Netwrix Data Classification

Know Your Data

Unleash the true value of your data

As business users generate more and more data across disparate silos, it's increasingly difficult to ensure that the data is ready to benefit your organization and that it is being handled properly. Are you tired of users calling you because they can't find the document that they need, but dread the idea of having to classifying files manually yourself or forcing others to do it? Do you worry that someone might save a sensitive file on your cloud storage where it is vulnerable to prying eyes? Do requests from your legal and compliance departments add far too much to your already enormous workload?

Netwrix Data Classification cures your data-related headaches by providing a single panoramic view of your enterprise content. By seeing which data is valuable, you can organize it in a way that promotes productivity and collaboration. By knowing where sensitive or regulated data is, you can reduce the risk of breaches and satisfy security and privacy requirements with less effort and expense. And by locating and getting rid of redundant and obsolete data, you can reduce storage and management costs.

"The software is a great time saver. To satisfy a data subject request, I would only need a few minutes to retrieve all necessary information. Without Netwrix Data Classification, each request would have required two weeks of solid manual work by four employees."

Iain Sanders
IT Manager, Horizon Leisure Centres

02
Product Overview

Identify sensitive information and reduce its exposure

Discover PII, regulated data, intellectual property and other types of sensitive content, both on premises and in the cloud. Ensure this data is stored only in properly secured locations with risk-appropriate access controls to minimize the likelihood of a breach.

Improve employee productivity and decision making

Put your data into a logical order to foster effective collaboration and keep knowledge workers from interrupting your day. Enable them to work with only the truly valuable and reliable data they need to make better, more informed business decisions.

Reduce costs by cleaning up unneeded data

Discover redundant, obsolete or trivial information that you might be able to safely delete or archive. Slash data management and storage expenses to make painful budget approvals less frequent.

Satisfy privacy and compliance requirements with less effort

Pinpoint the data regulated by specific standards, such as GDPR, HIPAA and PCI DSS, and establish appropriate security controls around it. Satisfy subject access requests by finding all PII related to a particular individual in minutes, not days.

Respond to legal requests without putting the business on hold
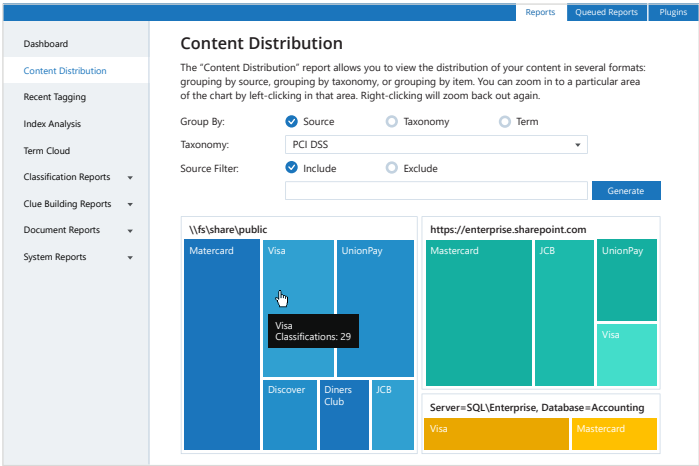
Shine as a strong asset to your legal department by speeding eDiscovery and litigation processes. Easily find all the data related to litigation and put it on hold as required, and ensure that no outdated information, such as an old contract version, comes up at the wrong moment.

03

Identify sensitive information and reduce its exposure

Prioritize the security of truly valuable data

Identify repositories with the highest concentration of sensitive data so you can prioritize your security and governance efforts. Invest your money and effort in protecting the data that matters most.


Streamline quarantine of critical data

Automatically discover critical data that surfaces in unsecure locations and move it to a secure quarantine area until you can make an informed decision about what to do with it for the long term.

