

1touch.io Inventa

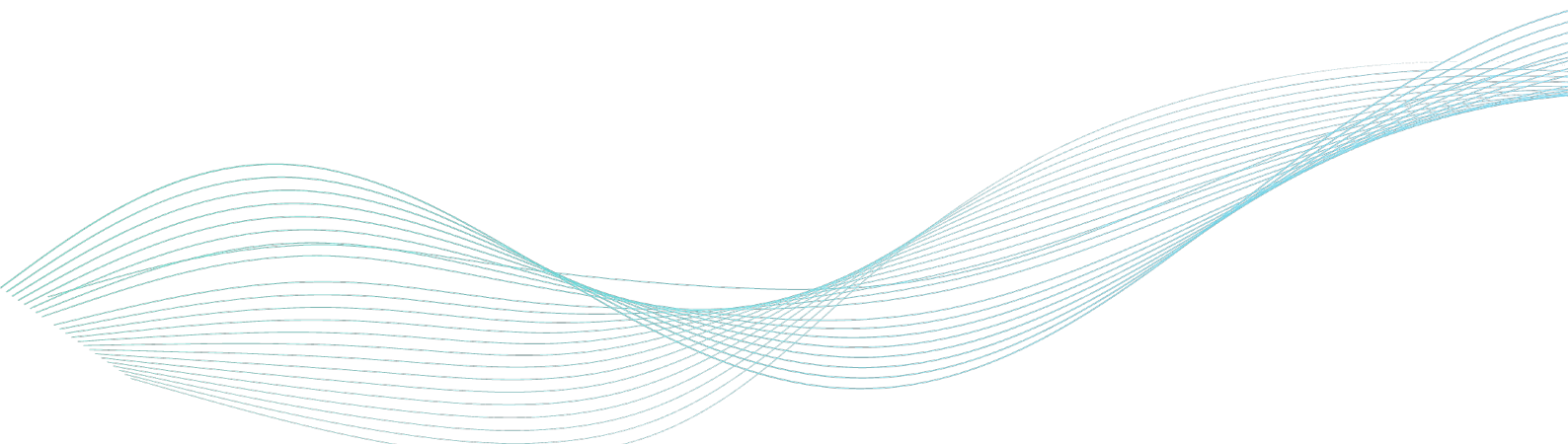
Optimize Generative AI with Precision and Protection

The world is buzzing with excitement surrounding the remarkable advancements in Generative AI, fueled by the emergence of groundbreaking large language models like ChatGPT and Bard.

Whether it's casual conversations at the dinner table or business events, the influence of ChatGPT and Generative AI is impossible to ignore. This technology represents a paradigm shift in how people comprehend, interact with, and enhance their lives with the assistance of a smart sidekick. As the world rapidly changes, it is crucial for organizations to prepare for the transformative potential of Generative AI.

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Harnessing the Potential of Generative AI

According to Nvidia, a frontrunner in the Generative AI revolution, this technology “enables users to quickly generate new content based on a variety of inputs.” From text, images, sounds, animations to 3D models, chat logs, and unstructured data, Generative AI empowers models to comprehend human language, intent, and desire.

Real-World Success Stories

Industry leaders are already harnessing the power of AI and Generative AI to extract valuable insights from their massive data volumes. Expedia, for instance, combines ChatGPT with their travel-specific data to offer powerful trip planning experiences. Rathi Murthy, CTO of Expedia, hails this fusion as a game-changer, resulting in a significant influx of traffic and enhanced trip planning capabilities. She explains, “Data is our heartbeat...Marrying ChatGPT data [such as questions from travelers] with Expedia’s travel-specific data, such as traveler preferences, booking patterns, and pricing availability is super powerful...We’ve seen a lot of traffic. It’s been beautiful in terms of trip planning.”

