

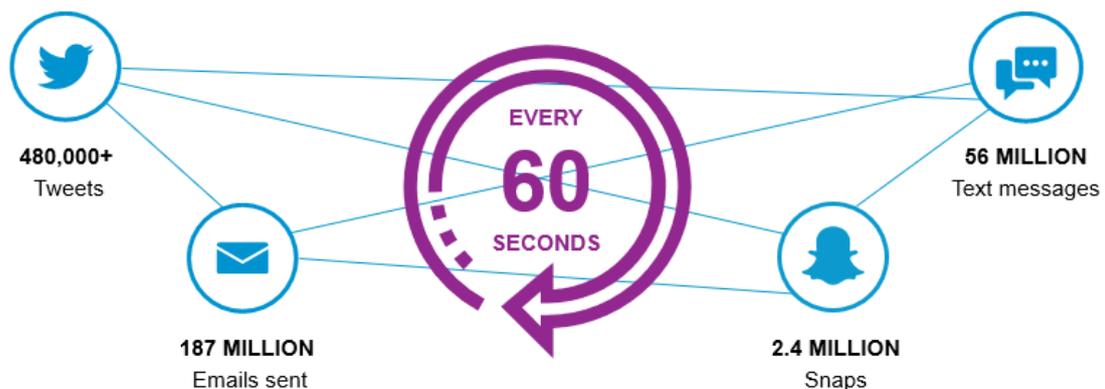
Six Crucial Questions for Real-time Data Readiness

The typical company has generated a bigger digital footprint [in the last two years](#) than in all its previous years of existence. In fact, 90% of **all** data has been created within the last two years, and we are heading toward [creating 40 zettabytes \(with a z\) of data](#) this year.

We know you've likely seen the infographics and stats, but these numbers bear repeating because they provide context for the burden that companies shoulder as they struggle with data management: wasted time, increased costs, risks associated with non-compliance—not to mention the frustration of having to deal with all of these factors.

The complexity of data is only increasing—in volume and variety

152,800 GB of messy, unstructured human-generated data created every minute—**80 exabytes each year**



Data volume and variety drive new value opportunities, but enormous risks
What's worse, 80% of data is unstructured and hard to understand

ASK THE RIGHT QUESTIONS

What steps can you take to better meet process, security, and compliance demands in your organization? How can you get a handle on your data so you can take the needed steps to support and protect your business?

It all starts with monitoring and management of your data as it's produced, so nothing gets lost, mis-organized, or worse, breached. Take a moment to answer these six questions for a quick gauge of your company's real-time data readiness and response.

Fast And Targeted

Can your organization remotely access any endpoint and go directly to the data or area(s) of concern, without being overwhelmed with data volumes or complexity?

The Bigger Picture

Can your organization explore activity across endpoints and correlate it with activity residing only in memory, on the network, or any other network-based human-generated artefact?

Detect & Prevent

Can your organization identify malicious behaviour, follow-through on any tactics, techniques, and procedures (TTPs), collect the data to develop indicators of compromise (IOCs), and intercept the problem before it matters?

Real Value ROI

Upfront investment is unavoidable, and ROI is challenging to quantify, but can your organization reasonably and accurately provide a fixed and variable cost analysis—from decreasing data storage of duplicate/unnecessary data to the actual business value of successfully blocking a threat?

Give Traditional Forensics Its Place

Does your organization still employ traditional, time-tested forensics for in-depth insight into what activities took place, ideas on how to counteract it in the future, and winning insights into developing a robust and defensible case?

Educate Proactively

Does your organization leverage lessons learned to roll-out education programs, improve your security, and reduce your risk for both threats and non-compliance?

REAL-TIME READY, NOW WHAT?

Did you answer a resounding “YES!” to each of those six crucial questions?

If only it were that easy. We know data monitoring and management for the purposes of threat handling and maintaining compliance is very often a work in progress; however, once you get there, the payoff comes in the form of improved and positive outcomes for the organization:

- **Compressed response times.** From responding to discovery or privacy requests, to acting on internal or external security threats, reaction time improves when data is centralized, classified, and highly searchable (the perfect job description for an indexed data lake).
- **Accelerated incident resolution.** Governed data is data with fewer surprises and more transparency. It allows you to sort through evidence more quickly, get to the facts faster, and jumpstart investigation of an incident that has occurred.
- **Reduced risk.** When your governance program enables you to find and remove unauthorized or unsecured copies of sensitive data, you reduce the risk of insider abuse and other malicious breaches.

When you take steps to make all your organization’s data instantly visible, searchable, and able to be analysed, you’re simultaneously making major strides toward governance and compliance.

TAKE BACK CONTROL

Your organization needs to take back control of your data by indexing what you have and uncovering relevant key information that uncover compliance risks, improve investigations, and increase knowledge and decision-making.

Be the data hero for your organization. There's no better time than the present to start implementing better data management practices for an improved security and response posture—including a single software process that enables total enterprise collaboration from governance to endpoint security and all the way through investigation and litigation.

https://www.youtube.com/watch?v=f00iETwzQbw&feature=emb_logo