



Sensitive Data Discovery (SDD)

DISCOVER AND PROTECT YOUR DATA

The *Sensitive Data Discovery* (SDD) is a product specifically designed to assess, govern and monitor sensitive data across the organization and provide better visibility and access control across the enterprise to identify data security risks, threats and reduce the associated risks and where need increase controls on protecting the organizations data from threats.

THE NEED FOR DISCOVERING SENSITIVE DATA

Data is a critical asset utilized to operate, manage, and grow your business. Data is seldom at rest, it is federated and integrated across the organization introducing governance, manageability and risk issues that organization must manage. The knowing where your sensitive data is located and properly governed with policy rules, impact analysis and lineage views is paramount in order for your organization to be successful in managing risk, data audits and meeting regulatory compliance such as Basel I and Basel II, BCBS239, GDPR, Data Audits, Risk Data Aggregation Principals, HIPPA, SOX, EDLM etc. the AnalytiX DS Governance and Data Quality platform is the fastest way for organizations to stand up a governance program and meet data audit, risk and regulatory requirements while ensuring your sensitive data is Identified, properly governed and ultimately - protected with enterprise visibility, impact and team collaboration..

The *Sensitive Data Discovery* (SDD) platform utilizes a proven methodology for creating critical business data elements, rules for detection and performing sensitive data scans which crawls through the organizational data and metadata to scan and detect sensitive data across the organization and report these for governance, risk assessments, collaboration and monitoring to ensure all your sensitive data is properly identified and governed to meet regulatory compliance and reduce risk of data breaches.

Identifying data breaches in lieu of new applications, data growth and security laws is critical to ensuring the quality and risk of your data and compliance to data policies.

A COMPREHENSIVE SENSITIVE DATA DISCOVERY SOLUTION

Scan, Detect and Govern PII Business Data Elements

Sensitive Data Discovery provides a comprehensive mechanism to define business data elements for sensitive data such as Personally Identifiable Information (PII), Sensitive Personal Information (SPI), Protected Health Information (PHI), Payment Card Industry Data Security Standard (PCI DSS) and more.

The platform enables the elements to be defined, the detections rules to be customizable and applying algorithms to automatically detect where sensitive data resides across your organizational database systems, cloud and big data stores to easily identify sensitive data based on a set of algorithms and data patterns and customizable detection rules. Once flagged the sensitive data elements are governed in the metadata repository where data masking, encryption



Sensitive Data Discovery (SDD) Keeping your business **SECURE**

personally identifiable information (PII)
sensitive personal information (SPI)
protected health information (PHI)
Personal credit information (PCI)
intellectual Property (IP)

Color coded dashboard indicators show sensitive data scan results and matches across the organizations data stores helping identify where sensitive data resides in the organization's data stores and keeping your most sensitive assets governed and protected from threats

#	Project Name	Table Name	Column Name	Business Data Element	Category	Metadata Match				Value Match		
						Attribute Name	Abbreviation	Word	Data Type	Length	Pattern	Form
1	Bhaskar Project	dbo.phonebook	Occupation			●	●	●	●	●	●	●
2	Bhaskar Project	dbo.phonebook	Company			●	●	●	●	●	●	●
3	Bhaskar Project	dbo.phonebook	Education	PhoneNumber	Default	●	●	●	●	●	●	●
4	Bhaskar Project	dbo.phonebook	Date of Birth			●	●	●	●	●	●	●
5	Bhaskar Project	dbo.phonebook	Email	PhoneNumber	Default	●	●	●	●	●	●	●
6	Bhaskar Project	dbo.phonebook	Social Security #			●	●	●	●	●	●	●
7	Bhaskar Project	dbo.phonebook	Phone Number	PhoneNumber	Default	●	●	●	●	●	●	●
8	Bhaskar Project	dbo.phonebook	Country	PhoneNumber	Default	●	●	●	●	●	●	●
9	Bhaskar Project	dbo.phonebook	County	PhoneNumber	Default	●	●	●	●	●	●	●
10	Bhaskar Project	dbo.phonebook	Postal Code			●	●	●	●	●	●	●