04

Identify sensitive information and reduce its exposure

Identify and revoke excessive permissions

Automatically remove permissions to access sensitive data from global groups such as Everyone, thereby reducing the risk of a data breach.
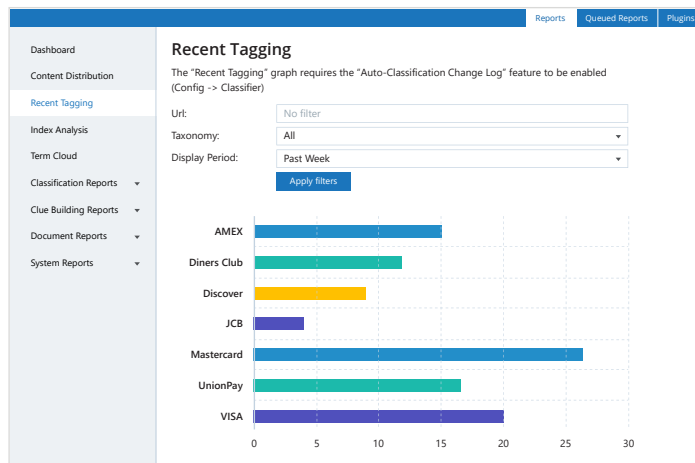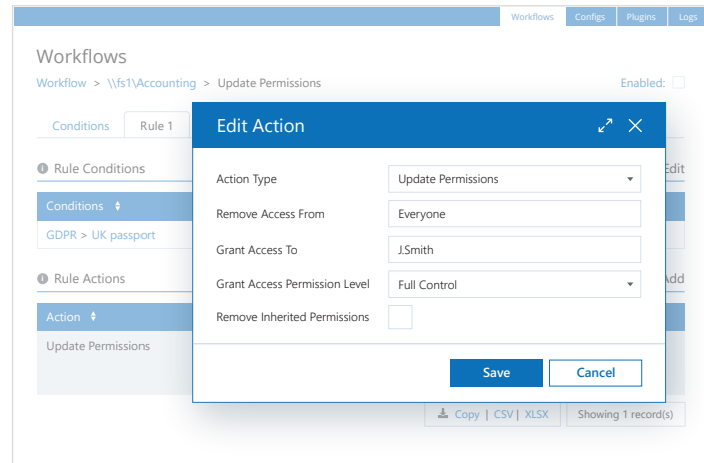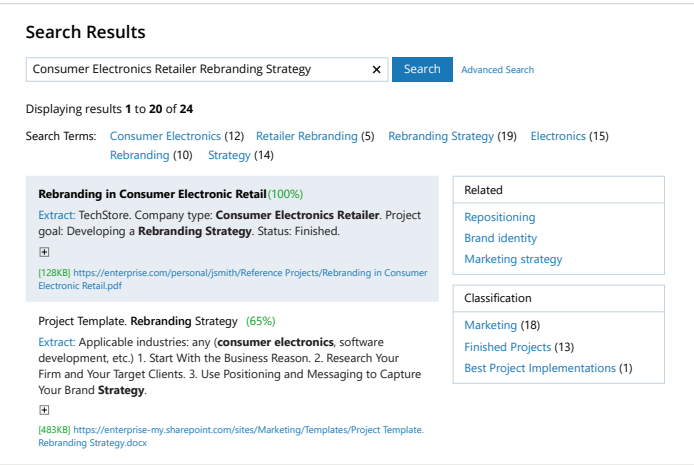

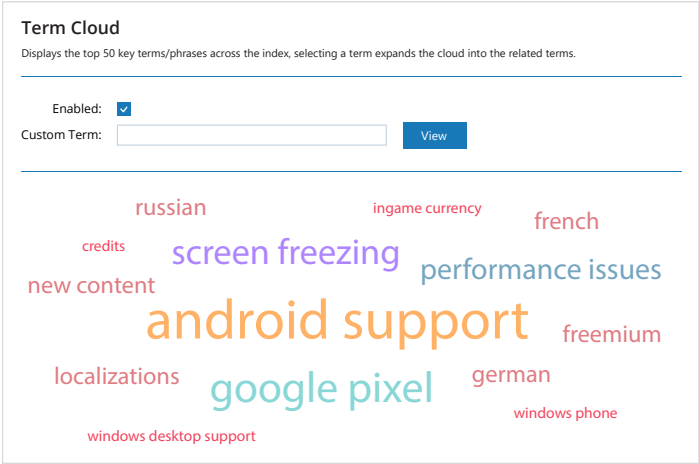### Increase the effectiveness of your DLP solution

