

# The Value of Data Awareness through Discovery

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: can we keep track of the data? Do we know where it is? How can we protect it? How can we make data-aware decision? The answer to all these questions begins with a single step: **Data Discovery**.

## SECURITY

The value of data attracts malicious actors that use malware, DDOS attacks, phishing, and a variety of other strategies to illegally extract value from data. To protect your data from such attacks, you must first be aware of exactly what data you have – and where it is located, so you can apply appropriate security measures.

*The global damage of ransomware attacks in 2020 is estimated at **20B US\$***

## RISK ASSESSMENT

Successful risk assessment requires in-depth discovery for accurate, up-to-date mapping of organizational data assets, as well as full visibility into sensitive data: location, movement, entrance and exit to and from the organization, encryption status, and more.

## RISK REDUCTION

One of the best solutions for reducing the risk inherent in the ever-expanding volume of organizational data is to proactively minimize attack surfaces by using discovery tools to identify duplicate files for merging, delete redundant records, and consolidate sensitive data repositories for ruggedization.

*GDPR fines reached **40.5M US\$** in the first quarter of 2021*

## COMPLIANCE

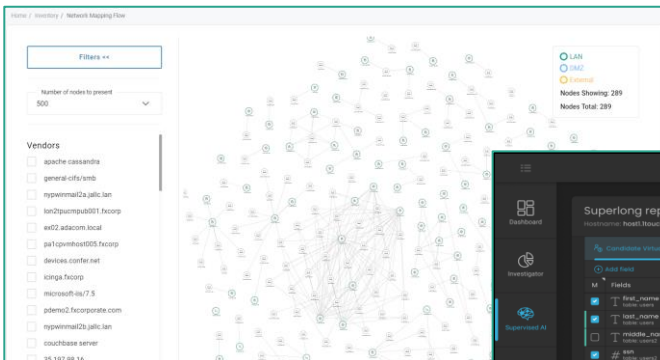
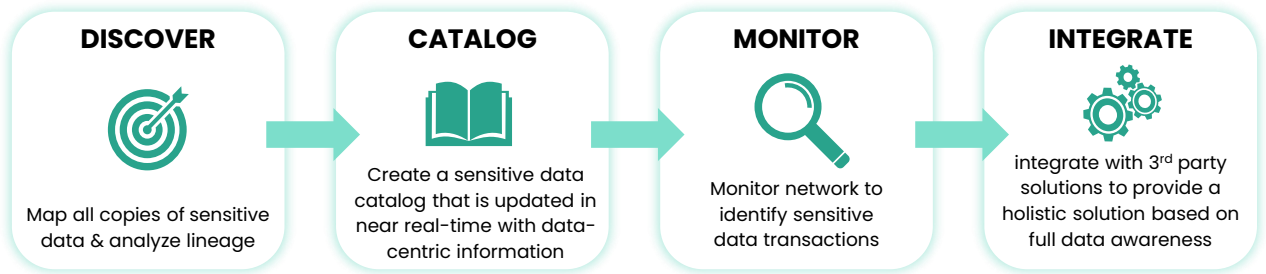
Compliance with legislation such as GDPR, CCPA and others makes data privacy a board-level issue, requiring that organizations be fully aware of all the private data they collect, prove they are compliant with all relevant regulations, and effectively respond to data subject requests.

## BREACH RESPONSE

Data discovery provides an accurate profile of the data exposed in a breach, allowing operators to prioritize breach response activities, receive immediate insights into the type, and sensitivity of the exposed data and respond with the appropriate procedures.

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

*Identify data history for each data subject, and track data transfer into, within, and out of your organizational network*