Project Name: Bhaskar Project | Object Name: dbo.phonebook | Attribute: Phone Number | Date: 2019-01-12 12:29:30

Metadata Matches:

- Attribute Name Match:
- Abbreviation Match:
- Word Match:
- Data Type Match:
- Length Match:
- Pattern Match:
- Item Match:
- Absolute Pattern Match:

Value Rule Matches:

- Business Data Element: PhoneNumber
- Category: Default
- Total Values: 50,000
- Valid Values: 50,000
- Invalid Values: 0,000

Patterns Match:

#	Pattern	Count
1	#####	50,000

Metadata Based Patterns:

#	Pattern	Count
1	AAAA	1
2	#####	1
3	#####	1

Value Based Patterns:

#	Pattern	Count
1	#####	3

Identify Critical Business Data Elements and Rules

Quickly identify and create critical business data elements, the patterns and formats of the data elements and the rules for each business element to ensure a positive match on the critical elements. Our patent-pending algorithms will help reduce the noise around managing false-positive matches that waste time and resources in trying to manage the "noise".

Metadata and Value Based Analysis Detection

Sensitive Data Discovery enables the discovery and classification of sensitive data based on metadata and data value patterns and algorithms. Organizations can define business data elements and rules to identify and locate sensitive data

Connect and Discover Sensitive Data

Sensitive Data Discovery helps analyze and discover sensitive data across relational databases, big data & No SQL repositories and cloud data stores, and file data by quickly establishing a connection to the target repository and efficiently performing a metadata level and value level analysis to identify the location of sensitive data and reporting the statistics.

Robust and Efficient Scanning Mechanisms

Sensitive Data Discovery uses highly robust and performance efficient scanning mechanisms to process millions to billions of records to

discover sensitive data and report the results in a quick and efficient manner in the SDD Governance Portal.

KEY FEATURES

- ✓ Connectors to a variety of Databases, big data repositories and No SQL systems
- ✓ Empower Organization process owners and stewards to manage and govern sensitive data using a proven methodology and software driven approach.
- ✓ Define Business Data Elements for PII, SPI, PHI, the PCI security Standards board and other sensitive classification and configure rules to detect sensitive data
- ✓ Quickly profile sensitive data by performing metadata level and value level matches.
- ✓ Quickly create detection rules to reduce false-positive matches which waste time and resources
- ✓ Quickly create monitoring and remediation rules to correct and improve data quality
- ✓ Publish Sensitive Data Assessment Scores to perform detailed risk assessment across the organization's data
- ✓ Highly Scalable and Robust. Proven solution to assess large datasets. Product can be configured in a Big Data Hadoop environment
- ✓ Analyze user access behavior patterns
- ✓ Sensitive data dashboard and customized reporting
- ✓ Schedule the automated assessment of Database Tables or File, and datasets Objects

BENEFITS

- ✓ Reduce risk of data breaches
- ✓ Comply with regulatory compliance, audits and improve data quality
- ✓ Automate the assessment of sensitive data and potential anomalies in data behavior.
- ✓ Publish location of sensitive data to knowledge workers
- ✓ Eliminate significant investment costs to manually identify data anomalies and management of sensitive data
- ✓ Perform periodic automated assessments to remediate risk and improve data quality.
- ✓ Identify and understand where your sensitive data exists – both within and outside the organization.
- ✓ Business-friendly interfaces and workflow empowers business users and data stewards to govern and report off sensitive data.

ABOUT ANALYTIX DATA SERVICES

AnalytiX Data Services (AnalytiX DS) is the world leader in enterprise data management, governance and metadata driven automation. AnalytiX DS EPICENTER platform enables more than 1,000 organizations across the world gain better control, manageability and trust in their data by leveraging our platform to manage data and data mappings through the integration lifecycle process. AnalytiX DS EPICENTER is the only platform purpose built to manage the enterprise data mapping process and include metadata driven automation which auto-documents ETL, Big Data and procedural code, while bridging the gap between business and IT users. It also functions as an agile universal code-generator which automates and documents integration processes for a 360 degree view of all governed data assets for business users and IT users alike. Get ready for the most comprehensive governance and automation platform the industry has to offer and learn more at www.analytixds.com.