

## VARONIS® DATA CLASSIFICATION FRAMEWORK®

### Features and Benefits

#### Actionable Intelligence

- Classification information provides visibility into business critical content from within the Varonis IDU
- Organizations can see where their most sensitive data is over-exposed along with actionable recommendations on where that access can be reduced

#### Extensible Architecture

- The provided data classification engine offers a powerful and flexible method for classifying sensitive data through regular expressions and dictionary searches
- The framework can also integrate content classification data from third-party classification and DLP products, extending the ability of both

#### Intelligent, Fast

- True, incremental scanning is attained with DatAdvantage real-time knowledge of all file creations and modifications—only new data is classified
- 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 Metadata Framework
- Builds on the foundation of the Varonis IDU Framework, with no need for additional servers or storage

#### Easy, Powerful Classification Rules

- Rules match a combination of content and metadata conditions
- Prioritization based on Varonis metadata
- Files searches for keywords, phrases and/or regular expressions
- Dynamic auto-updated dictionary matching capabilities



### Varonis® IDU Data Classification Framework

## Actionable Classification Intelligence

### CHALLENGE

Organizations need to determine which data in their vast unstructured data stores is business critical, sensitive, or subject to regulations so that they can effectively manage and protect that data. A single terabyte of data usually contains about 50,000 folders and many are likely to contain files considered sensitive. Data classification technology promises to help find sensitive files, but finding them is just the beginning.

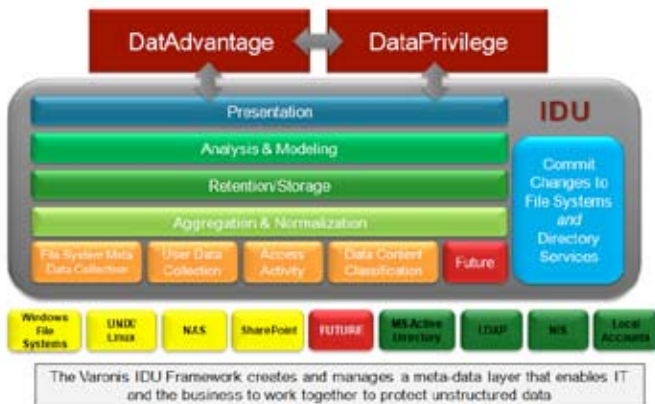
Once files that may be sensitive are found, another set of questions arise: Who do they belong to? Who has access to them? Who is using them? Where is my sensitive data exposed and at risk? These questions must be answered in order to achieve *actionable* intelligence, and to determine the appropriate data management and protection procedures.

### SOLUTION

The Varonis Data Classification Framework gives organizations visibility into the content of data, providing intelligence on where sensitive data resides across its file systems. By integrating file classification information—from either the included classification engine or from a third-party classification product—into the Varonis metadata framework, and presenting it in the DatAdvantage interface, DCF enables actionable intelligence for data governance, including a prioritized report of those folders with the most exposed permissions AND containing the most sensitive data.

### THE VARONIS METADATA FRAMEWORK

The Intelligent Data Use (IDU) platform is at the core of the Varonis Data Governance Suite. It collects metadata about users (users and groups within the environment), permissions (who has the potential to access data), and activity (who is accessing data). The Varonis metadata framework non-intrusively collects this critical metadata, generates metadata where existing metadata is lacking (e.g. its file system filters and content inspection technologies), preprocesses it, normalizes it, analyzes it, stores it, and presents it to IT administrators in an interactive, dynamic interface.



### THE VARONIS DATA CLASSIFICATION FRAMEWORK

The Varonis Data Classification Framework extends the IDU Framework by incorporating content classification information produced by either the Varonis content classification engine or classification metadata from a third-party source. Classification metadata indicates that the file likely contains key words, phrases and patterns (i.e. regular expressions) that are of interest to the organization.

### ACTIONABLE, INTELLIGENT, FAST

Because DCF is part of the larger Varonis Metadata Framework, it's able to leverage its metadata layer to perform file classification more quickly and intelligently. For example, with DatAdvantage access audit information, the Data Classification Framework quickly classifies new and modified data to enable true incremental scanning. It also prioritizes scans based on permissions exposure, frequency of activity, and other metadata parameters that organizations can tune to their requirements. And, because DatAdvantage has identified the data owners, you can work with them to determine who specifically needs access to sensitive data based on actual usage, and DatAdvantage recommendations. The end result is actionable intelligence on where business critical data may be over-exposed, and where access can be reduced without impacting business processes.

### EXTENSIBLE ARCHITECTURE

The included classification engine provides a powerful and flexible method for classifying data using metadata, pattern-based content matching, and dictionary-based content matching with dynamic, auto-updating dictionaries. The Varonis Data Classification Framework can also consume classification metadata from third-party classification products that have already been deployed, displaying files they've identified as sensitive alongside other Varonis metadata, enabling actionable data protection and management.

#### WORLDWIDE SALES CONTACT

Kaizen Ventures, Inc  
 New York Office  
 Phone: +1.866.979.4080  
[sales@kaizen-ventures.com](mailto:sales@kaizen-ventures.com)

#### Data Governance Solutions

Kaizen Ventures, Inc.  
 1175 Walt Whitman Road, STE 100  
 Melville, NY 11747 | USA  
[www.kaizen-ventures.com](http://www.kaizen-ventures.com)