



Kindato

ActiveNav Data Inventory™

An Independent Technology Assessment by

Kindato Labs

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As businesses deal with an ever-expanding roster of data types, sources, uses, and applications, ensuring and maintaining compliance with international regulations, industry standards, and internal policies is becoming increasingly challenging. ActiveNav is attempting to create the Data Mapping as a Service (DMaaS) category to differentiate disparate data mapping offerings and to automate the historically manual process of visualizing companies' data ecosystems.

Kindato Labs recently reviewed, tested, and validated ActiveNav's Inventory™ solution with a Proof of Concept (PoC) in a real-world environment.

Executive Summary

Kindato Labs found that ActiveNav's Inventory solution is a powerful entry into the automated data mapping space with its primary values found in processing speed, usability, interactive features, and proprietary scoring engine that greatly reduces the need for human time and cost-consuming efforts during discovery. ActiveNav also has the added benefit of using Microsoft's Azure environment to protect the sensitive data that has been analyzed.

ActiveNav Inventory Results



Metadata Scan → Initial Report

45 Minutes



Full File Content Indexing and Analysis → Initial Report

2 Hours

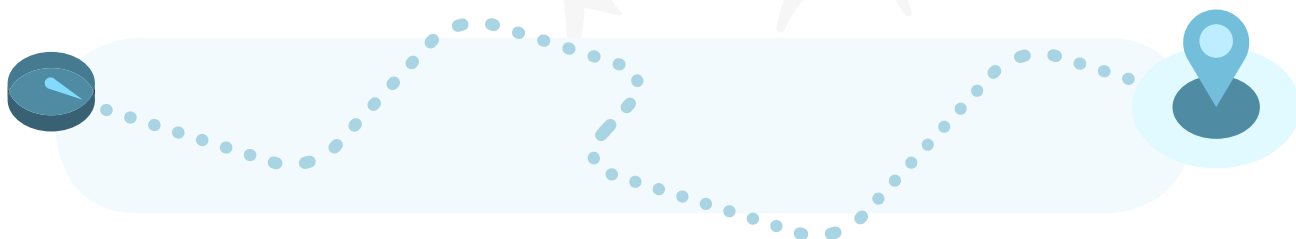
Testing Environment Overview:
750GB, 750k files, & 16k folders

Data-Mapping & Challenges for Information Governance and eDiscovery

Both Information Governance and eDiscovery involve huge volumes of data that can potentially create a heavy and problematic burden from a legal perspective. It is critical to identify what and why data is being held over time, what may be released, how and to whom, what files ought to be archived, and what may be removed, among other considerations, to say nothing about the economic costs involved by not knowing this information. Where does potential legacy information reside, and might there be other data sources that are unknown or not readily available to a business or their legal team? Organizations have vast amounts of unknown unstructured data and data sources throughout their technology environments. Data mapping and cataloging of data sources enables management and legal departments to defensibly identify data required to retain as well as dispose in a manner compliant with a well-defined policy.

Historically, data-mapping has been a manual process, run by teams of individuals who identify sources and keep track of them with a database or spreadsheet. Besides the inefficiency and time spent creating and maintaining these records, there is a high cost of human resources, depending on environment size. This is true whether following EDRM protocols precisely, partially, or not at all. However, when transitioning from manual to automated data mapping, the benefits to eDiscovery and Information Governance programs are clear.

Automated data-mapping also allows for a magnified and holistic view of data, based on type and location, all at a fraction of the time and cost those traditional, manual efforts typically demand. Replacing tedious human activities reflected in some of the steps within EDRM, that are both time and cost consuming, with an automated solution, is a win-win.





Independent Testing & Analysis

Kindato's independent, controlled laboratory, Kindato Labs allowed for the secure and efficient testing and analysis of ActiveNav's Inventory approach to DMaaS through a proprietary data set with multiple technologies, structured and unstructured data, and a comprehensive team of seasoned industry experts.

