

Are you afraid of the (data) dark?

How to automatically discover, map, and classify enterprise data

The dark can be a scary place to be. People are highly visual creatures that rely on their senses to identify threats and address them. Enterprises are similar. But, unlike a person dealing with an unknown neighborhood at nighttime, they're facing a metaphorical data darkness. Unable to see where or what their data is, they're faced with three options: curl up in a corner and cry, take a guess at the right direction, or simply turn on the lights and confidently move forward.

Of course everyone wants the third option, but if you don't know where the light switch is, you're probably stuck with option one or two, which requires manually discovering, mapping, and classifying the accumulated data. Today, taking a passive approach to data management is no longer an option due to the following trends.

Data governance regulations are getting stricter

Enterprises are struggling to keep up with compliance requirements as lawmakers prioritize controls on big tech. Governments around the world are using the EU's General Data Protection Regulation as a guide for their own legislative efforts. Well-intentioned companies are struggling to conduct compliance activities on an ongoing basis.¹ Case in point: Less than 30 percent of global organizations are compliant with the Payment Card Industry Data Security Standard (PCI DSS), even though payment information is among the most highly sought-after data for cybercriminals.² If enterprises want to avoid massive liabilities and reputational damage, they need to find a way to keep up.

Data costs are growing at an exponential rate

The data sphere is growing at an exponential rate and it's expected to hit 175 zettabytes (ZB) by 2025.³ With massive month-over-month growth, trying to get a handle on enterprise data using a manual approach is akin to trying to catch and boil water shooting out of a hose.

Optimizing storage could deliver huge cost benefits for enterprises. According to McKinsey, obtaining better visibility into data can help companies "recover and redeploy" up to 35 percent of their data spend.⁴ By embracing data governance, they can enjoy 5 to 15 percent cost savings in the short term (around 6 months) and even double that cost savings over the long term (approximately 3 years).⁵

Harnessing data effectively is essential to becoming a modern enterprise

Even if enterprises lived in a utopia where data breaches weren't an issue, they'd still need to tackle effective data management to stay competitive. This is especially true for companies that go through a series of mergers and acquisitions and have to find a way to stitch together conflicting data architectures that weren't designed to cooperate with each other.⁶

What is the biggest challenge for data discovery, mapping, and classification?

For enterprises, the biggest challenge is finding the human resources to do the manual work required to find, map, and secure the data. These IT, compliance, legal, and data professionals would have to take time away from their existing work. Even if they managed to successfully account for all the organization's data, the ongoing work required to keep tabs on it would become unsustainable.

Instead, enterprises need an automated solution that helps quickly and easily discover and manage data and answer questions such as:

- How much data and what data am I holding across my enterprise?
- Where are all of my different types of data stored?
- Does my data have the appropriate controls in place?
- Can I quickly and easily satisfy data requests from consumers or regulators?
- Can I easily prove my compliance with data regulations?
- Can I get an at-a-glance view of my enterprise's data management and risk profile?

NetApp BlueXP classification service using Cloud Data Sense helps enterprises turn on the lights

Thanks to artificial intelligence and natural language processing, a solution exists that can automate data discovery, mapping, and classification. And it can be managed within one seamless user interface, whether the data exists in the cloud, on premises, or in a hybrid cloud environment.

Here's a step-by-step breakdown of how that happens.



Step 1: Plug in the data sources, wherever they're from

Your enterprise plugs in its data sources from Amazon FSx for NetApp ONTAP, NetApp Cloud Volumes ONTAP for AWS, Amazon S3, and an application running on premises. Once you enable the classification service, BlueXP deploys a Cloud Data Sense instance in the same subnet as the BlueXP connector. Organizations can also deploy Cloud Data Sense in their on-premises environments.

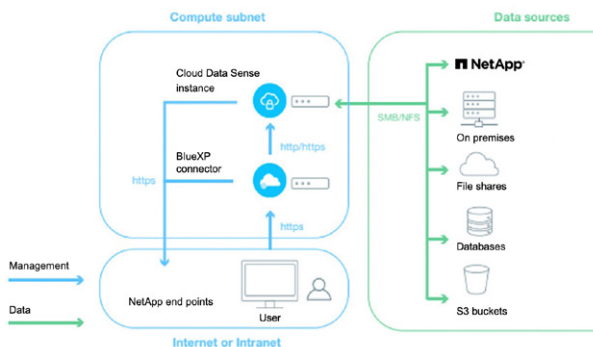


Figure 1: Cloud Data Sense architecture

Once Cloud Data Sense is deployed, companies can do the following to overcome challenges related to compliance, data governance, and storage optimization.