Unilever, on the other hand, leverages ChatGPT APIs in its Consumer Engagement Center to combat spam emails and expedite response times. Alessandro Ventura, CIO of Unilever, reports that GPT APIs have reduced the time spent by agents in drafting responses to questions by over 90%. This remarkable efficiency improvement is truly astounding.

Navigating the Dark Side of Generative AI

While the adoption of Generative AI continues to skyrocket, it brings with it a shadow that threatens to surpass the hype-induced rush that drove mass adoption almost overnight. Whenever a new technology emerges before IT and Risk executives have an opportunity to respond, the potential for data loss and exploitation becomes an immediate threat.

The risks associated with Generative AI can be classified into two main categories: model risk and usage risk. Arti Raman, CEO of Titaniam explains that “Model Risk” is the risk of errors, biases, bad data, harmful output, and loss of regulatory compliance. The second category, “Usage Risk” refers to the risk of inappropriate usage, loss of data, loss of privacy, loss of intellectual property, unmanaged productivity, and overall loss of visibility. These risks can lead to compliance issues, security vulnerabilities, and reputational damage.

Understanding Generative AI Risk

To mitigate both model risk and usage risk, organizations must maintain full visibility and contextual understanding of their sensitive data. When preparing data for large-language-model training, such as GPT APIs, organizations should be able to tap into data lakes, vector databases, or other pre-processing data stores to understand the exact nature of the data going into the model, potential data inference from model updates, and potential information leakage from the model's output.

Once sensitive and non-approved data are used in a model, they will be there forever. It's similar to baking a cake—once baked, you cannot retrieve the ingredients in their original form. Therefore, responsible model creation is imperative to comply with regulations and maintain the trust of the public.

Challenges of Data Governance in Generative AI

Navigating data governance in the realm of Generative AI poses a formidable challenge. Data science teams and developers operate across various departments within the organization, while security teams require granular visibility of data across all types of repositories. Dealing with unstructured data, notorious for its elusive nature, adds an additional layer of complexity.

Discovering unstructured data stores, such as emails, chats, file shares, cloud storage, and even NoSQL databases presents a daunting challenge. However, the true test lies in effectively classifying this data to enable Governance and Security teams to implement proper controls. Even when discovered, the sheer volume of unstructured data often overwhelms attempts to discern sensitive information from the noise.

Itouch.io Inventa: Mitigate Generative AI Model & Usage Risks

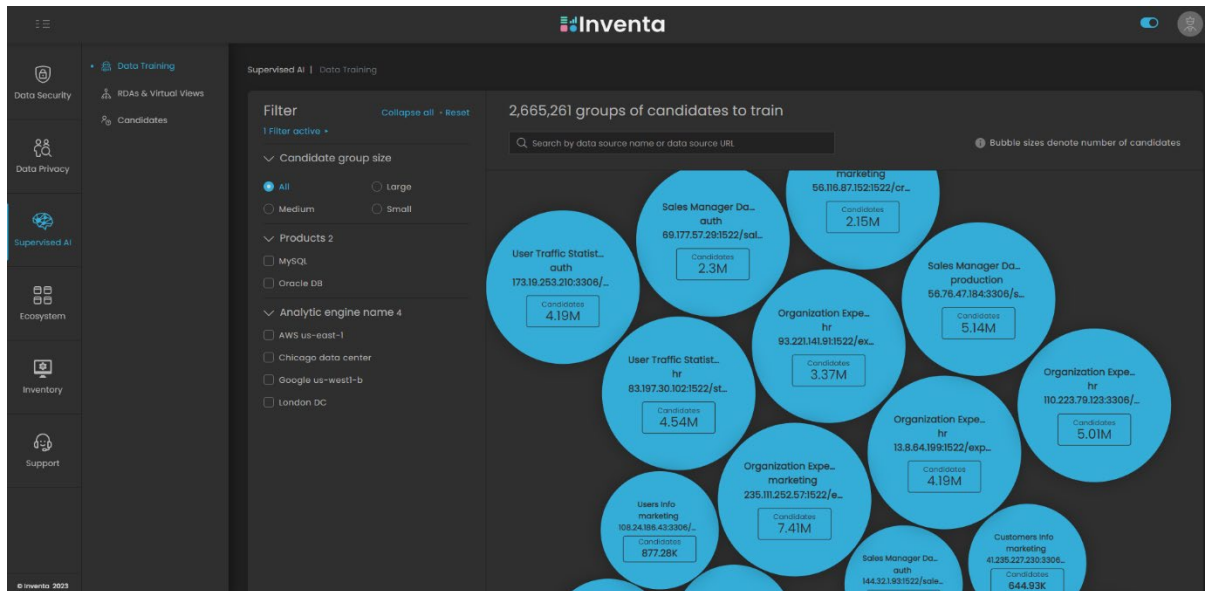
This is where [Itouch.io Inventa](#) comes in, an AI-powered sensitive data intelligence solution that enables organizations to securely leverage their entire data estate, including structured and unstructured data, for AI and analytics projects. By maintaining robust security controls and providing comprehensive visibility into data sensitivity and classification, Inventa enhances time to insight while safeguarding sensitive information.