Optimize your data security efforts. Give highly accurate classification tags to your data loss prevention (DLP) tool and minimize the wasted effort of securing non-sensitive items tagged by mistake.

05

Improve employee productivity and decision making

Discover new opportunities and assess business risks

Empower analysts to drive your organization forward and minimize risk by categorizing large volumes of data across disparate silos.

Term Cloud

Displays the top 50 key terms/phrases across the index, selecting a term expands the cloud into the related terms.

Enabled: ☑

Custom Term: [   ]   [View]

russian   ingame currency   french

credits   screen freezing   performance issues

new content

android support   freemium

localizations   google pixel   german

windows phone

windows desktop support

Search Results

[Consumer Electronics Retailer Rebranding Strategy   ✕]   [Search]   Advanced Search

Displaying results **1** to **20** of **24**

Search Terms: Consumer Electronics (12)   Retailer Rebranding (5)   Rebranding Strategy (19)   Electronics (15)
Rebranding (10)   Strategy (14)

Rebranding in Consumer Electronic Retail (100%)
Extract: TechStore. Company type: **Consumer Electronics Retailer**. Project goal: Developing a **Rebranding Strategy**. Status: Finished.
⊞
[128KB] https://enterprise.com/personal/jsmith/Reference Projects/Rebranding in Consumer Electronic Retail.pdf

Project Template. **Rebranding** Strategy (65%)
Extract: Applicable industries: any (**consumer electronics**, software development, etc.) 1. Start With the Business Reason. 2. Research Your Firm and Your Target Clients. 3. Use Positioning and Messaging to Capture Your Brand **Strategy**.
⊞
[483KB] https://enterprise-my.sharepoint.com/sites/Marketing/Templates/Project Template. Rebranding Strategy.docx

Related
Repositioning
Brand identity
Marketing strategy

Classification
Marketing (18)
Finished Projects (13)
Best Project Implementations (1)

### Make business-critical data easy to find

Foster productivity and effective collaboration by ensuring that knowledge workers can always find the data they need.