The data set utilized was diverse, pulled from various sources, taking into account multi-language files, some of which may have been corrupted or were inaccessible, and featured over 150 different data types. Some were deliberately set to trip up the product and evoke error responses, while others were pulled from testing data sets used by forensic university studies' exercises for forensic and cybersecurity teams, utilizing metadata and hidden files.

For credible analyses for ActiveNav's actual operations, Kindato customized realistic business conditions by establishing a 365 environment with an auto-run feature for email and messages in a variety of formats, mimicking the typical daily message traffic a real-world business would experience. This feature allowed for the forwarding of messages to others, much like real life, with data that appeared authentic with PI, personal and financial information, and even emails between people, allowing the data set to continue growing organically over time.

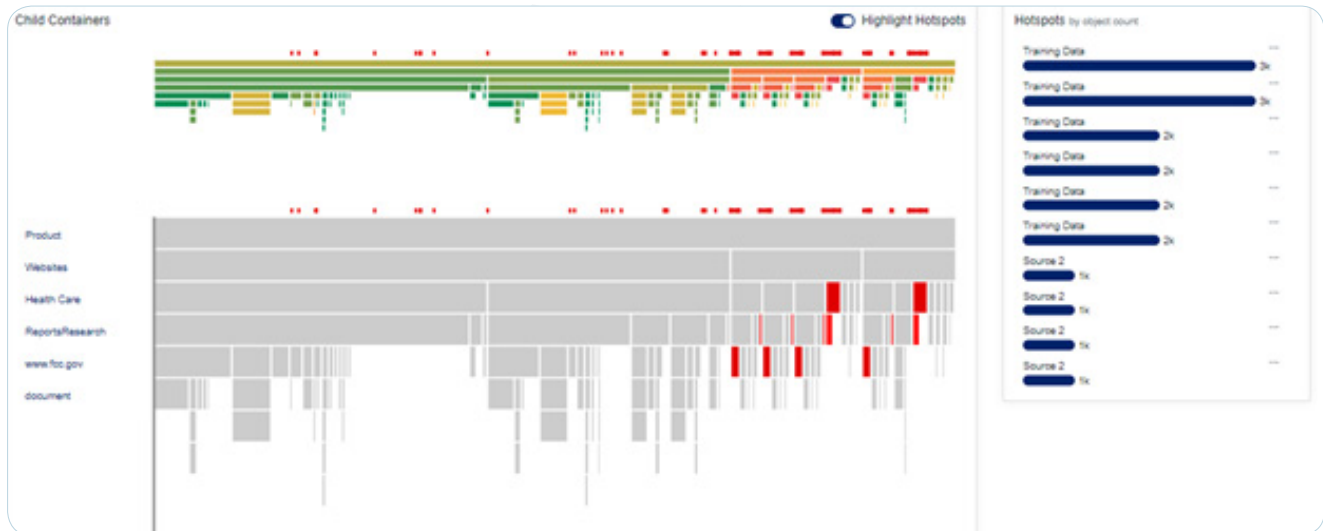
An Automated Solution

“ActiveNav's Inventory is equipped to provide an amplified view of data during a discovery process with its simple-to-use filtering and drill-down features to quickly and accurately identify areas for further individual investigation.”

Based on the analysis in the Kindato lab, ActiveNav's Inventory solution is well equipped to provide an amplified view of data during a discovery process with its simple-to-use filtering and drill-down features to identify areas quickly and accurately for further individual investigation. This solution automatically reviews files in metadata form, which may then be overviewed and progressed via its proprietary scoring engine that ranks levels of risk, and whether the data contains content that is redundant or obsolete. In addition to being able to freely tune the scoring engine to meet an organization's particular needs, ActiveNav's Inventory comes packaged with a range of pre-built classifiers, based on items ranging from sensitive data identification to “Redundant, Obsolete, Trivial” (ROT) scoring.

With multiple accounts in the main ActiveNav system, different crawling engines with specific scopes may be added, if there is desire to limit areas of data for a specific task or project.

