

THE PLATFORM

Data Intelligence & Automation

HIGHLIGHTS

Discovery & Classification

- Deep content search on unstructured content with efficient index to find, classify, retain from anywhere
- Predefined classification policies deliver fast results, with automated action to reduce human error

Data & Storage Consolidation

- Search, categorize, take action including reduce, delete, move
- Understand what your data costs
- Optimize operational and infrastructure costs
- Make efficient use of cloud and on-premises resources

Intelligent Retention & Availability

- Advanced automated retention policy management
- Multi-cloud and hybrid cloud support
- Open access to all data forever through a secure connector for 3rd party applications

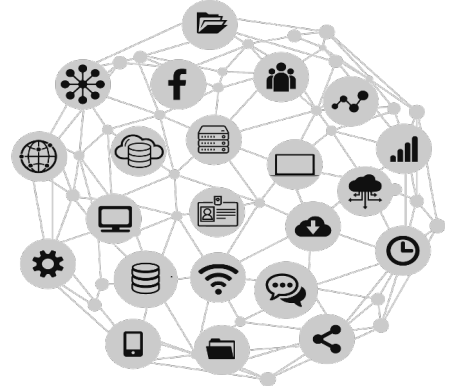
Automated Data Governance, Risk, & Compliance

- Easily classify and automate unstructured content with 120+ predefined industry-specific regulatory policies
- Reduce time-to-insight with fast search across all sources, including any NAS endpoints, cloud, and more
- Discover all data types with support for files, data streams, email, and social media, with growing support for additional data types

Transforming Data Chaos to Intelligent Information Insight

Challenge & Opportunity: Exponential data growth costs organizations a fortune to manage and creates chaos and exposure to risk. What's more, the proliferation of data scattered across data centers and the cloud further increases the challenge of controlling it. However, it also creates incredible opportunities to utilize data for insight and profit, as evidenced by companies like Facebook and Google. Current data management solutions are part of the problem – not part of the solution.

Aparavi, The Platform, provides data intelligence and automation that empowers organizations to truly control and exploit their data without complexity. It is the path to controlling costs, reducing risk, and gaining insight for data-driven companies. Intelligent search and advanced automation help users classify and optimize their data from the edge, on-premises, and across multi-cloud storage, breaking through data silos, and streamlining operations. Before the Aparavi Platform, this effort required multiple products that simply don't work together, creating unwanted cost and complexity. With Aparavi, you no longer have to put pieces of a puzzle together; you can automate many operations to easily discover, understand, and put your data to work.



CONTROL Your Data with Insight

Aparavi puts you in control of your data and breaks down data and infrastructure silos that have prevented you from accessing the true value of your data. With Aparavi, you can now search and discover, classify, identify risk, and utilize data for new business advantages. Knowing the data state, placement, and availability enables you to ensure information continuity, cost avoidance, complexity reduction, and compliance without compromise.

TRANSFORM Your Data Economics & Scale

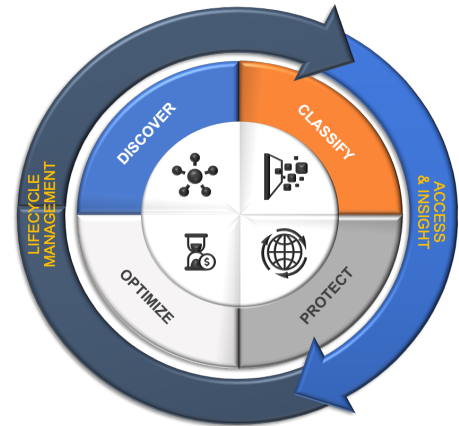
With a new level of data insight, you can search within unstructured data content, classify, automatically purge, or move files based on your business or compliance policies. Improved data orchestration enables significant infrastructure and data consolidation, which reduces cost and improves application experience and performance without disrupting existing applications.

CREATE New Application Experiences and Value

Aparavi enables intelligent automated management of data and easy movement to any number of cloud targets. Create a highly scalable, virtual Aparavi data lake with open and secure access for new applications, business analytics, application and end-user collaboration, machine learning, and more.

