VERITAS

Veritas Alta Classification
Solution Brief.

Overview

Organizations are facing an information crisis. A 2020 Global Databerg report found that 53 percent of data in organizations remains dark—data with an undetermined business value. And another 28 percent of that data is redundant, outdated, or trivial (ROT). With this lack of data visibility, classifying data has become paramount for organizations looking to maintain control over their data.

Veritas Alta™ Classification was designed with the following core characteristics in mind:

- Simplify and automate data management by providing a common classification process across the entire organization

- Pre-configured with 250+ classification policies

- Scalability and performance for large amounts of data

- Flexibility and convenience, providing hundreds of pre-configured policies and patterns, along with the ability to create custom patterns and policies

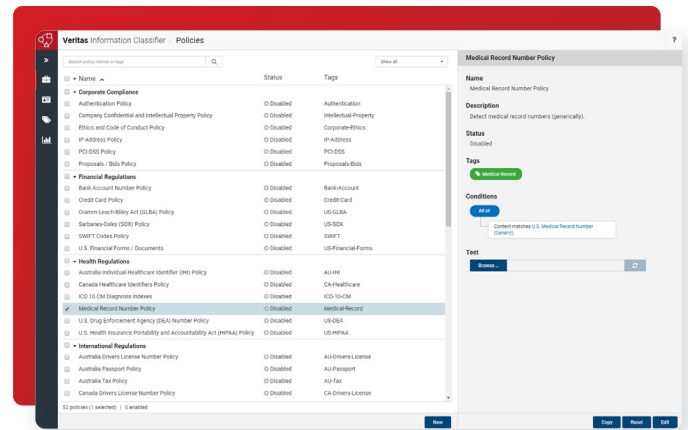- Reduce dark data risks and limit sensitive data exposure

Figure 1. Veritas Alta Classification comes pre-configured with 250+ classification policies

Veritas Alta Classification provides users the ability to define patterns and policies using a single console no matter where the data exists within an organization's data landscape. It delivers actionable intelligence about an organization's data, so they can make more informed decisions regarding storage optimization, regulatory compliance, and data security.

Veritas Alta Classification provides advanced analytics with the following features:

- More than 1,100 pre-trained patterns to detect sensitive data types and behaviors, such as bribery, financial distress, outside business activities, auto-generated email, subscriptions/newsletters, social security numbers, credit card numbers and medical records

- Supports natural language processing AI to include built-in features such as Sentiment Analysis and language detection featuring 35 language detection policies

- More than 250 preconfigured policies that align directly to GDPR, CCRA, HIPAA, PCI corporate and public governance initiatives, and other regulations relevant to different countries around the world

- Proprietary confidence scoring to minimize false positives and a built-in test tool to ensure classification accuracy

- Extensibility, so you can configure it to recognize custom data patterns based upon keywords with nested condition logic, document matching, regular expressions, exact data match, and much more

- New patterns and policies released and updated quarterly to help you stay up to date with the current regulatory environment

- All patterns and policies are created and vetted by subject matter experts in their respective fields including compliance, privacy, security and others

Veritas Alta Classification is available in Veritas Alta™ Data Insight, Veritas Alta™ Archiving, and Veritas Alta™ eDiscovery.

Veritas Alta Data Insight: Veritas Alta Classification Powers Advanced Risk Analytics

Data Insight provides improved risk intelligence by triangulating metadata insights, user behavior, and content classification to inform proprietary user risk score and illuminate potential threats. Data Insight includes Veritas Alta Classification to provide exceptional analytics and unearth sensitive personally identifiable information (PII) hidden in dark data.

Artificial Intelligence within Data Insight guides the way Veritas Alta Classification scans files. This ensures that the search for sensitive data in the murky depths of the data landscape is optimized, scanning petabytes of data quickly and efficiently. This leads to better regulatory preparedness and more confidence in making decisions about the data organizations store.

Veritas Alta Archiving: Veritas Alta Classification Provides Intelligence for Optimized Retention and Discovery

Veritas Alta Archiving helps organizations store, manage, and discover their data more efficiently. Using Veritas Alta Classification administrators can classify new content and re-classify archived content to find where sensitive data is located. Classification tags are matched with existing retention policies to ensure consistent management of data. This helps free up scarce resources by enforcing deletion of no- or low-value data.

Veritas Alta Classification also enables better response to data discovery for compliance and legal needs by making it easier to search for relevant data using classification tags.

Veritas Alta eDiscovery: Quickly Locate and Review the Data that Matters Most

Using Veritas Alta Classification, the Veritas Alta eDiscovery platform arms investigators with a full arsenal of forensic analytics tools to quickly locate and review data that is most relevant to litigation.

Veritas Alta Classification can also identify sensitive and privileged documents to eliminate the risk of accidently disclosing information that should remain private.

Veritas Alta Classification helps organizations around the globe ensure better risk management and better governance.

To learn more, visit www.veritas.com/alta/classification

About Veritas

Veritas Technologies is a leader in multi-cloud data management. Over 80,000 customers—including 95 percent of the Fortune 100—rely on Veritas to help ensure the protection, recoverability, and compliance of their data. Veritas has a reputation for reliability at scale, which delivers the resilience its customers need against the disruptions threatened by cyberattacks, like ransomware. No other vendor is able to match the ability of Veritas to execute, with support for 800+ data sources, 100+ operating systems, 1,400+ storage targets, and 60+ clouds through a single, unified approach. Powered by Cloud Scale Technology, Veritas is delivering today on its strategy for Autonomous Data Management that reduces operational overhead while delivering greater value. Learn more at www.veritas.com. Follow us on Twitter at @veritastechllc.

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