Enterprise Scale and Performance

In the face of exponential data growth, scale and performance are paramount for sensitive data intelligence solutions. Recognizing this, Itouch.io Inventa excels by seamlessly scaling and delivering lightning-fast speeds.

In a customer engagement, Inventa scanned a widely used relational database with over **1 billion records**. The initial scan completed in an impressive **16 hours**, capturing the

attention of senior leadership within a Fortune 500 organization. In the subsequent scan, completed in just **7 hours**, Inventa's neural networks demonstrated continuous improvement and unrivaled performance.



Itouch.io Inventa addresses the security challenges associated with Generative AI projects by providing fast, accurate, and comprehensive visibility and control over sensitive data.

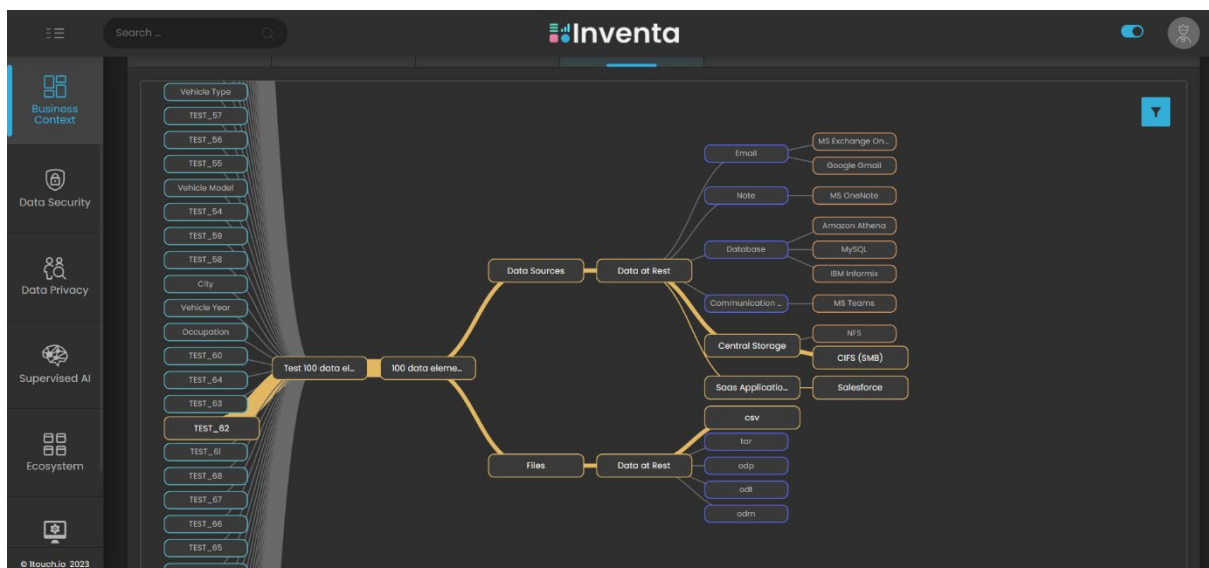
Accelerate AI Time to Insight

Inventa seamlessly integrates with existing data catalogs and governance tools, unifying structured and unstructured data for powerful AI-driven insights that balance usability and security. By offering location, classification, and sensitivity insights about the training data to existing catalogs and governance tools, Inventa empowers data scientists and developers to confidently train AI algorithms. Data complexities typically delay access for six weeks or more, but with Inventa, this timeframe is reduced to mere days. Inventa accelerates time to insight and enables organizations to make informed decisions based on accurate and trustworthy data.

Precise Classification of Sensitive Information

Powered by supervised AI, neural networks, and machine learning techniques, Inventa accurately identifies and classifies sensitive information within unstructured data sources, including documents, PDFs, emails, and chats, as well as structured data stores. This precise classification enables the implementation of appropriate security controls, safeguarding personally identifiable information (PII), intellectual property (IP), and confidential documents. By employing granular filtering and conducting data sensitivity assessments, Inventa ensures organizations maintain complete control over their

sensitive data, minimizing the risk of accidental or unintentional exposure and non-compliance.



Easily understand your full sensitive data estate across structured and unstructured data, see how data is moving across the organization, and enable precise yet protected data projects.

The Benefits of Itouch.io Inventa:

- **Generative AI Data Governance:** Gain comprehensive visibility and control over unstructured data to be used in large-language-model training, fostering trust in the data employed for Generative AI applications.