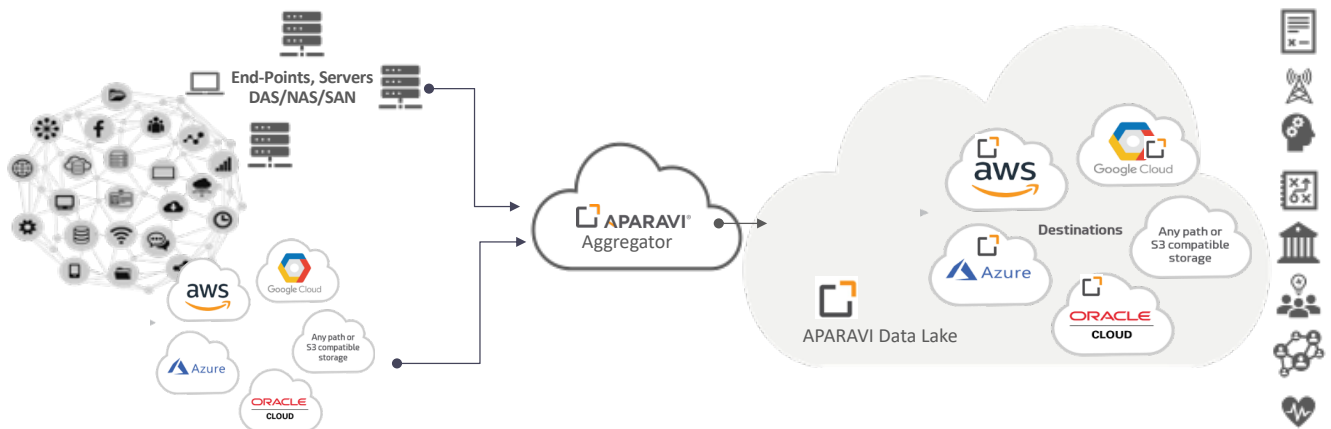
APRAVI PLATFORM: THE HOW

The Platform was designed to ensure data management is easy and scalable and does not require huge IT infrastructure. It empowers non-IT staff – including researchers, legal analysts, compliance officers, and any other users who value data – to gain knowledge from data. The Platform has four major pillars of data management, including data search and discovery, automated classification, data protection, and the intelligence to easily optimize data based on policies. Each one of these domains has a broad set of capabilities and advanced features that work in unison, yet the Platform architecture and uncomplicated interface ensure simplicity in data management that anyone can take advantage of.



Data Access and Insight

Searching for data can be a daunting task, especially at scale, across hundreds of millions of files and many petabytes of enterprise storage systems, endpoints, and cloud storage. Aparavi enables data search across all storage devices and from multiple data sources, including not only the metadata (information about the data), but also within file contents. The data can then be optionally classified, using hundreds of predefined or custom policies, to trigger a predetermined action. Finding and auto-classifying data provides the first level of insight to report on. However, intelligent policies can execute an automated action, such as movement to other cloud storage repositories for secure access by new applications, including advanced data analytics, machine learning, or filesystem access by authorized users (see figure 2).



Aparavi creates a virtual data lake of all on-premises and cloud data stores

Lifecycle Management

Data lifecycle management has been a strategic goal for many organizations; however, it has been poorly attempted in the past via proprietary technology that only addressed specific applications, infrastructure types, or protocols. Today's organizations live in a heterogeneous and distributed data world. Files are created, moved, copied, and versioned across many systems, each with different policies and varying levels of compatibility, which creates data silos. The Aparavi Platform crosses silo boundaries to provide the ability to capture, manage, retain, migrate, and deliver information until it's no longer needed and can then be deleted, safely and with assurance.

APRAVI PLATFORM: CAPABILITIES AND FEATURES

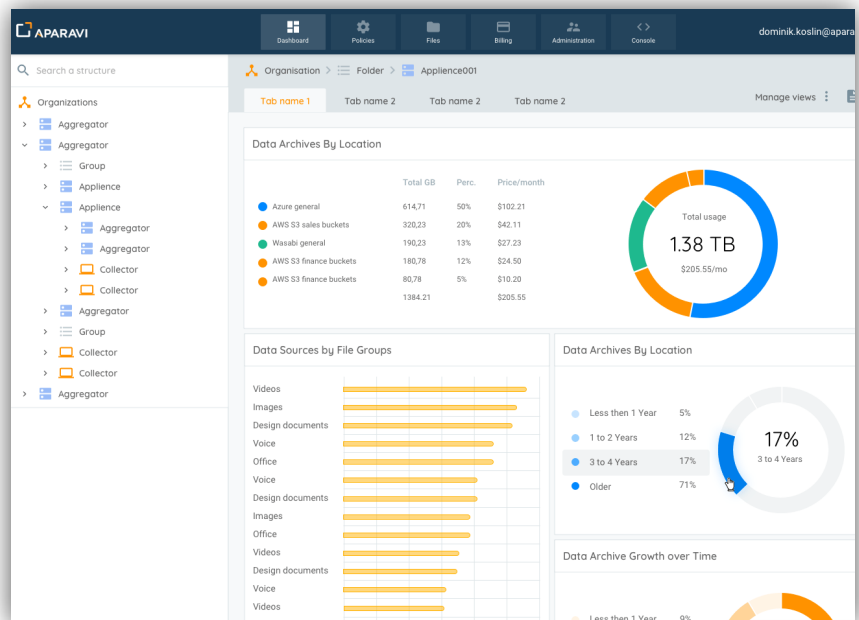
Powerful Search and Management Simplicity at Any Scale

The Platform was designed to ensure data management can finally be easy and scalable regardless of how complex the environment may be. Engineered for multi-tenancy at the core, the platform enables a user to manage many systems across multiple data centers, which is especially valuable to managed service providers who have clients with many different data management requirements.

