

# AI.DATALIFT

## Features & Benefits Guide

AI.DATALIFT takes advantage of the latest innovations in data analysis and management technology to enable you to accurately cleanse, organise, consolidate and apply information governance across multiple data sources.

Made up of three powerful, intuitive Apps (Insights, Governance and GDPR), AI.DATALIFT delivers business value throughout the data management journey.



### Insights

- ✓ Risk Analysis
- ✓ Data Usage

A real-time, interactive dashboard that surfaces metrics you never knew about your data! Prior to a migration, Insights are used extensively to profile all your data to help plan how you will deal with files that have no business value. After migration, Insights are used to discover ongoing governance and compliance risks.



### Governance

- ✓ Data Classification
- ✓ Governance Policies

Once your data has been cleansed of ROT and duplicates, the next step is to classify it. This helps business information owners understand the extent and value of the data they hold. It also helps expose any regulatory issues they may be failing to comply with inadvertently.



### GDPR

- ✓ Risk Analysis
- ✓ GDPR workflows

A user-friendly dashboard that continually reports metrics relating to sensitive information stored across your organisation. Intuitive workflows fully manage requests from EU citizens relating to their rights under EU General Data Protection Regulation (GDPR), thereby avoiding regulatory fines and damage to reputation.

**Insights Dashboard:  
File Analysis using  
metadata gathered  
by AI.DATALIFT  
Agent across all  
your existing data  
sources**

- Aggregate file volume and file count. Used to establish the benchmark from which all future optimisations and cost savings can be measured.
- Data quality metrics. Used to identify files that have no business value. Removing these files means faster access to the information required across your business, with fewer erroneous search results, and cheaper storage costs.
- Data profile. Knowing the most common types of files, how much storage space they occupy, and rate of data growth informs your strategic data storage budget and plan.

**Insights Dashboard:  
Ad hoc Analysis**

The ability to perform on-the-fly analysis of your content with powerful query parameters gives you unprecedented knowledge and actionable insights about the data stored across your organisation.

Content analysis options:

- Keywords and phrases contained in file content
- Sensitive information. A range of predefined patterns is included out of the box, including postcodes, credit card numbers, PII, IP addresses, email addresses etc.

Information governance indicators:

- Files not under governance, users with access to specific sources, file paths and files, security inheritance status

Insights based on file metadata:

- File name, owner
- File dates: date created, last modified, last accessed
- File size, extension

Data quality metrics pinpoint files that are a drain on your business. AI.DATALIFT will identify and quantify duplicate files, and those evaluated as redundant, obsolete, or trivial. An information governance workflow can be triggered to delete these files in-situ, or relocate to a secure, low cost cloud archive for later review.

## Classifications

Classifications are used to group files into logical collections for governance and reporting reasons. In practice, most customers map classifications to the corporate file plan, or by function (HR, Finance, Engineering, IT etc.), and/or region (Europe, Americas, Asia etc.)

Every classification has a designated business owner who is responsible for maintaining its rules to ensure it remains aligned with evolving business policies and procedures.

All updates and versioning details are recorded in the audit log to demonstrate compliance over time.

## Policies

Policies are used to control how files in each Classification are managed throughout their life cycle. Policies help business information owners comply with internal rules and external regulation relating to retention and disposition.

Every Classification is assigned a Policy that continually monitors for specific conditions. Once these conditions have been met, the policy action is applied.

Common policy actions applied throughout a file's life cycle include:

- > If a file in this classification is less than 2 years old, move it to a specific location in SharePoint Online
- > If a file in this classification is between 2 and 5 years old, move it to a specific location in low cost archive storage
- > If a file in this classification is more than 5 years old, permanently delete it from the archive and leave a text file stub that records the file metadata for future reference

Every Policy has a designated business owner who is responsible for maintaining its rules to ensure it remains aligned with evolving business policies and procedures, and prevailing regulations. Useful Policy metadata can also be recorded, for example the official corporate document and reference to which the policy maps.

All updates and versioning details are recorded in the audit log to demonstrate compliance over time.

**Identity Risks**

Authorised users can access a continually updated dashboard that displays a risk profile relating to content stored across your organisation. Risk is calculated on the basis of the type of sensitive information on record, and number of instances.

A range of common sensitive information types are automatically detected by default, including

- Email addresses, Postcodes, Ethnic Groups
- Credit card numbers, National Insurance numbers, Passport numbers
- Bank sort codes, IP Addresses

Additional risk patterns can be configured to monitor stored data for customer-specific patterns e.g. Employee IDs.

**Subject Access Requests**

Data Controllers can access a real-time register of progress on verified Subject Access Requests that have been received from EU citizens, and a summary by status.

To maintain a compliant audit trail, each SAR is assigned a unique reference, with details of when it was received, the person responsible for managing it, and if it was completed within the mandated period of time.

AI.DATALIFT automatically examines the indexed organisational data and surfaces all records that contain PII about the authenticated Data Subject. An automated workflow is used by the Data Controller to review each instance and decide what is appropriate for release to the Data Subject under GDPR rules. Upon completion of the review, the data authorised for release is inserted into a digital package for issue to the Data Subject, along with an automatically generated file manifest and review summary.

**Right To Be Forgotten**

Authorised users are guided through a workflow to log requests from EU citizens for their applicable personal data to be removed from your organisation's records, and when the request was actioned.

**GET A DEMO:**

Click here and get in touch with us to arrange a demo of AI.DATALIFT

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