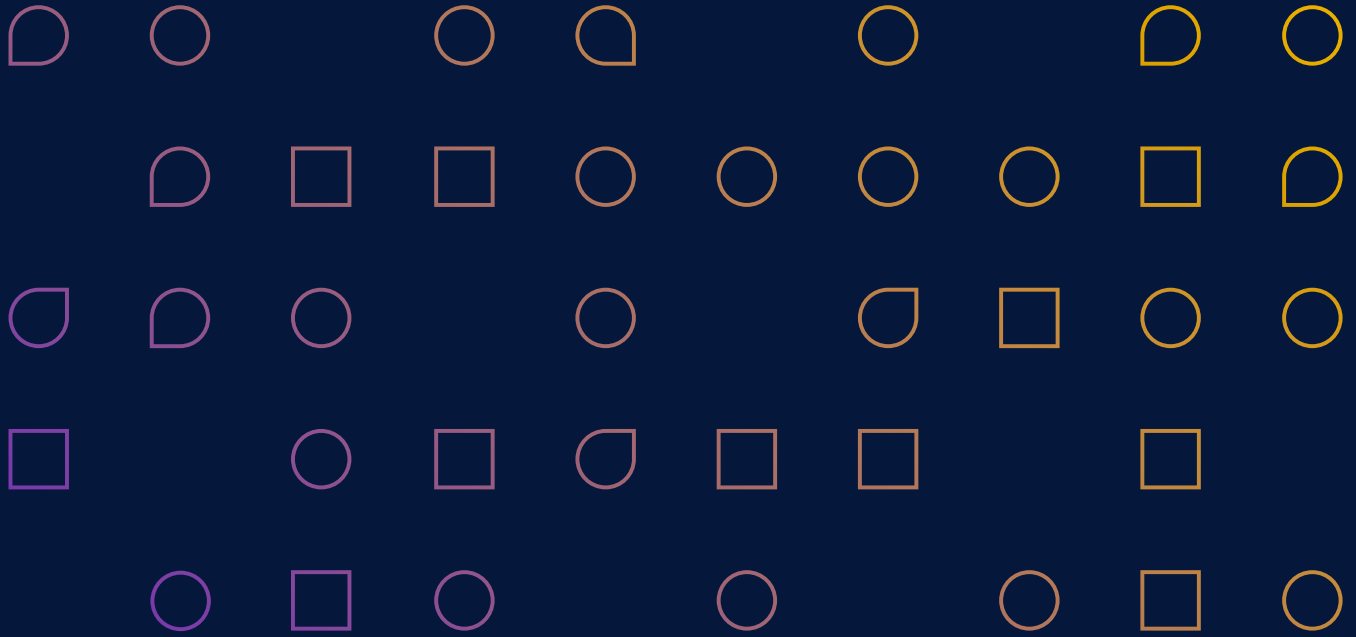


ACTIVENAV



Transform Unstructured Data into Actionable Intelligence

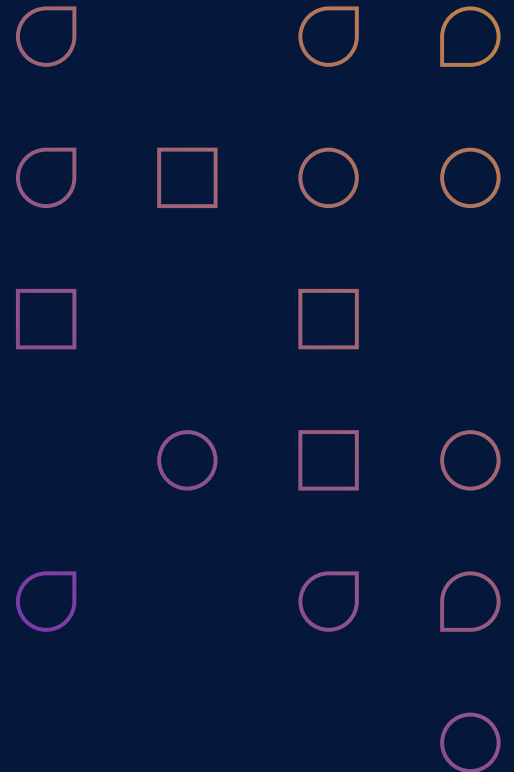
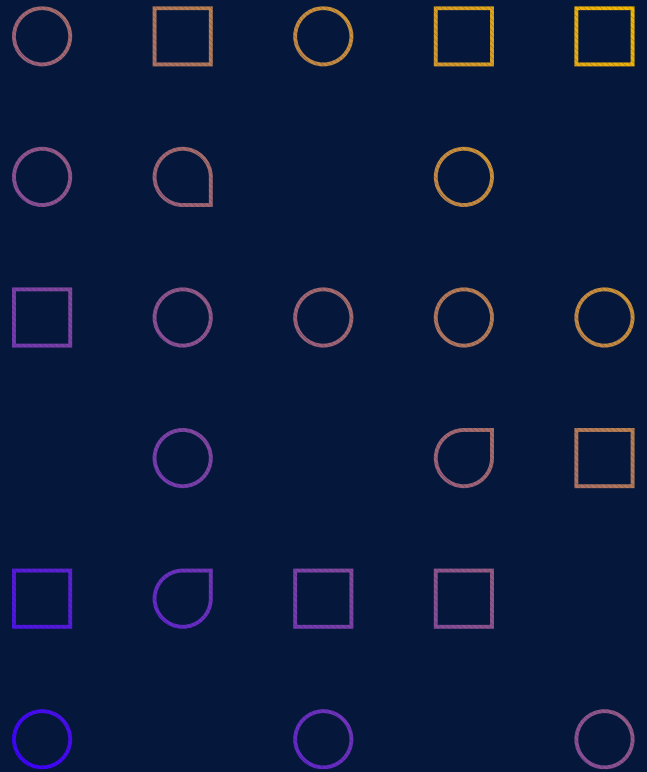


Table of Contents

Executive Summary	3
Mergers and Acquisitions	5
Cybersecurity: Data Protection and Security	6
Managing Reputational Risks	7
Litigation and eDiscovery	8
On-going Data Governance	9
Conclusion	10

Shine a Light on Your Dark Data

Data management plays a critical role in helping organizations deliver business value. However, an evolving regulatory, privacy, and threat landscape means significant challenges lie ahead.



Executive Summary

Data has always been a critical component of any organization - no matter the size. Unfortunately, the growth of big data and the introduction of new data sources (such as social media platforms like Slack and Microsoft Teams) means that data proliferation is out of control. As a result, organizations struggle to know what data exists, how to find it, and how to use it to make informed decisions.

Amid the landscape of cyber-attacks, increased mergers and acquisitions (M&A) activities in a post-pandemic environment, and complex data retention requirements, it is more important than ever for companies to understand, manage, and utilize their data assets.