Its search capabilities deliver detailed information results, with powerful features from keyword highlighting to complete metadata search, tagging, and classification for all results. Searches are simple and intuitive for anyone familiar with PC or Google search. The search function offers many advanced filters along with reporting.

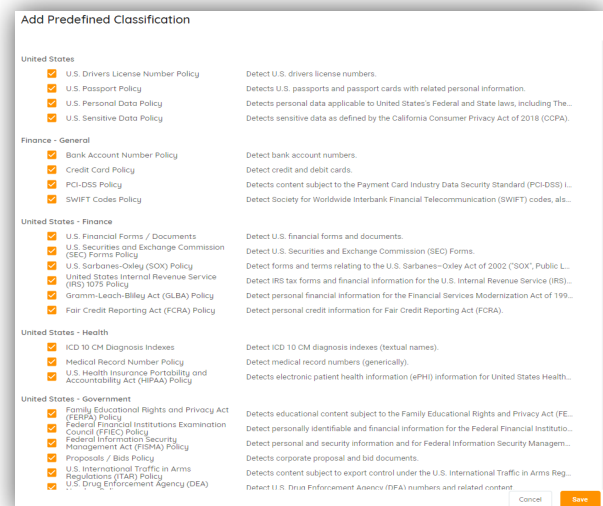
SEARCH AND DISCOVERY

- Search all file names, dates, and even content within files
- Search and capture an unprecedented depth of metadata (info about the content) – other approaches merely pull basic metadata
- Aparavi continually adds new data sources, including new file types, streams, email, and rich media
- Search across virtually any NAS file standard protocols, including SMB, CIFS/NFS
- Search endpoints for automated data visibility, especially to prevent data leakage



AUTOMATED CLASSIFICATION

- Automated classification of unstructured content with 120+ industry-specific classification policies
- Build new policies to meet organization-specific requirements
- Adjust occurrences and thresholds to reduce the number of false positives
- Access dictionaries and 100+ predefined patterns (e.g. U.S. passport number, Visa card, SSN)



DATA OPTIMIZATION

- On-premises & hybrid cloud data
- Seamless support for multiple clouds, including AWS, MS Azure, Google Cloud, and others
- Predictive cost analysis tool that estimates cost savings after removing content that meets various criteria
- Automated efficiency through policy-based retention to trigger lifecycle actions, including move or delete

The screenshot shows the 'Pipelines' tab in the Aparavi interface. It features a table with columns for Pipeline Name, Days since last modified, Action, Source, Destination, and buttons for Delete and Edit. Above the table are buttons for 'Add Pipeline', 'Validate', and 'Simulate'. A checkbox for 'Inherit from Organizations' is also present.

Pipeline Name	Days since last modified	Action	Source	Destination	Delete	Edit
Copy off Primary	730	Copy	Primary SSD	Data Center HDD	Delete	Edit
Replace with Symlink	730	Create Symlink	Primary SSD	Data Center HDD	Delete	Edit
Copy to Hot Cloud Storage	1,095	Copy	Data Center HDD	Hot Cloud Storage	Delete	Edit
Update Symlink	1,095	Update Symlink	Primary SSD	Data Center HDD	Delete	Edit
Remove from Primary	1,095	Delete	Primary SSD		Delete	Edit
Copy to Cold Cloud Storage	1,460	Copy	Hot Cloud Storage	Cold Cloud Storage	Delete	Edit
Remove Symlink	1,460	Delete Symlink	Primary SSD		Delete	Edit
Delete from Hot Cloud Storage	1,460	Delete	Hot Cloud Storage		Delete	Edit
Delete from Cold Cloud Storage	2,555	Delete	Cold Cloud Storage		Delete	Edit

PLATFORM BENEFITS

SINGLE OPEN PLATFORM with integrated advanced search, automated classification, optimization, and open, secure access to put your information to work. Go beyond current approaches requiring two to four separate products that lack data intelligence, inflate cost, increase complexity, and are unable to manage the data lifecycle end-to-end.

INTELLIGENT SEARCH OF ALL content and metadata across multiple data sources/types, devices, and cloud storage locations. Aparavi provides rapid insight into what data organizations have and where it resides, with automated classification to ascertain value to the business.

AUTOMATE DATA GOVERNANCE, RISK, AND COMPLIANCE easily with intelligent classification and automation of unstructured content with 120+ industry and vertical-specific classification policies by regulation. This reduces time to comply, removes human error, and dramatically improves the time to find data accurately from multiple sources and take action.

DATA, STORAGE, AND COMPUTE CONSOLIDATION with intelligent data discovery, classification, and reduction (del/move) of primary data, resulting in an improvement of application performance, cost, and overall efficiency.

CREATE NEW APPLICATIONS AND INFORMATION INSIGHT with secure, open access to an organized open data lake. Aparavi's published open API provides 3rd party applications with secure access into the Aparavi data repositories stored in one or multiple public cloud storage services.