



AI.DATALIFT Product Description

Version 1.2

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1 Product Overview

1.1 AI.DATALIFT is an enabler of strategic digital transformation initiatives

AI.DATALIFT is a unique cloud-based solution that uses the latest innovations in data analysis and management technology to accurately cleanse, organise, consolidate and apply information governance across multiple data sources.

It is typically used by public and private sector organisations as part of their wider digital transformation programmes to move from costly, inflexible, legacy on-premises software to better cloud-based solutions that increase communication, collaboration and knowledge-sharing, more quickly, more conveniently, and at a lower operating cost.

AI.DATALIFT is core to common CIO strategic objectives of:

- accurate, frictionless migration of working data from legacy SharePoint systems to modern working environments such as Office 365, and
- accurate migration of valuable intellectual property and valuable historic data from file shares to more secure, cheaper archive solutions such as Microsoft Azure and Google Drive.

Uniquely, AI.DATALIFT ensures that all migrated data is brought under tight control and adheres to corporate retention and disposal policies to comply with internal and regulatory requirements.

AI.DATALIFT has been designed to work at petabyte scale (many billions of files), and is supplied under a transparent, easy to understand licensing model where you only pay for what you use, without any CAPEX.

1.2 Adding value by uncovering new insights about your data

Key to all successful digital transformations is the removal of data that no longer has any business value. Removal of redundant, obsolete and trivial data means faster access to the information required across your business, with fewer erroneous search results, and cheaper storage costs. Prior to the migration process, AI.DATALIFT will quickly identify data that no longer has any value, using rules that you specify. Producing these actionable insights typically takes only a few hours, even on datasets amounting to hundreds of terabytes.

Other valuable insights are also surfaced with state-of-the-art content analysis algorithms, such as files that contain sensitive information, e.g. personal information about EU citizens, or intellectual property, wherever it happens to be stored. Armed with this knowledge, organisations can take proactive measures to ensure everything is managed in compliance with regulatory controls, to reduce the risk of significant GDPR fines and damaged corporate reputation, and risk of losing confidential data.

1.3 Business continuity throughout the digital transformation process

During, and after, the migration process, AI.DATALIFT manages content and metadata from existing content management structures including File Shares and SharePoint, maintaining critical contextual information such as location, metadata and security. This, and integration connectors for your other systems, ensures that business-as-usual continues throughout the digital transformation programme.

1.4 Workflows to streamline regulatory data management processes

Data management complexity is reduced across your organisation with specific AI.DATALIFT workflows designed to maintain compliance with time-sensitive regulations: GDPR (Subject Access Request, Right to be Forgotten, Right to Transfer), and data disposition.

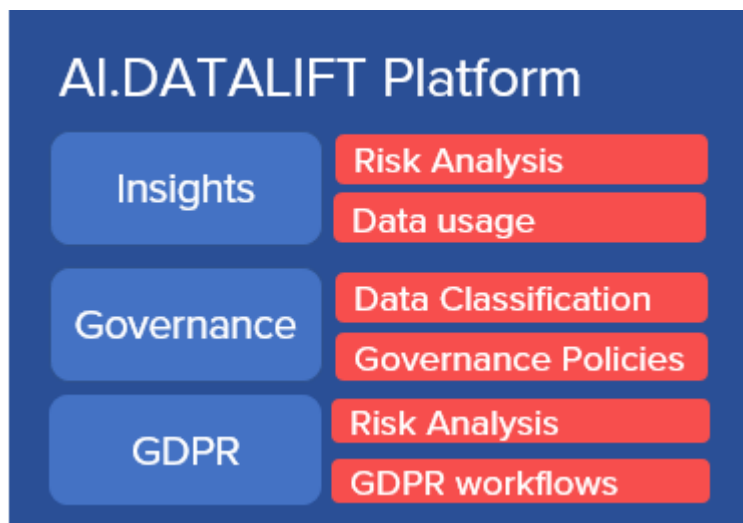
1.5 Secure and private by design

AI.DATALIFT is provisioned on the Microsoft Azure platform which offers unparalleled security over the information that is managed in the platform. A key advantage for multinational organisations is regional isolation of data to enable jurisdictional controls to be applied to the lifecycle and management of customer data.

1.6 A product roadmap driven by customer feedback

Our roadmap is uncompromisingly customer-focused. With input from your subject matter experts we ensure that our platform uses the very latest technology to help your organisation achieve its information governance, compliance and productivity targets.

