

# The Data Aware Organization

Data is a critical component of many of processes and systems that businesses depend on. This poses a range of challenges that grow along with the data volume: Which data is important? Do we know where it is? How can we make data-aware decisions? How can we be sure of the quality of the data that drives our decisions? The answer to all these questions begins with a single step: **Data Discovery**.

## THE VALUE OF QUALITY DATA

Data-aware decision-making is only as good as the data that feeds it. For BI systems, Marketing and Sales analytics, Data Science teams and CRM platforms to provide you with actionable intelligence, you need to maintain data quality: merging duplicate data, identifying and using relevant data records, and maintaining real-time insights into the organizational data network.

## DATA CLASSIFICATION

One of the greatest challenges in data aggregation and management is the creation of meaningful data groups and hierarchies. Data must be classified and catalogued so that different operational and business systems can know which data is relevant to their analysis and provide meaningful output for decision-makers.



## COMPLIANCE

Compliance with legislation such as GDPR, CPRA and others makes data privacy a board-level issue, requiring that organizations be fully aware of all the private data they collect, prove they are compliant with all relevant regulations, and effectively respond to data subject requests.



## BUSINESS CONTEXT

Business data is meaningless without business context: every record must be associated with the relevant business operation that produced it, in order to deliver meaningful insights that can be used in supporting data-driven operations.

**1touch.io Inventa provides tools for automatic and continuous data discovery and classification, and identification of business context. Inventa thereby seamlessly supports compliance requirements, enables data hygiene operations, and provides users across all organizational verticals with high-quality data for meaningful insights and data-driven decision-making.**

# Inventa™ is the Future of Data Aware Security

Inventa is the only data discovery platform that automates the entire discovery process—completely hands free using a network first approach coupled with supervised AI and NLP sensors. With Inventa, sensitive data is discovered and tracked continuously, supporting data classification, data mapping, and ongoing monitoring of transactions into and out of the organizational network.

## DISCOVER



Map all copies of sensitive data & analyze lineage

## CATALOG



Create a sensitive data catalog that is updated in near real-time with data-centric information

## MINIMIZE



Merge all sensitive data into single repository to minimize exposure risk

## INTEGRATE



integrate with 3<sup>rd</sup> party solutions to provide a holistic solution based on full data awareness



*Discover and map the location of all sensitive data copies in your organizational network*

*Get a complete view of all of your business data. See all sensitive data that is not being protected and take action.*

