

Gain Control Over Retention Management with Data Classification

The explosive growth in electronically stored information (ESI) has left organizations struggling to manage huge volumes of unstructured data in email and file shares. With a default retention policy of “let’s keep everything,” enterprises are facing soaring storage costs, rising legal costs in the event of a lawsuit, and the increased risk that sensitive data like PII and PCI will get lost in the data chaos.

Keeping everything forever is no longer an option. Instead, a retention management and defensible deletion strategy is needed to manage this growing volume of data. By deleting data as it goes from asset to liability, organizations can more easily protect and maintain the information that still has value.

An effective retention strategy starts with your users. When users are given the ability to proactively identify data at the time of creation, organizations develop a more accurate view of what data they have and how it should be handled. This information can then be mapped to retention policies, so that archiving software can make informed and consistent decisions about retention and deletion.

ESI Chaos

70%

of the data businesses collect and store holds no business value

175ZB

The size of the global datasphere by 2025

Gain Control Over Your Data

Ask users what they are producing

Apply classification metadata to identify business value

Map classification metadata to retention policies

Data Classification Suite - Benefits Plan.docx

Favorites Settings Help...

Please select Classification level(s)

Classification *
Restricted

Department *
Human Resources

Class Code *
Benefit Plans (HR.05.05)

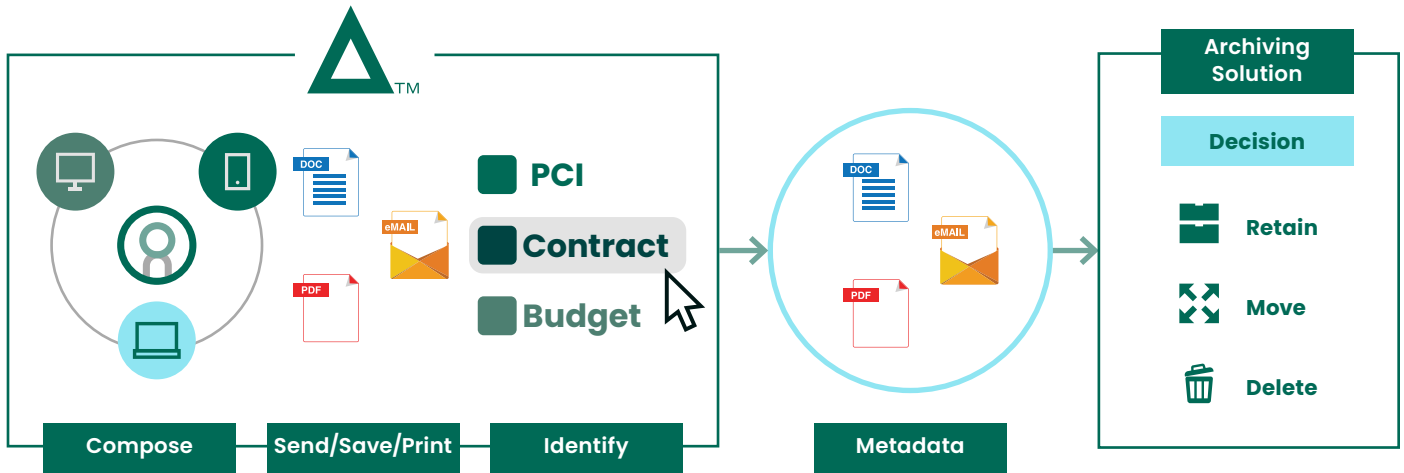
*One or more selections are required

FORTRATM OK Cancel

Prompt users to identify data before save or send

Data Classification Suite (DCS) solutions enable users to identify and classify their data when sending email or saving a document. The user interface is integrated into familiar office applications, including Microsoft Outlook®, Microsoft Office® (Word®, PowerPoint®, Excel®), and Windows Explorer® (all file types). The interface is intuitive and easy to understand, requiring minimal assistance from IT.

After the user identifies their data, DCS saves the information as classification metadata. This metadata describes the contents of the email or document, so that archiving software can apply the appropriate retention and deletion policies. The metadata also makes it easier to find relevant information for eDiscovery, compliance, and regulatory requests.



Classification metadata also helps to proactively identify and manage intellectual property, PII, PCI, and other sensitive business data. By applying a security classification such as “Confidential,” users are asking IT to protect the data in every way they can. This makes users active participants in security, rather than placing all the responsibility on IT.

The Power of Data Classification



Enable Defensible Deletion

Delete information as it goes from asset to liability



Enhance eDiscovery

Easily find relevant information for legal, compliance, and regulatory requests



Prevent Data Loss

Protect intellectual property, PII, PCI, and other sensitive business data



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