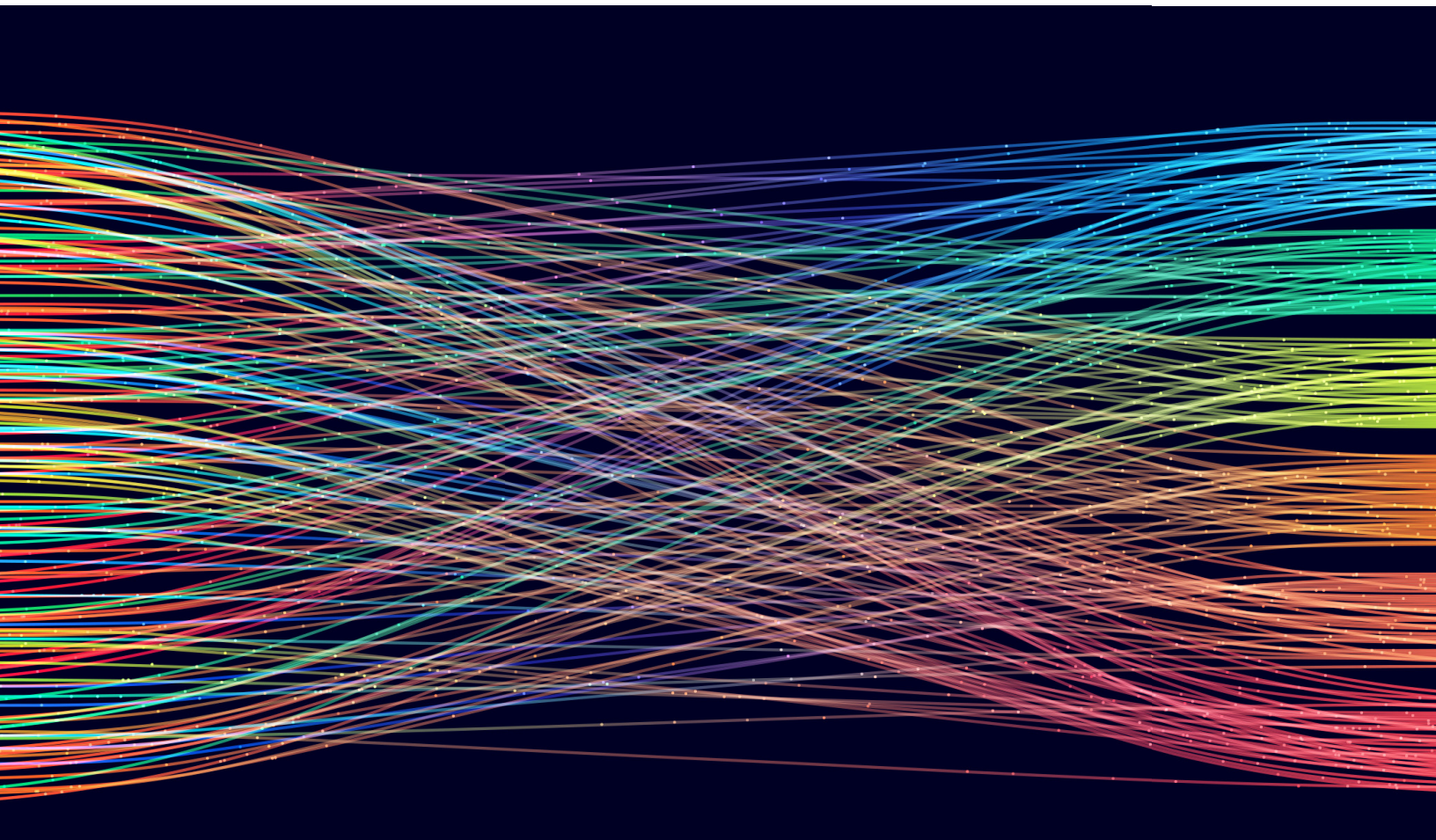
This eBook details how ActiveNav can help your organization take the necessary steps to address the significant data challenges that exist today. We share best practices that can be used to minimize the risk, cost, and labor disruptions required to implement effective data governance. Specifically, this eBook will answer the following:

- How can you focus on the early identification and analysis of data assets, data governance, and ownership during M&A activity?
- How can you defensibly reduce your data estate to lower the risk profile of your enterprise?
- How can you find and protect sensitive “crown jewel” data such as intellectual property?
- How can you lower the cost of litigation?
- How can you achieve successful ongoing data governance?

“The amount of data created over the next three years will be more than the data created over the past 30 years.”

- IDC

Worldwide Global DataSphere Forecast, 2020–2024: The COVID-19 Data Bump and the Future of Data Growth



1

Mergers and Acquisitions (M&A)

M&A activity reached unprecedented levels in the first quarter of 2021 as the major economies start to emerge from the pandemic. Globally, the number of M&A deals was up 6% from the same period in 2020. The total value of completed and pending deals rose 93% to \$1.3 trillion, according to [Refinitiv](#).

As part of M&A activities, organizations need to think about data confidentiality, security, privacy, and risk as part of a separation project. In addition to ensuring applications can be integrated and/or transformed, enterprises typically have created and stored data over many decades of operation. This makes the task of identifying what data should be part of a separation complicated, time-consuming, and costly. Without proper tooling, it's impossible to tell what data is co-mingled (needing to be both kept by the business and supplied to the acquiring company) or if the data should be divested.