06

Reduce costs by cleaning up unneeded data

Facilitate data cleanup across your data storages

Identify data that might be archived or deleted based on its age, usage or relevance, so you can increase storage efficiency and reduce storage and data management costs.
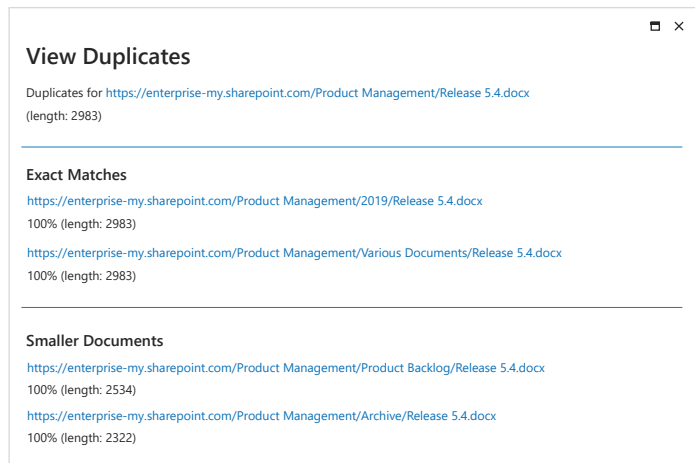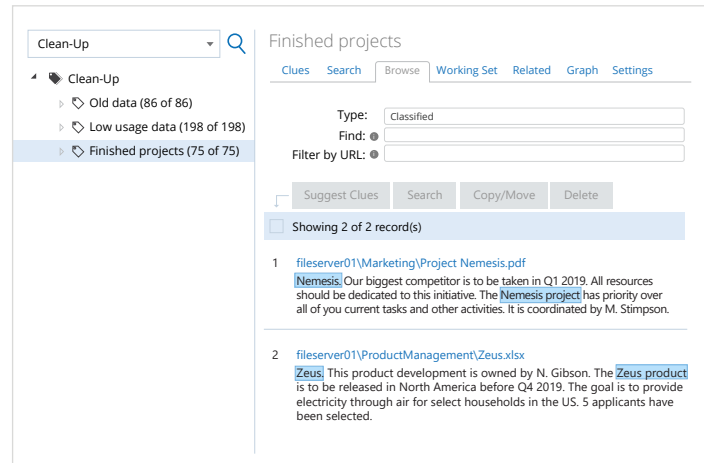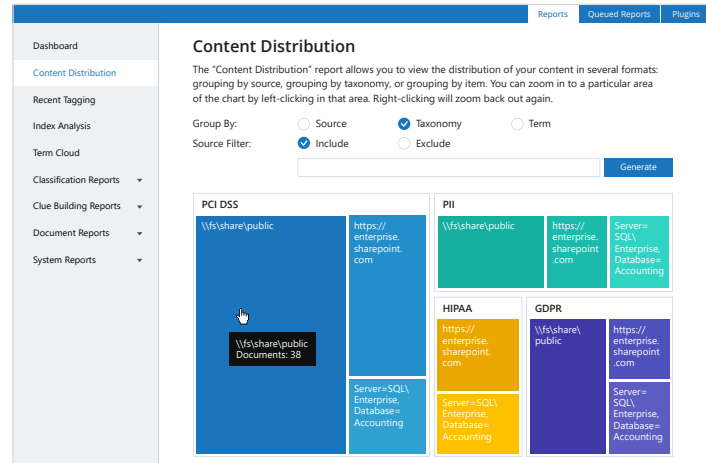
Get rid of duplicate information

Quickly discover copies of files across your on-premises and cloud-based repositories. Delete or archive them to free up storage space and eliminate confusion about which copy is authoritative and should be used for decision making.

07

Satisfy privacy and compliance requirements with less effort

Discover all regulated content

Gain a high-level view of the PII, PHI, PCI and other types of regulated information scattered across your data stores. Ensure that this data is located only in properly secured locations with risk-appropriate access controls.

Satisfy data subject access requests in minutes

Find all PII related to an individual who exercises their privacy rights under GDPR, CCPA, PIPEDA or other data regulations. Provide them with this data or delete it if they withdraw their consent — in minutes, not days.

08

Respond to legal requests without putting the business on hold

Reduce eDiscovery and litigation support costs

Avoid penalties and minimize effort by quickly finding all electronically stored information related to a case and putting it on hold as required.

Prepare ESI for presentation with less effort

Move electronically stored information to a location where it's protected against inappropriate alteration or destruction. Automatically redact PII and other information unneeded for the legal proceeding to avoid breaches of confidential information.

Understand the data across your environment

How can you reap maximum value from data spread across multiple silos while minimizing the risk of a breach? Do you have time to learn and juggle separate tools for each data storage system in your organization? No one does.

Netwrix Data Classification delivers 360-degree visibility into your content, regardless of where it's located. Whether your data is structured or unstructured, on premises or in the cloud, we've got you covered.

Windows File Servers	Nutanix Files	Dell EMC	NetApp
SharePoint	Exchange	SQL Server	Oracle Database
Office 365	Box	Google Drive	Salesforce
MySQL	Postgre SQL	Websites	OpenText

10
Data-centric audit and protection

Reduce risk further with visibility into user permissions and activity

Knowing where sensitive data resides is only the start of data security. By integrating Netwirx Data Classification with Netwrix Auditor, you can ensure that only authorized users can access these documents and that you can spot any suspicious activity around them. Visit netwrix.com/datasecurity to learn more.

