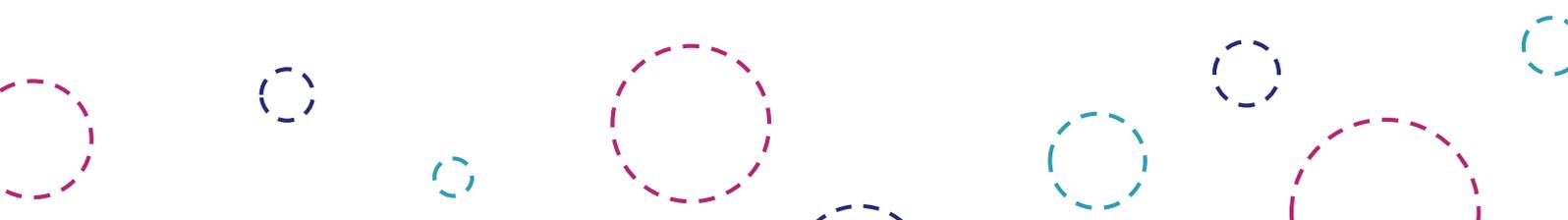
Why **complete** data visibility is important

Data discovery delivers **value** by looking beyond the surface and gaining a deeper understanding of all data.

For organizations like yours, the key drivers of data discovery are a growing list that span from proactively responding to regulatory requirements to assessing your entire security position. Many Thales customers have seen a ten-fold increase in their managed data volume, just in the past year. This prompts the question – what does the future look like for you? **Can your business support or cope with the speed of change?**

A recent quote from a Forrester report captures the dilemma that faces many organizations (and most probably yours):

> **"** *If you don't know what you have [data], where it is, and why you have it, you can't expect to apply the appropriate policies and controls to protect it* **"**

> *"The amount of digital data created over the next five years will be greater than twice the amount of data created since the advent of digital storage."*
>
> *IDC Global DataSphere*

It is clear that data discovery needs to become an **integral and scalable business process.** Moving away from a reactive or manual approach (which is often time-consuming, prone to error, lacking in full visibility and incredibly difficult to scale or flex) to an integrated business process is essential in today's new data landscape. This in turn will help you with proactive identification of challenges and opportunities to increase **efficiency**, providing peace of mind.

How CipherTrust Data Discovery and Classification can reduce your business risk

Our solution enables **transformation** of your overall approach to data security from reactive to strategic. By providing **clear visibility** into the various types of data that exist anywhere within your organization and their associated exposure risks, your various business stakeholders can implement the appropriate **protection** actions, often using some form of encryption.

Out of the box, CipherTrust Data Discovery and Classification enables you to **uncover** the **sensitive data** you have (relating to all major privacy laws and regulations) and all the places it is stored, on-premises or in the cloud. **Flexible customization capabilities** enable you to discover and classify other sensitive assets, secrets and intellectual property, specific to you. Such comprehensive insight helps you make critical business decisions including precisely what data can be safely migrated to the cloud or shared with third parties for example.

The **visual reports** created as part of the discovery and classification analysis of the data locations you select are key to helping your team make **better decisions** about what specific data needs to be better protected – a strong factor in minimizing disruption in the event of a future data breach. Guidance is provided relating to data that can be eliminated, which if otherwise left to grow out of control could significantly increase both risk and liability for your organization.

Unlike the manual approach to searching for data, the use of our specialist solution **eliminates the assumptions** about what sensitive data may or may not exist – it provides a high degree of **confidence** that you are building a solid data management strategy with **no critical data left unprotected.**

> *"Only 24% of respondents indicated that they have complete knowledge of where their data is stored"*
>
> *2021 Data Threat Report Global Edition*

Proven to save you time and money

Finding and protecting your sensitive data using manual methods and employee knowledge is very time consuming and costly – as your data grows exponentially the challenges and inevitable errors just get worse. With our solution you only need a small headcount to operate and maintain. Many of your existing manual ad-hoc tasks are replaced by efficient **on-demand or scheduled data scanning** computer processes. We are helping you remove reliance on people knowledge so that you have an accurate assessment of your data and its associated risks.

You do not have to discard any of the data protection solutions you may be using today. CipherTrust Data Discovery and Classification is **complementary** and **non-intrusive**. It does not require any downtime on your systems, working transparently in the background to **maintain your business continuity**. The reports generated by the discovery solution can be acted on at a time convenient to you – they are advisory and not mandatory to follow.

A beneficial option you may wish to consider is to deploy data discovery as part of the broader…

> ▷ **Thales CipherTrust Data Security Platform**

…this is our recommended approach to realize **greater efficiency** savings. This delivers an integrated solution covering the three fundamental components of an end-to-end data protection solution – discover, protect and control. You then can **protect all your data** whether it resides on-premises or in any of the cloud platforms seamlessly.

Single investment, multiple use cases

CipherTrust Data Discovery and Classification is **inherently scalable** to help you adapt seamlessly to significant increases in the data volumes to manage. It supports multiple use cases, providing value to a diverse range of your internal or external stakeholders. Some of the main ways Thales has helped its customers manage their data more effectively include:

Enhancing their security posture

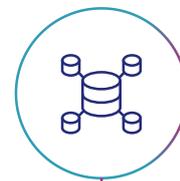Finding and classifying their regulated and proprietary data

Ongoing compliance as new laws and regulations emerge

Classifying dark and redundant, obsolete and trivial (ROT) data

Migrating data to the cloud

Managing large data volume increases

The CipherTrust platform agility enables you to **support new use cases quickly** and automatically prepares your organization to respond when the next security challenge or compliance requirements arises.

Key Takeaways

Every organization needs a strategy to **manage data effectively** today and into the future. Streamlined data discovery and classification is the foundation that helps achieve the delicate balance between too stringent and insufficient controls. In a non-intrusive manner, the Thales CipherTrust platform delivers:

Increased access to valuable data to support better decision making

Earlier closure of compliance gaps to reduce business risk
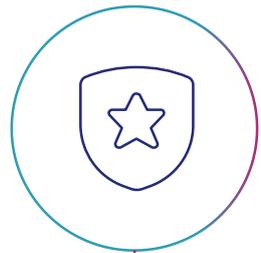
Targeted protection to improve operational effectiveness

cpl.thalesgroup.com

Our Technical Brief provides additional details on how the Thales approach to data discovery and classification can help your organization now.