Another plus is that while scanning, all indexing and data mining occurs on the local system, and only hits are returned to ActiveNav, indicating type and location of data. Because of this, sensitive data never leaves the system being scanned, and indication that sensitive data exists is simply provided instead, a reassuring security benefit for users. Furthermore, since all analysis is completed during the capture phase, the user interface is simple and quick to drill down into the already-digested data.



A meta-data focused "Discovery Only" scan can yield many helpful reports, enhancing reporting capabilities and decreasing the volume of data reported back to ActiveNav.

If a more detailed search is desired, rules may be fine-tuned to extract more granular data called "Discovery with Feature Extraction", which applies to meta-data and content. As rules are expanded, review time may increase due to the expanded indexing of content at the file level.

Value Proposition for ActiveNav's Inventory

- Benefits of Inventory's scoring engine include:
- Rapid-fire scanning through meta-data
- Minimal demands on resources while conducting meta-data scans
- Quick and responsive interface on both front and back-ends
- Easily customizable
- Interactive click-ability on report results, allowing users to drill-down to the individual file level

With a final output that is accessible quickly with few clicks from the interface, businesses can efficiently and expeditiously drill down and begin investigating the current state of data around their enterprise.

On both the business and technical sides, ActiveNav Inventory delivers:

- Business value – ease of data discovery; cost and human resources savings
- Technical value – simple installation, user-friendly and turn-key solution almost straight out of the box

Testing Analysis

The Kindato Labs testing environment consisted of 750 gigabytes (GB) of data that included 743,251 files contained within 16,150 folders. The ActiveNav Inventory collector engine was installed on the host system that also contained the data source for the scan. For testing purposes, the data source used is a single 10 TB drive directly attached to the host system.

- During a simple "Discovery Only" scan, the impact on the system was negligible and was completed in under 45 minutes.
- During testing, the "Discovery with Feature Extraction" scan notably and expectedly impacted the hosting system, which placed a significant load on the system as it crawled through file content and indexed keywords for reporting. The scan was completed within two hours. Upon completion, the memory footprint of the collector application remained at approximately 3 GB. Upon restart of the collector, the memory footprint returned to 33 MB.

Conclusion

With its unbiased and independent testing environment, Kindato Labs found ActiveNav's Inventory solution to be a powerful entry into the automated data mapping space, with its primary values found in its analytical speed, usability, interactive features, and proprietary scoring engine that significantly reduces the need for human time and cost-consuming efforts during discovery, all while not compromising Personal Information (PI).

The default "Discovery with Feature Extraction" rules will capture the Personal Information (PI) data elements in the scan. As there are many tuning options available in the data extraction process, a thorough understanding of the data involved will allow for the tuning of the feature extraction to identify metrics unique to the data set.

ActiveNav Inventory is powerful for data identification, and the Kindato Labs assessment team would like to see the following added to their roadmap to enhance the user experience:

- Data indexing throttling capabilities to scale performance and balance workloads on the collector resource footprint of the source system
- Enhanced data review capabilities to drill down to potentially sensitive data objects and properties, along with Inventory's scoring algorithms
- Extend data source coverage beyond M365 SharePoint, OneDrive and Teams to cover other unstructured data sources, such as Box, Google Workspace, and cloud storage platforms, such AWS, Azure, and Google.

With a straightforward technology environment, similar to Kindato Labs, as well as a basic familiarity with the ActiveNav Inventory product, the process of installing the collector, configuring, and scanning the data sources, and obtaining the first report in the GUI, can be accomplished in an afternoon.

About **ACTIVENAV**

ActiveNav is a data privacy and governance software provider and innovator of DMaaS (Data Mapping as a Service.) With ActiveNav, organizations can map, clean, classify, quarantine, and delete sensitive, redundant, obsolete, and trivial data. Hundreds of leading companies and government agencies trust ActiveNav to help them control sensitive data and support compliance with various data privacy regulations such as the CPRA, CCPA, and GDPR. ActiveNav Inc. is headquartered in the DC metro area and has offices in Europe and Australia.

For more information, please visit [ActiveNav.com](https://www.activenav.com) or follow the company on [Twitter](#) and [LinkedIn](#).




Kindato

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