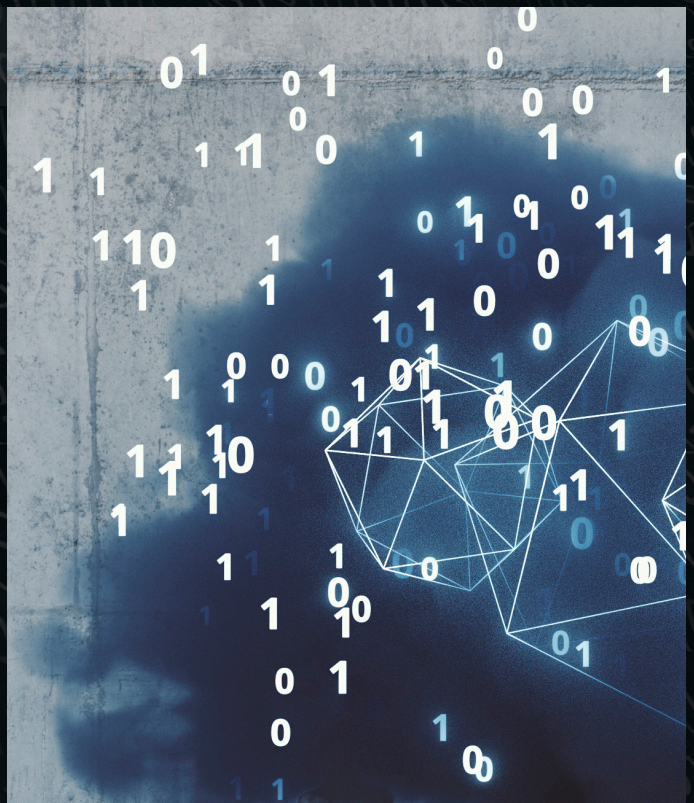# FUELING BUSINESS SUCCESS WITH DATA GOVERNANCE

TODAY'S ENTERPRISES INCREASINGLY DEPEND ON CLOUD RESOURCES to handle spikes in IT capacity and provide access to data anywhere, any time. At the same time, employees increasingly rely on their own devices to access company data, resulting in an explosion of endpoints for IT departments to manage.

Adding to the pressure, ever-more demanding regulations around sensitive consumer data have boosted data governance and compliance requirements globally. Since Europe began enforcing its General Data Protection Regulation (GDPR) in 2018, other jurisdictions have followed suit. Case in point: the state of California, which will start enforcing its California Consumer Privacy Act in 2020.

All of these developments make data governance especially challenging for today's enterprises, even as it becomes ever more vital to success.

Fortunately, there is an answer to the problem: a single source of truth for endpoint and cloud data. Ideally, this single data repository is easily searchable, thanks to intelligent use of metadata, and its data is easily extracted for individual investigations and compliance requests.

A SOURCE OF TRUTH FOR ALL DATA

A single source of truth collects data from all enterprise endpoints, including employee devices, as well as from both private and public clouds.

Enterprises can create this data repository with the help of comprehensive automated backup solution. These solutions eliminate tedious, error-prone, and time-consuming manual data collection. This helps enterprises avoid potential data loss resulting from mistakes in the collection process and avoid employee downtime from manual data collection.

But probably the single most important reason to avoid the "sneakernet" approach to data collection is the need for an audit trail. With a single source of truth, IT and business leaders have a clear audit trail of who has accessed the data and when the data was accessed. This "who" and "what" metadata is vital for effective data governance as well as compliance.

druva

SPONSORED CONTENT

**IDG**

DATA GOVERNANCE: STILL A CHALLENGE

The biggest driver for launching data governance programs—cited by 60% of survey respondents in Erwin's _2018 State of Data Governance Report_—is its importance to regulatory compliance. According to Erwin, organizations with robust data governance programs report having happier customers thanks to factors such as faster information delivery and easier-to-use systems.

Also, in addition to compliance, McKinsey & Company identifies data governance as a "key enabler" for enterprises to remain competitive. What's more, effective data governance boosts the bottom line through higher customer satisfaction.

However, even with all the benefits, as a 2019 study from Aberdeen found, enterprises can only access up-to-date, accurate, and complete data an average of 37% of the time. As a result, Aberdeen found, 80% of the time managers still make critical decisions based on gut feelings and judgment calls versus reliable data.