Step 2: Discover your data

Cloud Data Sense is what turns the lights on. Thanks to artificial intelligence, it can rapidly access data results despite multiple formats, languages, types of sensitivities, and automatic text analysis challenges. Discovering sensitive information (personal identification information, credit card numbers, social security numbers, etc.) becomes easier. This kind of discoverability reduces the burden on compliance teams and makes it easier to:

- Respond to a Data Subject Access Request (DSAR): Employees can search for a subject data by using a name or known identifier (e.g., email address) and then downloading a report
- Analyze and audit the enterprise's data privacy program
- Generate PCI DSS and HIPAA reports



Step 3: Map your data

Once you've discovered your data, it's important to make it accessible to stakeholders on your data, IT, legal, and compliance teams. NetApp Cloud Data Sense makes this possible with a governance dashboard that simplifies data visualization. This makes it easier to identify:

- Data redundancies that are eating up your cloud storage budget
- Stale data that could be downgraded to a less expensive storage tier
- Data that isn't related to the business
- Areas of your data enterprise that contain sensitive information and need stricter permissions
- Files with open permissions

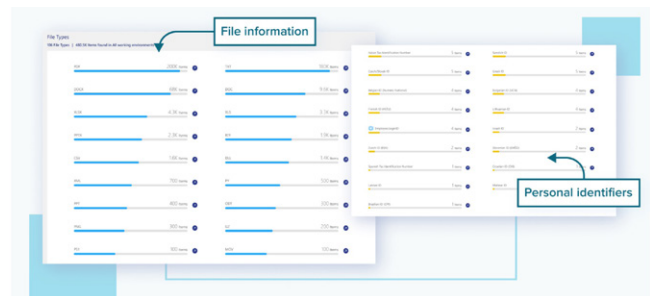


Figure 2: Personal data mapping using Cloud Data Sense

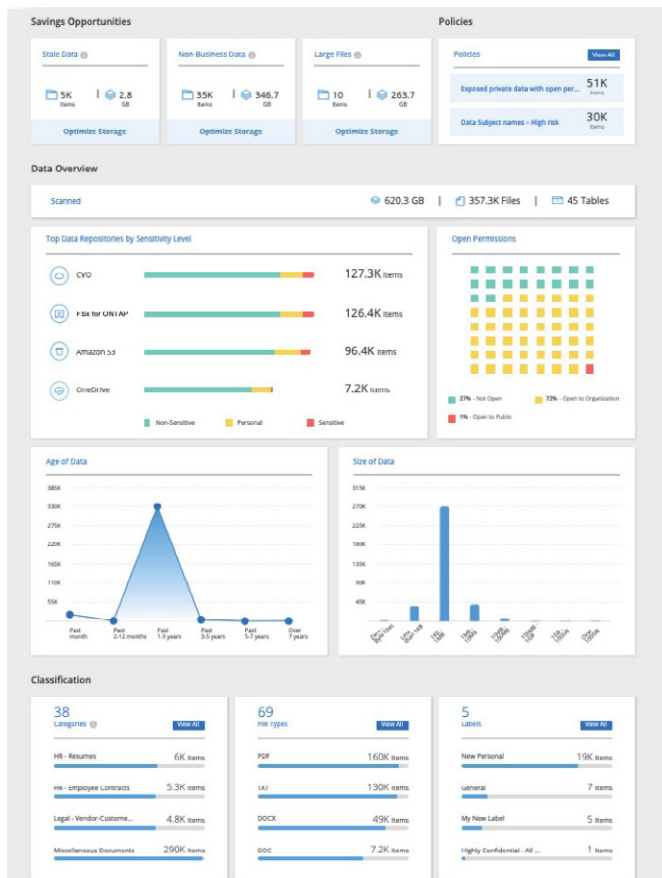


Figure 3: Savings opportunities identified by Cloud Data Sense



Step 4: Classify your data

Once your data has been discovered and mapped, only half the work is done. The real work is continuously monitoring and adjusting data governance policies. Cloud Data Sense automates this process by:

- Sending email notifications of anomalies and potential vulnerabilities
- Identifying files with open permissions and securing them
- Deleting and archiving data with a specific classification or set of assigned policies

There's light at the end of the tunnel. Enterprises no longer have to feel their way around the data darkness and risk running afoul of regulators or overshooting storage budgets. Start taking control of your enterprise's data needs today with NetApp Cloud Data Sense.

bluexp.netapp.com/netapp-cloud-data-sense

About NetApp

In a world full of generalists, NetApp is a specialist. We're focused on one thing, helping your business get the most out of your data. NetApp brings the enterprise-grade data services you rely on into the cloud, and the simple flexibility of cloud into the data center. Our industry-leading solutions work across diverse customer environments and the world's biggest public clouds.

As a cloud-led, data-centric software company, only NetApp can help build your unique data fabric, simplify and connect your cloud, and securely deliver the right data, services and applications to the right people—anytime, anywhere. To learn more, visit www.netapp.com

¹ [The New Rules of Data Privacy](#)

² [Only 27.9% of organizations able to maintain compliance with the PCI DSS](#)

³ [The Impact of Data Growth on Enterprises](#)

⁴ [Reducing data costs without jeopardizing growth](#)

⁵ [Reducing data costs without jeopardizing growth](#)

⁶ [The Future of Data Discovery at Huge Enterprises](#)



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