VERITAS™

Top Three Reasons to Classify Data

Understanding the Data Classification Imperative

OVERVIEW

Skyrocketing data growth, rising security risks, privacy and compliance concerns—these are among the biggest challenges organizations face as they work to properly reconcile how best to deal with the flood of information flowing through their organizations on a daily basis.

While most executives by now understand that data classification can help improve information governance (IG), many continue to struggle with how best to implement policies that help them better manage their data, and ensure regulatory compliance.

> *"Through 2024, 40% of enterprises will have reduced their storage and data protection costs by over 70% by implementing new storage technologies and deployment methods."*
>
> — Gartner - Top 5 Cost Optimization Opportunities for Storage - 2019

The scope of records growth is staggering. Beyond the columns and rows of structured information stored in databases, there's also unstructured information, including everything from digital documents, to emails, to social media posts, to text messages. The sheer volume of data along with our innate reliance on electronic devices has generated a wave of digital information that has turned data classification into a critical operational imperative.

To illuminate the challenges, here are the top three reasons to classify information.

1 MITIGATE RISKS TO DATA PRIVACY AND SECURITY

Enormous and growing volumes of differing types of data turn data security protection and privacy protection into serious challenges. Data classification can help efficiently identify data resources, and give organizations a better understanding of each data element's purpose, along with the risks associated with each piece of information stored and used.

### 2 REDUCE DATA HOARDING AND LOWER STORAGE EXPENSES

By optimizing data storage, you can gain efficiency and lower costs, and avoid keeping everything forever. Organizations that classify data understand it's about more than reorganizing and filing information. Instead it's about enabling personnel to search, locate and review information to make better and faster decisions. By optimizing data storage, and keeping only the most relevant information, organizations not only can achieve their most crucial operational goals far more quickly and efficiently but can help reduce the potential risk and exposure with keeping information longer than required.

3 COMPLY WITH LEGAL, FEDERAL AND/OR LOCAL REGULATIONS

This includes regulations such as Health Insurance Portability and Accountability Act (HIPAA), Payment Card Industry (PCI), export controls and other mandated requirements. To avoid compliance issues—or worse—bad publicity, litigation and associated fines or other losses in the fallout from costly mistakes, organizations must work to classify data to protect sensitive, classified or personally identifiable information (PII). And the requirements don't end at U.S. borders. Both Japan's Personal Information Protection Act (PIPA), and the European Union's General Data Protection Regulation have been upgraded to better protect data privacy, adding tangible penalties for lack of compliance.

Data classification can help organizations improve information governance (IG), improve security protections and ease regulatory compliance. IG describes the strategy and intelligence required to fully recognize and mitigate information risks, optimize data storage, and streamline information gathering, analytics, e-discovery efforts, and supervisory efforts. Market research firms such as Gartner maintain organizations must invest in a comprehensive information classification program that empowers their users to classify data they work with on a regular basis, correlating that classification with handling guidelines, procedures and technical controls.[1]

Veritas delivers technologies, services and solutions that can help organizations classify data and improve IG. As organizations strive to modernize, stay relevant, and become more data-driven in their decision making, data classification can help automate the classification of emails, social media and other record types, and help remove content that isn't worth preserving. At Veritas, we help thousands of customers make informed decisions about their information. Our comprehensive Information Governance portfolio synthesizes intelligence across unstructured data sources, helping ensure organizations are well-positioned to counter risks, enhance privacy and improve compliance with e-discovery and federal/local/regional regulations.
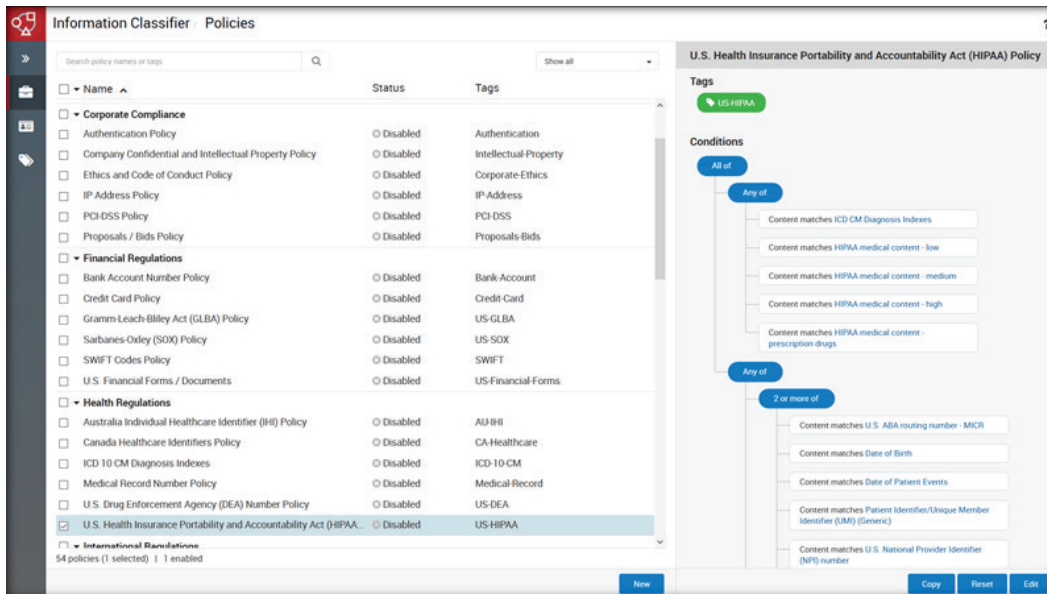
With support for Veritas Data Insight and Veritas Enterprise Vault, the Integrated Classification Engine enables Veritas customers to improve precision over how unstructured data is analyzed, retained, supervised and searched.

1. Implement Information Classification to Enhance Data Governance and Protection, Gartner Inc., Analyst Heidi L. Wachs. Published October 23, 2014.

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 or follow us on Twitter at @veritastechllc.

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