



SOLUTION BRIEF

# Top Sensitive Data Discovery and Classification Use Cases for P&C Insurers

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## Turbocharge your data security, DLP and GRC operations with Inventa from Itouch.io

**Property & Casualty (P&C)** insurers face stringent security and governance requirements established by state and federal legislation. Highly accurate sensitive data and classification is imperative to keeping member data safe, equipping security teams to better respond to data exposure and breaches, and enabling business teams to drive optimal/quality data analytics.

**Inventa offers the only autonomous**, all-inclusive engine for personally identifiable information (PII) data discovery and classification for P&C Insurers. With Inventa, P&C data management, security, and compliance teams can rest assured their member data is safe and compliant everywhere it resides.

**Itouch.io's Inventa is a data privacy platform** with unprecedented data lineage techniques for data discovery and classification. Inventa gives companies complete visibility into their unknown usage of employee and/or customer data by automating the discovery process and providing them with a comprehensive, accurate, and up-to-date master catalog. This visibility enables companies to easily meet regulatory, compliance, and security requirements.

# Top Use Cases

<b>Data Consolidation</b>	<b>Solution:</b> Locate and classify all PII across all repositories and file shares and apply proper business context without manual intervention.	<b>How Inventa helps:</b> During M&A, or organization-wide data minimization initiatives, automatically identify all sensitive data repositories, databases and files, consolidate sensitive data to minimize its footprint and exposure; combine disparate sensitive data sets into your unique business context for seamless analytics and comprehensive data lineage reporting.
<b>Holistic Data Discovery</b>	<b>Solution:</b> Discover and automatically classify all PII data: structured, semi-structured, and unstructured.	<b>How Inventa helps:</b> Intelligent discovery engine automatically locates, identifies, and tags all structured, semi-structured or unstructured PII data in minutes as opposed to weeks or months.
<b>Discovery of Unknown Unknowns</b>	<b>Solution:</b> Network-based approach to discovery and mapping of “unknown unknown” sensitive data sets.	<b>How Inventa helps:</b> Network access, alone, enables fully autonomous data discovery. No targeted scans required; no limits on discovering dark data.
<b>Security Incident Management</b>	<b>Solution:</b> Evaluate data that’s been exposed in cases of a breach and respond quickly to minimize the impact of the incident on the organization.	<b>How Inventa helps:</b> Understand data exposure and data lineage for incident response; quantify potential data exposure for incident prioritization and response automation. Quickly assess your sensitive data exposure across critical systems such as backup servers; automatically identify the extent of sensitive, regulated data in the backups and the scope of the potential data lost (customer data, third party data, employee data, etc.).
<b>Security, Compliance &amp; Audit Management</b>	<b>Solution:</b> Confidently respond to data rights requests and reduce costs associated with audits.	<b>How Inventa helps:</b> Continuously discover, classify, and organize sensitive member data on plan members for quick and scalable response to access and PII audit requests.
<b>Security Risk Management</b>	<b>Solution:</b> Reduce risk by minimizing your data attack surface related to PII data.	<b>How Inventa helps:</b> Identify all copies of cloned sensitive databases so they can be protected and minimize residual risk. Inventa automatically creates a list of data sources by permanent network monitoring, even in unknown locations.
<b>Third Party Risk</b>	<b>Solution:</b> Identify vendor exposure and when and if unapproved sensitive data is being shared.	<b>How Inventa helps:</b> Monitor shared data with your third-party vendors in real time. Automatically detect and get notified when sensitive data is shared with a third party and confirm data policy rules enforcement.

# The value to you and your business:

## Why Inventa

Gain the advantages of fully automated data discovery to build a complete and continuous picture of your data, doing away with manual or labor-intensive processes:



### Increased confidence and accuracy:

Inventa's discovery and classification reduces the amount of dark data residing in unknown repositories so you gain confidence in the accuracy of all of your sensitive data.



### Focus on high-value activities:

The automation that powers Inventa's data discovery and classification frees up resources to focus on higher-value data activities.



### Holistic, sustainable approach:

Zero-trust, sustainable, network-based approach to discovery and mapping of "unknown unknown" sensitive data sets. Sensitive data discovery and classification in structured and unstructured data sources across data at rest and data in motion.



### Stronger security:

Continuous discovery by the Inventa engine ensures application of global data privacy, governance and security rules including real-time data rights reporting.

## About Itouch.io

**Itouch.io is a U.S. - headquartered and Israeli-developed technology company.** The company's flagship product, Inventa™, is a best-of-class personal sensitive data discovery engine, designed to drive superior outcomes in security, privacy, and governance for important tasks such as data protection, security enrichment, and regulatory compliance.

**The Itouch.io Inventa platform,** a critical component for data operations and data governance, provides uniquely accurate, scalable, cost effective and interconnected data discovery, classification and cataloging. Inventa delivers dynamically updatable and contextual results that increase a company's data efficacy and operational efficiency. Combining patented technology such as "Supervised AI" and open APIs, Inventa helps companies not only discover and natively contextualize sensitive data and its use, but also

easily share this data with dozens of third party systems to improve data intelligence outcomes across the enterprise.

**Inventa gives companies complete visibility and contextual understanding** of both employee and customer data by automating the discovery process, piecing together disparate parts of the PII/PI whole. The platform's ease of deployment, automation, and foundational focus on accuracy at scale significantly reduce false positives and erroneous data. This allows enterprises of all sizes to quickly build the most contextual, scalable, integratable, and accurate sensitive personal information catalogs that improve in real time, combining knowledge of structured and unstructured data both in-motion and at-rest

To learn more about Itouch.io Inventa...