

## VARONIS® IDU Data Classification Framework®

### Features and Benefits

#### Actionable, intelligent, fast

- Produces results that have a clear remediation path or “next step”
- Intelligently focuses first on known problem areas and “hot-spots”
- Produces results dramatically faster than traditional approaches

#### Leverages existing infrastructure

- Can use either its built-in classification engine or those already deployed
- Uses the unique meta-data layer created by the Varonis Intelligent Data Use (IDU) Framework
- Builds on the foundation of the Varonis IDU Framework, with no need for additional servers or storage
- Results flow into Varonis DatAdvantage and Varonis DataPrivilege (*future*)

#### Easy, powerful classification rules

- Rules match a combination of content plus meta-data
- Meta-data specifies the subset of data to search
- Files are searched for keywords, phrases and regular expression patterns



Varonis IDU Data Classification Framework®

## Actionable Data Classification

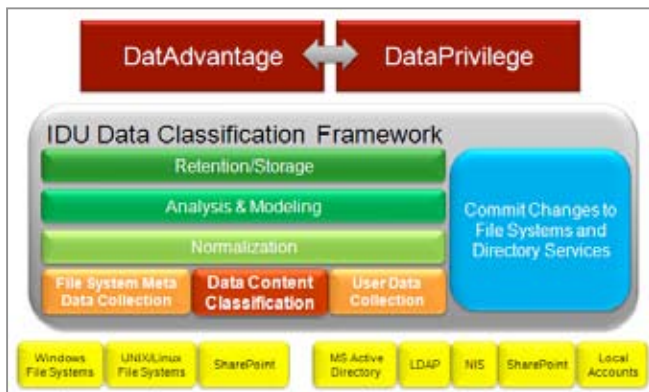
### CHALLENGE

Organizations need to determine which data in their vast unstructured data stores is business critical, which data is not, and which data is simply no longer used by anyone. Data classification technology promises to help find the sensitive files, but business and technical challenges often prevent data classification deployments from reaching their ultimate objectives.

From a business perspective, a lack of actionable results is the primary challenge. Data classification solutions produce a list of files with sensitive content, but the question of what the files mean to the business and what to do with them is not obvious. From a technical perspective the challenge is that data classification solutions are typically slow because they scan (and rescan) every file looking for relevant content.

### SOLUTION

The Varonis IDU Data Classification Framework produces actionable results intelligently and quickly. It does this by using a unique and powerful roadmap that guides and accelerates the data classification process. The roadmap is actually layer of meta-data (i.e., data *about* the data) that includes information about who can access the data, who actually accessed the data, who owns the data, and whose access to data should be revoked. Combining this meta-data layer with classification information lets you quickly hone in on your most at-risk data and take clear, concrete steps to remediate problems.



### THE VARONIS IDU FRAMEWORK

The Intelligent Data Use (IDU™) platform is at the core of all Varonis data governance solutions. It continually collects meta-data about permissions (who has the potential to access data), activity (every actual data access, by every user) and users (users and groups within the environment). The IDU then normalizes, analyzes and retains this meta-data to create an environment in which actionable data governance information is produced.

The IDU empowers IT organizations and data owners to take a significantly larger role in controlling access to their data by identifying who has access to data, who accessed data, and who owns data; showing whose access should be revoked; discovering stale data and inactive users; and modeling data entitlement changes.

### VARONIS IDU DATA CLASSIFICATION FRAMEWORK

The Varonis IDU Data Classification Framework extends the IDU Framework by incorporating content classification information produced by looking within files to find key words, phrases and patterns (i.e., regular expressions) that are of interest to the organization.

### ACTIONABLE, INTELLIGENT, FAST

Instead of looking at every data file in a linear manner, the Varonis IDU Data Classification Framework performs its searches for sensitive data intelligently, by using the Varonis meta-data layer as a guide to your data. This produces results quickly because the meta-data points directly to well-defined subsets of data, such as files that:

- Too many people have access to
- Are accessible by particular users or groups
- Were accessed by particular users or groups
- Are owned by a particular user or group
- Were recently added or modified

Even more important than being fast, the results are highly actionable. You will know exactly what to do with sensitive data in each subset because you have context. For example, sensitive data accessible by too many people needs to have access reduced so that it is based on least-privilege needs. And, because you will know who the owners are, you can work with them to determine who specifically needs access.

### SIMPLE OVERALL PROCESS

With the Varonis IDU Data Classification Framework, data classification and problem remediation follows this simple process:

- Define rules with meta-data and content parameters
- Scan data to find matching files
- Present results so action can be taken
- Re-scan only new or modified data

#### WORLDWIDE HEADQUARTERS

499 7th Ave., 23rd Floor, South Tower  
New York, NY 10018  
Phone: 877-292-8767  
sales@varonis.com

#### EUROPE, MIDDLE EAST AND AFRICA

1 Northumberland Ave., Trafalgar Square  
London, United Kingdom WC2N 5BW  
Phone: +44-0-800-756-9784  
sales-europe@varonis.com