

# Securing Data in a Mobile-First, Cloud-First World



Secure your Data with Dathena  
Security for Microsoft 365

## Battle Shadow IT with Microsoft Azure Information Protection & Dathena

The world has reached a turning point in data security. As leaders of organizations, it is imperative we safeguard sensitive data to protect our customers, our employees, and our communities. With large scale data breaches often making headline news, there is no organization, no individual, and no CISO, DPO, or CTO safe from the misuse of critically sensitive information. So, how do you secure your data in a mobile-first, cloud-first world?

## Dathena - Ultimate Enabler of Azure Trusted Cloud

A partnership with the world's most trusted cloud - Microsoft Azure® - ensures that Dathena empowers every client to achieve more with security and compliance. Microsoft Azure is the first major cloud provider to obtain the new Privacy Information Management Systems (PIMS) certification from ISO 27701, placing it as the global leader in privacy and security compliance.

**Security risk! The average enterprise has over 1,500 cloud apps in use, most of them not provisioned by the IT team.**

## Azure Information Protection (AIP) for Microsoft 365

Empower collaboration by protecting sensitive information - such as emails and documents - with encryption, restricted access and rights, and integrated security in Microsoft Office apps.

*"Classifying sensitive data has never been more complex, costly, or challenging. Automate your data security with Dathena's advanced Artificial Intelligence (AI)-powered solution."*

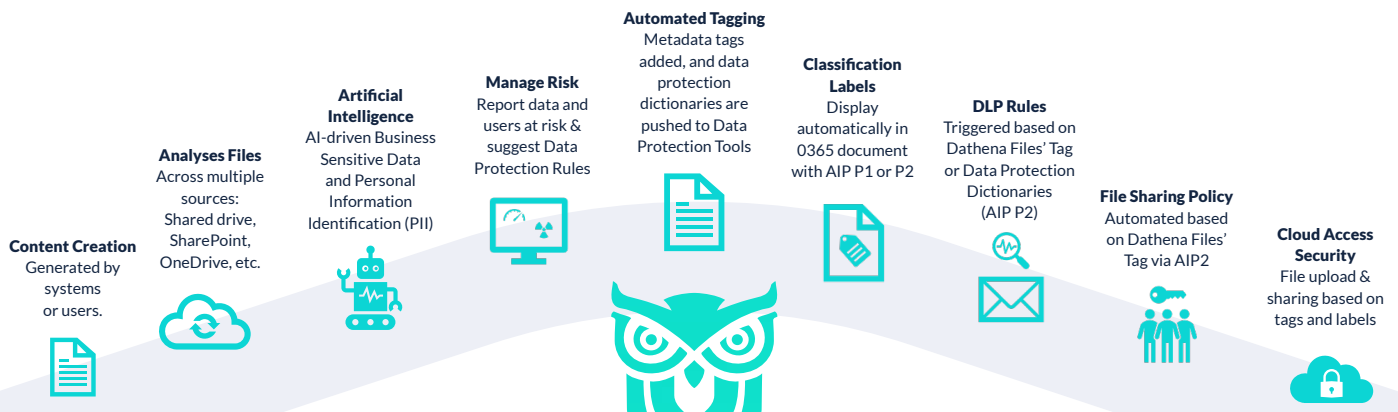
Christopher Muffat, CEO, Dathena

**Dathena was developed by information risk experts and data scientists, to:**

- Automate data classification & protection with AI
- Super charge the security of your Data Loss Prevention (DLP)
- Enhance Information Rights Management (IRM)
- Secure personal data exchanged with 3rd parties
- Accelerate cloud adoption
- Seamlessly deliver compliance & confidentiality

*"Backed with a powerful partnership with Microsoft, Dathena is focused on enhancing security tools like AIP for Enterprise and SMC customers."*

Christopher Muffat, CEO, Dathena



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March 2020

**HAVE QUESTIONS?**

Speak with one of our data privacy experts at Dathena today.

# Earn Trust with Dathena & Microsoft 365



Classify and Protect Your Data with Dathena Classify and Dathena Protect Modules

## Enhance Azure Information Protection to do more, automatically.

Dathena automates and augments the classification capabilities of Azure Information Protection (AIP). This ensures consistent and comprehensive labeling of all business sensitive data without the need to build complex data protection rules to manually classify new and legacy documents.

### Dathena Classify Module

With precise and intelligent cataloging, Dathena Classify silos and safeguards your data by business category and level of confidentiality. The Dathena AI core engine powers you with industry leading “out-of-the-box” accuracy and quickly learns your unique documentation patterns & classification specs. It’s so good, Dathena Classify computes your data with 99% accuracy shortly after deployment.

*“We see a future where people can share data without losing ownership of it or their privacy rights.”*

*Brad Smith, President, Microsoft*

**Gatekeep your digital estate – Dathena decreases false positives by 80%**

### Dathena Protect Module

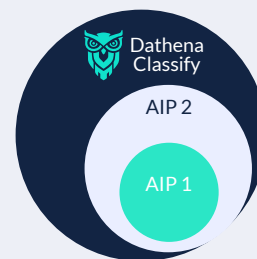
Built with the Dathena AI core engine, Dathena Protect is a game-changer for the effectiveness of your data loss prevention (DLP) strategy. Dathena Protect ensures your classification tags and keywords are seamlessly exported to any 3rd party information security systems, such as Microsoft’s AIP. Thanks to highly accurate and intelligent dictionary technology, your information security tools are reinforced with AI capability.

## Data Protection

Data Protection Features	AIP 1 M365 E3	AIP 2 M365 ES	Cloud App	With Dathena Protect
Information Rights Management	✗	✓	✗	✓ Automatically define and design IRM Protection Rules improving efficiency by 80%
Data Loss Prevention	✗	✓	✗	✓ DLP Protection Rules Improving efficiency by 80%
Cloud App Security	✗	✗	✓	✓ Cloud App Security Rules improving efficiency by 80%

**Dathena provides ultimate scalability - analyze petabytes of data in real-time.**

## Labeling Features



### With Dathena Classify

- ✓ Automated Labeling
- ✓ Rule-based
- ✓ Keyword and Pattern Labeling
- ✓ AI Driven Labeling
- ✓ Labeling for Legacy Documents
- ✓ Central Document Category Dashboard
- ✓ Central Document Confidentiality Dashboard
- ✓ Central Access Control Dashboard
- ✓ Suggested Labeling Terms
- ✓ Labeling Review Campaign
- ✓ Labeling Accuracy Reporting



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