Sensitive File and Folder Permissions Details

Object: \\fs1\Accounting (Permissions: Different from parent)
Categories: GDPR

Account	Permissions	Means granted
ENTERPRISE\J.Carter	Full Control	Group
ENTERPRISE\T.Simpson	Full Control	Directly
ENTERPRISE\A.Brown	Full Control	Group

Identify excessive permissions

Get complete visibility into who owns what data and who has access to what. Work with data owners to enforce least privilege before excessive permissions lead to a security incident.

Detect and respond to suspicious activity

Get alerted to activity that threatens the security of sensitive data, such as changes to access permissions and large numbers of failed read attempts.

Activity Related to Sensitive Files and Folders

Action	Object type	What	Who	When
Read (Failed Attempt) Workstation: Categories:	Folder 192.168.77.25 PCI DSS	\\fs1\Accounting\Payroll	ENTERPRISE\ M.Smith	3/12/2018 9:25:49 AM
Read (Failed Attempt) Workstation: Categories:	Folder 192.168.77.25 PCI DSS	\\fs1\Accounting\Payroll	ENTERPRISE\ M.Smith	3/12/2018 9:25:55 AM

Here are the top reasons why organizations trust us to solve their data-related problems

Faster time to value

Don't pay for expensive professional services or waste time on a lengthy deployment process. Be up and running in days, not months.

Fewer false positives

Get classification results you can trust, not buckets of false positives to sort through, thanks to our compound term processing.

Non-intrusive architecture

Avoid the nightmare of dealing with intrusive agents and undocumented data collection methods.

More granular taxonomy management

Easily tailor classification rules to categorize complex topics such as intellectual property — without having to engage professional services.

Transparent classification results

Understand exactly why files were classified as they were so that you can tweak your rules and classify even more accurately.

First-class technical support

Have your issues promptly resolved by US-based customer support with a 97% satisfaction rate.

Read how customers achieve their goals with Netwrix Data Classification

Organizations of all sizes and from multiple verticals around the globe are using Netwrix solutions to organize their enterprise content, mitigate the risk of data breaches, address privacy requirements and pass compliance audits with less effort. Here are just a few of their stories.

DAY PITNEY LLP

Legal

Day Pitney accurately identifies proprietary and customer data on their file storage and reduces its exposure.

Horizon LEISURE CENTRES
Making Life Better!

Nonprofit

Horizon Leisure Centres ensures the security of sensitive data, complies with the GDPR and saves £80,000 annually.

First National Bank Minnesota

Financial

First National Bank Minnesota reduces the risk of a breach by ensuring that customer data is located only in secure locations.

Gartner peerinsights™

"We can now rest assured that any Subject Access Requests that come our way can be dealt with in not only an efficient way but also that we capture 100% of the data to submit back to the SAR."

IT Manager
Industry:Healthcare

About Netwrix

Netwrix is a software company that enables information security and governance professionals to reclaim control over sensitive, regulated and business-critical data, regardless of where it resides. Over 10,000 organizations worldwide rely on Netwrix solutions to secure sensitive data, realize the full business value of enterprise content, pass compliance audits with less effort and expense, and increase the productivity of IT teams and knowledge workers.

Founded in 2006, Netwrix has earned more than 150 industry awards and been named to both the Inc. 5000 and Deloitte Technology Fast 500 lists of the fastest growing companies in the U.S.

For more information, visit www.netwrix.com.

Next Steps

Request One-to-One Demo

netwrix.com/livedemo

Request Pricing

netwrix.com/pricing

Corporate Headquarters:

300 Spectrum Center Drive, Suite 200, Irvine, CA 92618

Phone: 1-949-407-5125 **Toll-free:** 888-638-9749 **EMEA:** +44 (0) 203-588-3023

netwrix.com/social