- **Optimized Large-Language-Model Training:** Accurately identify sensitive information within unstructured data and classify its level of sensitivity to improve the quality of training Generative AI models.
- **Data-Driven Innovation:** Unlock valuable insights from unstructured data, enabling the identification of emerging trends, customer sentiments, and business opportunities to drive innovation.
- **Improved Accuracy of Data Analytics:** Provide contextual information about the data, improving the accuracy and completeness of data analytics.
- **Risk Mitigation:** Proactively manage risks associated with unstructured data, reducing the likelihood of sensitive data exposure, reputational damage, and regulatory noncompliance.
- **Operational Efficiency:** Streamline data governance processes through automated metadata classification and sensitivity assessments, saving time and resources for value extraction and enhancing time to insight.

- **Advanced AI Discovery and Classification:** [1touch.io](#) Inventa uses neural networks, supervised AI, and other techniques for a self-learning, accurate, and scalable solution.

Conclusion: Prioritizing Data Governance in the Generative AI Era

In the realm of Generative AI, with great power comes great responsibility. Organizations must proactively mitigate the risks associated with AI and large language model and usage concerns. To comply with regulations and maintain public trust, responsible model creation is essential, necessitating full visibility and contextual understanding of sensitive data.

1touch.io Inventa, an AI-powered sensitive data intelligence platform, answers the call by effectively optimizing Generative AI with precision and comprehensive protection. Seamlessly handling structured and unstructured data, it provides comprehensive visibility into data sensitivity and classification. Inventa enables organizations to confidently leverage their full data estate for AI analytics projects while safeguarding sensitive information, making it a crucial tool in addressing the challenges of Generative AI data governance.

Discover the Power of 1touch.io Inventa

Learn more about how 1touch.io Inventa can address your specific data governance challenges and ensure data privacy, security, and compliance in the Generative AI era.

[1touch.io](#) Inventa is a leading sensitive data intelligence solution with unprecedented data discovery and classification technology to improve outcomes across the enterprise via a centralized management console.

[1touch.io](#) Inventa gives organizations complete visibility into the business value of all data—including shadow IT and unknown data sources—by automating the discovery process starting at the network-layer and providing a comprehensive, accurate and up-to-date master inventory. This visibility enables organizations of any size to easily meet security, privacy and compliance.