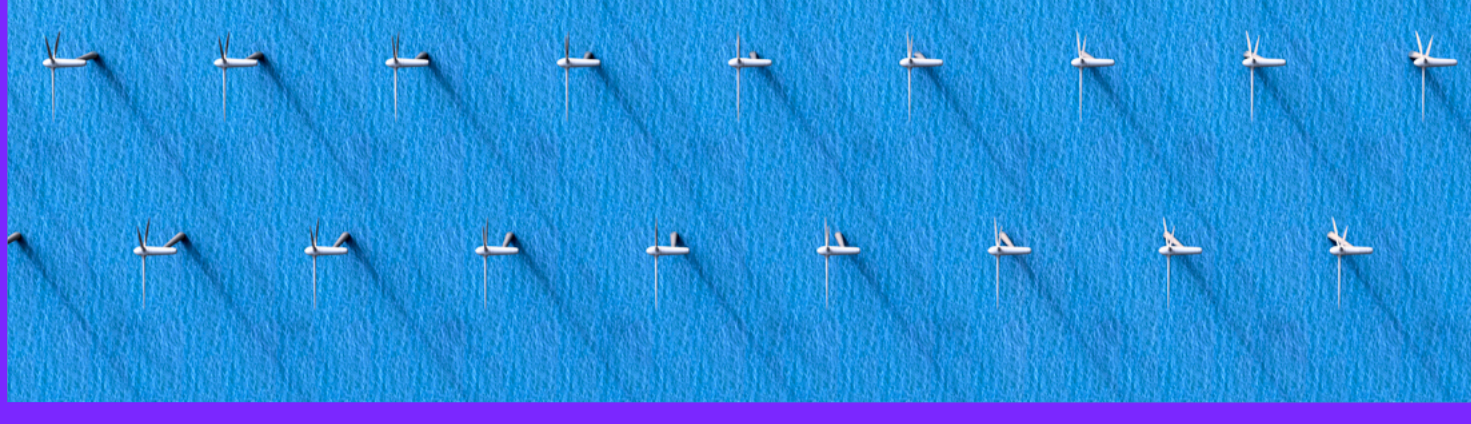


BLUEXP CLASSIFICATION

Integrated data governance for your NetApp data estate



THE PROBLEM

More data than ever is being generated, and much of it is dormant, spread across data silos. Companies struggle to get visibility into this data.

Storing this data without seeing and controlling it means you can't readily extract value from it. Plus, it increases compliance risk and storage costs.

THE SOLUTION

A core data classification capability within BlueXP that provides insight and reporting across your entire NetApp hybrid multicloud.

Uses advanced AI to simplify data governance, giving you actionable insights to address compliance requirements, optimize storage, accelerate data migration, and prepare data for GenAI and RAG.



1

Gain visibility

Get an up-to-date view of what kind of data makes up your NetApp storage footprint – all from one dashboard.



2

Save money

Optimize storage costs by identifying and eliminating duplicate, stale, and nonbusiness data.



3

Migrate efficiently

Organize and cleanse data before a data migration project.



4

Stay compliant

Automate time-consuming PII identification and reporting for PCI, HIPAA, GDPR, CCPA, and more.



5

Fuel innovation

Clean data to create readily usable assets to power GenAI and retrieval augmented generation (RAG) operations.



Gain visibility to lower costs, stay compliant, accelerate data migration, and power GenAI.

Where NetApp adds value



Use case #1: Maintain compliance

- Identify Personal Identifiable Information (PII)
- Identify a wide scope of sensitive personal information as required by GDPR, CCPA, PCI, and HIPAA privacy regulations
- Respond to Data Subject Access Requests (DSAR) based on name or email address



Use case #2: Optimize storage usage

- Increase storage efficiency by identifying duplicate or non-business-related data and then deleting it
- Save storage costs by identifying inactive data that you can tier to less expensive object storage



Use case #3: Accelerate data migration

- Scan your on-premises data to identify sensitive data or large files before migrating it to the cloud
- Filter data to move only the required files to the destination, while unnecessary data is not moved



Use case #4: Prepare data for GenAI and RAG

- Find and remove irrelevant, stale, or nonbusiness data that can distort results
- Identify and delete duplicate data to enhance training efficiency and prevent the model from assigning undue importance to it
- Identify PII and sensitive PII to avoid inadvertent use in training sets and results

Only NetApp offers

Integrated hybrid multicloud data governance

Provides complete visibility into your NetApp data estate with continuous scanning and profiling of data across on-premises and hybrid multicloud NetApp environments from a single pane of glass.

Automated compliance to protect the business

Eliminates manual effort with automated PII identification, Privacy Risk Assessments, PCI DSS reports, HIPAA reports, and Data Subject Access Requests (DSAR).

Artificial Intelligence and Machine Learning (AI/ML) driven insights

Offers actionable insights with AI-driven natural language processing (NLP) for contextual data analysis and categorization.

“NetApp is positioned in the Maturity/Platform Play quadrant, boasting a comprehensive set of functionalities that extend beyond basic data cataloging to address diverse data governance needs. Its commitment to AI and ML integration reflects a forward-thinking approach, empowering users with AI-powered data analysis and automation. It’s a Leader and an Outperformer, with the company’s continuous innovation evident in recent advancements, including enhanced AI capabilities”

GigaOm Radar for Unstructured Data Management Solutions
March 2024

Get started now >

Start using BlueXP classification today free of charge. No subscription or license needed!



Contact Us

About NetApp

NetApp is the intelligent data infrastructure company, combining unified data storage, integrated data services, and CloudOps solutions to turn a world of disruption into opportunity for every customer. NetApp creates silo-free infrastructure, harnessing observability and AI to enable the industry's best data management. As the only enterprise-grade storage service natively embedded in the world's biggest clouds, our data storage delivers seamless flexibility. In addition, our data services create a data advantage through superior cyber resilience, governance, and application agility. Our CloudOps solutions provide continuous optimization of performance and efficiency through observability and AI. No matter the data type, workload, or environment, with NetApp you can transform your data infrastructure to realize your business possibilities.



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