Solution

ActiveNav can inventory and map an organization's data assets, with a focus on compliance and data quality. By shining a light on an organization's dark data, we can provide valuable insights into what data truly exists in an organization instead of what an organization believes exists.

Our clients have achieved rapid results in identifying data that should be part of the separation activities through workshops that review the mapping process results, significantly reducing the time and costs of preparing for divestiture activities.

2

Cybersecurity: Data Privacy and Security

The pandemic has significantly increased remote working which has created new cyber challenges and vulnerabilities. Many high profile data breaches, such as Marriott and Equifax, illustrate the broad financial effects and reputational damage that a cyberattack can cause. If an organization is breached, it is imperative that its data assets are secured, protected, and do not get into the wrong hands. The Ponemon Institute has stated that the average cost of remediating a data breach now costs over **\$4 million**.

As organizations are increasingly moving to the Cloud - to platforms such as Microsoft 365 (M365) - as part of broader business transformation activities, companies are looking to apply data classification labels so that assets can be protected throughout their lifecycle.

This transformation process creates numerous challenges including understanding what data exists, what is “at-risk”, and what content should be migrated to the new platform (or secured in place). Relying on users to manually apply data classifications is not a viable option: one of our customer recently estimated it would take over nine years to manually prepare and classify content as part of their migration to M365.

As data privacy regulations, such as the General Data Protection Regulation (GDPR) and California Privacy Rights Act of 2020 (CPRA) come into force, companies must ensure that they meet these regulations. With so much dark data on an organization’s network, finding and remediating personal and other “crown jewel” information is becoming increasingly important – and challenging.

Solution

ActiveNav complements M365’s capability and rapidly maps, cleanses, tags, and migrates content to M365. In addition, ActiveNav can identify “at-risk” data and apply sensitivity labels to both on-premises and content for customers with either M365 E3 or E5 licenses. Using these labels enables clients to protect and secure sensitive information throughout its lifecycle.

Additionally, ActiveNav can profile, identify, and relabel content correctly. By profiling, remediating, and cataloging sensitive data, organizations can respond to CPRA (and other data privacy regulations) more effectively.

3

Managing Reputational Risks

Creating and storing high-value data means that organizations are constantly faced with the growing threat of cyberattacks. A breach can result in significant financial and reputational damage. In addition to data breach risks, organizations must also contend with ever-increasing risks from adverse events linked to decisions made using outdated or incorrect data.

Companies working in industries such as healthcare, retail, or financial services cannot afford to make decisions based on stale data. Organizations face real challenges in identifying their “crown jewel” data, which makes decision-making harder: if you don’t know what you don’t know about your data, how can you be sure that you are making the correct decisions?

Solution

ActiveNav’s ability to rapidly inventory and map data assets, remove redundant, obsolete, trivial content and identify critical assets such as the latest as-built drawing or all information relating to a specific asset helps organizations become more efficient. Understanding your “dark data” and taking steps to secure and protect critical information facilitates better data governance. By analyzing their unstructured data systems, Plains Midstream Canada has dramatically reduced the amount of data under management and lowered their legal and regulatory risk exposure.



“A significant area of cost savings, in the range of a few million dollars a year, is the time our employees are saving finding critical information they need, for example, to make sure something is running in the plant.”

Erin Delorme

Plains Midstream Canada

4

Litigation and eDiscovery

Many companies call out the threat of, or ongoing litigation as a critical risk in their forward-looking statements. Despite the increased use of technology to respond to eDiscovery requests, these activities are still highly costly and time-consuming.

The initial data collection phase of eDiscovery can be extremely challenging for organizations and can involve many parts of the business. Finding and extracting potentially relevant electronically stored information (ESI) is made more difficult because organizations battle with enormous volumes of “dark data”. Many organizations struggle to provide the correct data as they do not know what exists within their vast lakes of “dark data” and often end up over-collecting ESI to compensate. Since they don’t know what truly exists within their environment, this results in higher review fees.

As part of the collections phase, organizations should also identify and protect sensitive data – such as Personally Identifiable Information (PII).