2 Product Functionality



AI.DATALIFT consists of three powerful, intuitive Apps that deliver value throughout the life cycle of the data under management: Insights, Governance and GDPR.

2.1 Insights

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 the migration process, Insights are used to discover ongoing governance and compliance risks.

Insights App: Features and benefits	
Insights Dashboard: File Analysis using metadata gathered by AI.DATALIFT Agent across all your existing data sources	<ul style="list-style-type: none"> 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	<p>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.</p> <p>Content analysis options:</p>

	<ul style="list-style-type: none"> 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. <p>Information governance indicators:</p> <ul style="list-style-type: none"> Files not under governance, users with access to specific sources, file paths and files, security inheritance status <p>Insights based on file metadata:</p> <ul style="list-style-type: none"> File name, owner File dates: date created, last modified, last accessed File size, extension <p>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.</p>
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2.2 Governance

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.

Governance App: Features and benefits	
Classifications	<p>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.)</p> <p>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.</p> <p>All updates and versioning details are recorded in the audit log to demonstrate compliance over time.</p>
Policies	<p>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.</p>

	<p>Every Classification is assigned a Policy that continually monitors for specific conditions. Once these conditions have been met, the policy action is applied.</p> <p>Common policy actions applied throughout a file's life cycle include:</p> <ul style="list-style-type: none"> • 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 <p>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.</p> <p>All updates and versioning details are recorded in the audit log to demonstrate compliance over time.</p>
Embedded workflows to authorise content cleansing	<p>Content that has been classified as being ROT or Duplicate can be brought to the attention of a predefined set of users for verification, and to decide what should happen to the identified content. The most common actions specified for these files are:</p> <ul style="list-style-type: none"> • Move them to low cost storage for more detailed analysis by the relevant information owner at a later date • Permanently destroy them

2.3 GDPR Compliance

AI.DATALIFT comes with a user-friendly dashboard that continually reports metrics relating to sensitive information stored across your organisation, for example personally identifiable information (PII) about employees, ex-employees, and customers. Data Controllers and Data Protection Officers use intuitive workflows to fully manage requests from EU citizens relating to their rights under EU General Data Protection Regulation (GDPR), thereby avoiding regulatory fines and damage to corporate reputation.

GDPR App: Features and benefits	
Identity Risks	<p>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.</p> <p>A range of common sensitive information types are automatically detected by default, including</p> <ul style="list-style-type: none"> • Email addresses, Postcodes, Ethnic Groups • Credit card numbers, National Insurance numbers, Passport numbers • Bank sort codes, IP Addresses <p>Additional risk patterns can be configured to monitor stored data for customer-specific patterns e.g. Employee IDs.</p>
Subject Access Requests	<p>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.</p> <p>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.</p> <p>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.</p>
Right To Be Forgotten	<p>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.</p>

2.4 Migrate on-premises content to your favourite cloud platforms

Integration with your existing systems is vital to maintaining business-as-usual throughout the digital transformation programme. In the background, data is seamlessly remediated and migrated at scale to your chosen cloud storage service. As a certified Microsoft Azure Data Box Partner, Automated Intelligence has access to

the fastest technology for transferring data to Microsoft Azure and Office 365 as part of a secure and auditable end-to-end process.

Index, analyse and migrate your existing on-premises content:

- ✓ Standard file shares
- ✓ SharePoint
- ✓ HP TRIM
- ✓ IBM Content Manager
- ✓ EMC Documentum
- ✓ HP Meridio



Migrate to your chosen cloud storage service:

- ✓ Microsoft Azure blob storage
- ✓ Office 365
- ✓ Box.com
- ✓ AWS
- ✓ Google Drive

2.5 Security and privacy for data loss prevention and compliance

AI.DATALIFT is provisioned on the Microsoft Azure platform which offers unparalleled security over the information that is managed in the platform. A key advantage for multinational organisations is regional isolation of data to enable jurisdictional controls to be applied to the lifecycle and management of customer data.

The Azure Security Center offers continuous security-health monitoring, the only public cloud to offer such a service. Azure helps you protect business and personal information by enabling you to manage user identities and credentials, and control access including the use of multi-factor authentication.

Azure ensures data security and privacy through the use of industry-standard protocols to encrypt data in transit as it travels between devices and Microsoft data centres, as it moves within data centres, and while it is at rest in Azure Storage.



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