

Veritas™ Dark Data Assessment

An easy to deploy tool that scans your unstructured data, performs risk analysis, and delivers a thorough report, providing you an immediate action plan to reduce risk and storage cost.

Overview

The Global Databerg Report¹ estimates that 54% of all data in organizations is dark—data with an undetermined business value. This unknown in the data landscape costs organizations millions every year. Additionally, 33% of organizational data is Redundant, Obsolete or Trivial (ROT) and only 15% is catalogued as business critical. These massive repositories of no or low-value data are a direct result of data hoarding strategies implemented by organizations that were unprepared to deal with the explosive growth of data in the digital age. Consequently, organizations are not only wasting millions on storage costs which could potentially be avoided, they are also being exposed to security and regulatory risk. In addition, there is an environmental impact to hoarding data as expanded data center and storage requirements add to a company's overall carbon footprint. Very relevant to companies trying to meet Green IT targets.

So how can you get started to understand your dark data? Veritas offers a simple and rapid assessment to help identify where your organization can take steps to save millions on storage and locate risk that may be hiding where you least expect it. The Veritas Dark Data Assessment is an easy to deploy tool that scans your unstructured data, performs risk analysis, and delivers a comprehensive report in as little as 24 hours, giving you an immediate action plan to reduce risk and storage cost.

Based on the tool's analytics capabilities, the Dark Data Assessment delivers insights regarding three key use cases:

- **Prevent security threats**—Use the Dark Data Assessment to identify which data has the greatest risk of exposure. Learn how files have been accessed and get insight into how users are treating sensitive data. View organizational risk exposure to open permission file shares and use this insight to begin putting a remediation plan in place.
- **Optimize storage**—The Dark Data Assessment can uncover stale and orphaned data to allow deletion with confidence.
- **Find PII and reduce regulatory risk**—Lower the risk associated with having Personally Identifiable Information (PII) in your unstructured data by understanding where it is and who has access to it. The Dark Data Assessment helps you classify your data and address data privacy regulations such as the General Data Protection Regulation (GDPR).

Performing a Dark Data Assessment

The Dark Data Assessment is simple to run. It uses Veritas™ Data Insight—a tool that analyzes file metadata to provide actionable intelligence to users—to scan your entire file landscape including both on-prem filers and cloud file repositories.

Data Insight comes equipped with the Integrated Classification Engine which provides full content classification and can deliver instant insights into the risk-level and/or value of any given information asset.

The Dark Data Assessment can be completed in three quick steps:



Configure



Scan



Report

- 1. Identify and configure target data:** Identify a data source that is representative of the type of data your organization stores. Configure the source to be accessed by our scanning tool.
- 2. Scan the data source:** Data Insight collects analytics about the target data, such as file metadata and permissions information. Also, it monitors user activity to provide insights into ownership, user behavior and determining user risks. For example, a combination of both date of birth and email address (10 or more instances) is considered low-risk PII, whereas credit card numbers will usually be classified as high-risk PII. Dense PII conditions are met when there are 10 or more hits for high-risk PII.
- 3. Generate report:** The assessment is summarized in reports that shine a light on aged data, file type consumption, inactive data, user/group permissions, activity and sensitive data including PII. This information assists in making decisions that reduce risk and storage costs.

Take advantage of Veritas Dark Data Assessment to understand your dark data better. Use the reports to kick start conversations with your legal, risk and compliance teams to take proactive steps towards your information governance goals. Contact your Veritas sales representative to get started today.



Figure 1: Sample of Data Aging Report

- https://www.veritas.com/content/dam/Veritas/docs/reports/veritas-strike-global-report_a4-sdc2.pdf

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 [veritas.com](https://www.veritas.com). Follow us on Twitter at [@veritastechllc](https://twitter.com/veritastechllc).

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