

6 Reasons to Classify Your Data

Most organizations today have a large pool of non-indexed data. For the sake of privacy, security, and compliance with standards like the EU's General Data Protection Regulation (GDPR), many companies have undertaken data classification projects, however, most projects have focused on databases and core business systems rather than stored data. This is an oversight and a missed opportunity for six key reasons.

Why extend classification efforts to unstructured data residing on servers, laptops, tablets, smartphones, and other edge devices?

#1



Regulatory readiness

Policies are apt to change at the drop of a hat. Be prepared for what's to come as well as for GDPR's "right to be forgotten" policy, requiring deletion of personal data upon customer request with fully classified data.

Faster data searches

Expedite legal and regulatory compliance efforts, and speed information flow and collaboration, by applying metadata tags that eliminate the need for business systems to open and read PBs of file content.



#2

#3



Improved security controls

Enable effective application of security controls like encryption, Identity and Access Management (IAM), and Data Loss Prevention (DLP) by categorizing data by sensitivity level.

Email protection

Considering the fact that email has become the de facto data repository for virtually every organization, it's imperative to consider the implications of failing to classify and protect this type of data.



#4

#5



Classification-based file storage

Automate moves into data repositories by applying the right tools and rules to classify unstructured files, making processes less manual and protection more appropriate for each type of file.

Retention policy enforcement

Not all data has the same shelf life. Data labels and metadata make it easy to automate moves into long-term retention or purging data, freeing up storage space and reducing costs.



#6

Read this article for more information about why and how to classify your data.

A credit union's path to IT transformation

For one regional federal credit union, data classification was foundational to designing a new data center, defining a new security and identity management policy, and automating IT processes, including those related to backup and disaster recovery.

[Learn more](#)



What are you doing with your data?

Proper classification is one part of a strong data strategy. We invite you to dig deeper, though. Data-driven companies are in the vanguard. They're the ones excelling, calling the shots. They do this by **believing in the power of their data and taking decisive action to modernize their data platforms.**

Ask yourself:

- Are we able to access critical insights about our business via our current data platform?
- How data-based is our decision-making? Is there room for improvement?
- Do our data platforms support our ability to innovate?

We can help your organization evaluate your approach to data storage and protection and make pivotal changes that drive business outcomes. [Learn more here.](#)

Contact us today: insightCDCT.com

Insight | Cloud + Data Center Transformation