Clearly, many enterprises still need a data governance strategy. But fewer than half (48%) of IT professionals surveyed by First San Francisco Partners said their organizations have data governance programs in place. What's the holdup? A lack of resources, including personnel and IT infrastructure, say 40% of respondents.

And even for those companies that do have data governance strategies, Gartner predicts "through 2022, only 20% of organizations investing in information governance will succeed in scaling governance for digital business."
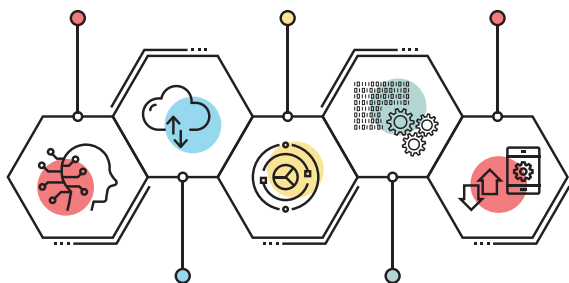
ORGANIZATIONS WITH ROBUST DATA GOVERNANCE PROGRAMS REPORT HAVING HAPPIER CUSTOMERS THANKS TO FACTORS SUCH AS FASTER INFORMATION DELIVERY AND EASIER-TO-USE SYSTEMS.

SOURCE: Erwin

BEST PRACTICES CAN SOLVE THE CHALLENGES

There's good news: A few key best practices can bolster data governance and compliance efforts. Topping the list of must-do's:

- **ELIMINATE SNEAKERNET.** Don't rely on flash drives or other portable media for data collection – for compliance or any other purpose. Drives can get lost, damaged, or stolen, and they often don't provide the most up-to-date data.

- **REDUCE DATA VOLUME.** Pare down data to only what's needed before sending it to internal or external teams for processing, legal review, and so on. More data to analyze means more time and greater expense. Reducing the amount of data collected not only improves productivity and efficiency, but it also reduces the risk of accidently exposing sensitive data.

- **ENSURE THERE IS AN AUDIT TRAIL.** High-quality, automatically generated metadata is key to maintaining audit trails as data gets created, deleted, and transferred. Intelligent use of metadata also means data can be easily extracted for compliance requests.

- **BACK UP EVERYTHING.** Not only is backing up a good practice in general, but it also creates a continually updated data repository that is essential for effective data governance.

PUT THE RIGHT SOLUTIONS IN PLACE

As reliance on cloud resources continues to expand, data protection and governance enabled by comprehensive, continually updated backup is critical for growth, customer satisfaction, and more. In the case of Genomic Health (see "Real-Time Data Discovery"), the benefits extend to nearly all the cloud services the company depends on, providing a single source of truth for recovery, discovery, and protection.

Another health care organization benefited from a comprehensive data repository by eliminating the need for physical media storage. The company, with tens of thousands of employees and offices around the globe, had a room full of hard drives (thousands of drives collected for governance over a period of time). Today, thanks to Druva, the company stores all of that data securely in the cloud, where metadata makes it searchable and easily pared down to manageable download sizes. This creates a single source for data collection and automated workflows that can easily scale.

REAL-TIME DATA DISCOVERY

Efficient e-discovery—the process of collecting information for security, legal, or compliance investigations—depends on quick access to real-time data.

As a former law enforcement officer, Craig Guinasso, Chief Security Officer at Genomic Health, understands better than most, the value of fast e-discovery when conducting investigations.

Thanks to backup and recovery tools from Druva, says Guinasso, he and his team have what they need to get the data they need quickly. "Because we already have all the data in one place—and it's been indexed and deduplicated—we're able to point our tools at one source and search it or extract it."

Discovery is essential for compliance with regulations such as the EU's General Data Protection Regulation (GDPR), says Guinasso—and Druva greatly simplifies the process. "When the privacy officer comes to me and says, 'Where is this data?' I now can tell her or him exactly where that data resides," he says.

The team at Genomic Health chose backup and recovery tools from Druva in part because of their ease of configuration and transparency to users.

As a bonus, Guinasso says, the Druva deployment has paid for itself just in recovering users' lost files. When asked to help find a missing file, for example, "we can just go right to the console, pull it up by name, or pull it up by digging through their machine image and say, 'here it is.'"

Visit **druva.com/ediscovery** for more information about how leveraging the cloud can power your data governance and improve compliance.