Solution

An ActiveNav client faced a significant challenge. As part of a lawsuit, the company was given three weeks to respond to a court order. With time against them, they needed a solution to identify and classify their data and be deployed quickly and scaled to the multi-terabyte range across multiple data repositories and repository types.

Using ActiveNav, the client met the deadline and requirements of the court order by analyzing 20TB of data (representing 21 million files and 5.5 million emails). Using ActiveNav’s proprietary technology, the client was able to minimize over-collecting data through content analysis and deduplication. With ActiveNav, they identified 350,000 potentially responsive files and 400,000 potentially responsive emails in under two weeks.

By shining a light on the organization’s “dark data”, rapid, informed decisions were made based on surfacing responsive content, highlighting the need for technology to reduce the costs and time of eDiscovery.

5

On-going Data Governance

If an organization has taken the time, effort, and expense to resolve legacy data issues, this should not be seen as the “end game”. Without managing data, an organization can rapidly descend into a “dark data” environment where risk lurks just beneath the surface and can undo all the efforts undertaken to resolve the legacy data issues.

As organizations move to platforms such as M365, the ongoing governance of data can become more realistic through content tagging. Some organizations can maintain partial governance through policies applied in their M365 environments. However, they are still reliant on users to store and tag data correctly. The problem that businesses face is maintaining good governance while minimizing the disruption to the business users.

ActiveNav has consistently seen that relying on users to tag and label data results in large volumes of content being mislabeled with incorrect tags applied. This results in the wrong policies and processes being applied and increasing the likelihood of “at-risk” data being exposed. Therefore, organizations should look to maintain good governance through policy, process, and technology.

Solution

A Fortune 500 company is using ActiveNav to maintain effective ongoing data governance. The client is using ActiveNav to periodically monitor the new, clean environment to:

- Ensure data is stored in the correct location
- Check the validity of content with sensitivity labels and metadata tags applied: reporting back on content that appears to have the incorrect label or tag
- Updating labels and metadata tags in place when it is confirmed that users have applied the wrong values
- Identify “stray” official records: content that has not been identified as a record (with retention applied) and stored in the appropriate location
- Identifying sensitive data and potentially redundant content stored in the new environment

By undertaking the steps detailed above, the client has maintained a clean environment, improved user access to relevant content, minimized risk, and ensured the correct data is being used to make critical decisions

Conclusion

Companies face a myriad of challenges that can affect the performance of their business which results in high tangible and intangible costs. It is becoming more important than ever to ensure good data governance to enable the business to manage risk and increase productivity.

Harness Data to Optimize Business

With many organizations looking at cloud transformation programs, this represents the perfect opportunity to regain control of an organization's "dark data" assets. Implementing a smart approach to utilizing people, processes, and technology can enable an organization to reduce risk, redundancy, and costs associated with managing and identifying data assets.

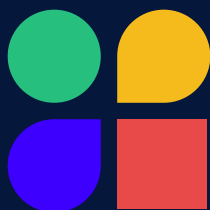
As proven by our clients, using an all-encompassing approach, organizations can realize many significant benefits, including:

- Building out rapid inventories of data assets
- Identifying data redundancy and sensitive information – and managing this content in place through data labeling and remediation
- Reducing the data volumes in-scope for migration to M365 – typically by 50%+ and reducing timeframes for migrations
- Restructuring data – improving user efficiency by finding the correct information quickly
- Enabling focused responses to eDiscovery matters
- Ensuring ongoing data quality and data tagging
- Minimizing the disruption to the business by ensuring that manual tagging and structuring of data is minimized
- Assuring compliance with regulatory and audit requirements

As the proliferation of data continues to grow, putting in place a rigorous, comprehensive, and wide-ranging data governance program will be essential. Taking control of your data assets, and managing them effectively, will enable business benefits to be realized across your organization.

We invite you to learn more about ActiveNav at www.activenav.com





Americas

Reston, VA, USA

+1 (571) 375-2780

EMEA

Winchester, UK

+44 (0) 1962 396690

APAC

Melbourne, Australia

+61 3 9982 4543

Contact sales@activenav.com

Tweet @ActiveNav

Visit ACTIVENAV.COM