

# AI.DATALIFT

## Providing Insights and Governance over your Unstructured Data

Content in business is growing at an exponential rate. This inevitably leads to ungoverned data risks, reduced user productivity, increased storage costs and poor system performance.

**AI.DATALIFT** brings together insights from unstructured data across your organisation, regardless of source. It uncovers and reduces both the risk and cost within your current data set and provides a powerful real-time dashboard which enables future information governance and compliance with key legislation.

### Cleaner Data. Reduced Costs.

As storage devices fill, the time for anti-virus scanning and back-ups to complete increases along with storage costs and the risk of data breaches, malware attacks and system failure.

With **AI.DATALIFT** you can reduce data storage within just 24 hours of deployment. Using a fast, metadata-based analysis, you will be able to immediately identify zero value content which can be cleansed risk-free. Known as ROT (Redundant, Obsolete and Trivial data) this typically makes up between 60 – 70% of an organisation's data and removing or archiving it creates instant storage and cost savings.

### Stronger Governance. Reduced Risk.

File system limitations cause users to ignore best practice rules for content creation and management, for example, saving documents to local drives or unauthorised platforms, or by sharing documents via email. Storing corporate data in uncontrolled environments not only causes duplication of documents, loss of version control and degradation of security, but also increases the risk of data loss and over-retention.

Within **AI.DATALIFT's** dashboard you can automatically report on the state of your data; where it is being stored, who owns it, how frequently it's being used and what risk it might create. This is done using deeper content analysis within the data. Risk is reduced by automatically classifying this content against your information management policy. Policy-based actions such as disposing, archiving, moving or retaining data can be applied based on the classification. As insights are gained, new classifications and policies can be created over time, protecting you against future risk.

### Flexible Payments. Controlled Costs.

**AI.DATALIFT** is a Software-as-a-Service (SaaS) solution offering complete flexibility through a monthly subscription plan. By implementing **AI.DATALIFT** as a means to oversee your data management strategy, you will ensure that over time and during growth the risk introduced by your data is effectively managed under governance.

# AI.DATALIFT Apps

## Supporting your continuous data management strategy

**AI.DATALIFT** provides both the insights and tools to solve the data management problems that cause risk for your business and enables you to manage them going forward. As organisations evolve and face specific challenges due to strategic direction or regulation, **AI.DATALIFT** is able to support a continuous data management strategy through a series of apps.

### GDPR powered by AI.DATALIFT

The General Data Protection Regulation provides a framework for information governance and management that organisations are obligated to meet. The GDPR app provides extended **AI.DATALIFT** governance functionality which will identify additional risk within your data – specifically PII (Personally Identifiable Information) and sensitive data such as bank account numbers. Through more than 20 pre-set patterns available in the app, the **AI.DATALIFT** dashboard will allow you to automatically report on risk present in your data and apply policy to manage it.

In addition, the GDPR app provides support to manage Subject Access Requests (SARs) which can now be submitted to an organisation under the GDPR. Through a SAR's workflow the manual search for PII data specific to an individual is automated. This automation means it takes seconds to run a search across an entire data set enabling an efficient process for the review and release of content relevant to a SAR.

### Migration powered by AI.DATALIFT

Migration of legacy solutions is associated with large-scale, time-consuming and fear-inducing projects. A successful migration project hinges on having a clean set of managed data. Key decision makers understand what data they hold, where it is stored and are confident that risk is low because governance and compliance policies are applied.

The Migration app will move your data into your chosen environment such as Microsoft Office 365. During this migration file fidelity is maintained ensuring robust ongoing file management applied through policy. The **AI.DATALIFT** platform will continue to run across this new environment enabling ongoing automatic reporting of the data state and risk.

### Your journey to better Data Management starts with AI.DATALIFT

**AI.DATALIFT** lets you take control of your data quickly and easily. It is a unique offering that provides both the insights and capabilities to solve data risk problems and does so through a step-by-step approach. By allowing you to address your data management needs in phases, **AI.DATALIFT** not only reduces the risk within data, but also the risk of undertaking a large-scale data management programme.

**Begin the journey to powerful data management today**

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