Information Security, Privacy and Compliance

**Reduce Risk, Complexity and Cost with the
OpenText Secure Content Management Suite**

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Three Key Axioms of Managing Risk

Most organizations today have content stored in business applications and system databases. This content can contain confidential information that pertains to future strategy, forecast figures and partnership plans, or sensitive data such as personally identifiable, personal credit or personal health information. The sensitivity and privacy needs of this data is often overlooked when content becomes inactive and only referred to for reporting purposes, or is buried in file shares and SharePoint sites that remain ungoverned.

Successfully addressing this challenge starts with a clear understanding of the three key axioms of managing risk:

1. **You can't manage/protect what you don't understand.**
   Sensitive and confidential information can reside in many different business systems including databases for HR, Finance, Customer and Sales as well as file shares, SharePoint sites and email servers. These systems don't have to be active either, they may be retired applications or abandoned SharePoint sites. The problem is, if you don't know what information resides in these systems and you don't have the tools to identify PII, PCI, PHI and corporate records you run the very real risk of this information being exposed, lost or stolen and your organization being in breach of various regulations including privacy.

2. **You can't protect everything, all the time (nor should you).**
   Organizations must understand and determine how they value information and what value looks like for the organization, stakeholders and customers. For some it might be through better insight and decision making, others might see it as reducing the cost to hold and manage information while others might want to adopt a user pay information service. Regardless you need to understand the business you are in, what information you have, where it lives and the purpose it serves. Once content is identified and analyzed, you can organize the data by business value, context, and relevance. Organizing the data requires

an understanding of business requirements, policies, inherent information categories and prepared classification categories. Content that has been analyzed and categorized and then had policy applied to it can help drive the desired actions and outcomes for your organization.

3. **A proactive approach to protecting your data and organization with modern IT and analytics makes better business sense.**
   Proactive information classification powered by rich analytics can allow organizations to bridge formerly distinct data silos and deliver granular insight into information. You can surface only the most valuable, critical and relevant data to facilitate business activities while protecting sensitive data from misuse or exposure. By automating and removing costly and error-prone manual processes for accessing, understanding and applying policy to this information, classification technologies simplify the critical first step of risk mitigation which have historically served as a barrier to accomplishing this task.

Understanding and addressing these three axioms can provide a solid foundation upon which your organization can approach the rapidly evolving regulatory requirements which are driving complexity globally.

Global Regulations Are Driving Complex Requirements

With an increasing number of publicized data breaches for organizations around the world, information security and data privacy are rapidly growing priorities. The complexity of addressing these needs has increased with the creation of global regulations such as GDPR that require compliance across multiple jurisdictions and many types of content.

The risk of exposing sensitive data increases when applications are retired, databases are duplicated for development and training environments or SharePoint sites and File Shares are abandoned at the conclusion of a project. For retired applications with no suitable upgrade or migration path, this inactive but sensitive data often needs

to be maintained for regulatory and business continuity reasons so must be secure, accessible and usable. Similarly unstructured content such as email, spreadsheets and documents that may be left ungoverned in less secure environments such as SharePoint sites, files shares and exchange must be identified, analyzed and protected to reduce risk of loss or theft.

Figure 1. Regulation and complexity

Risk Management: A Catalyst to Value Creation

Despite risk mitigation often being the trigger for most information management projects, it is important to understand that correctly addressing management of risk can provide huge opportunities and true market differentiation for organizations across the globe.

This isn't about just doing what you must to avoid large fines, it is about ensuring that you have the tools, systems and processes in place that support a holistic approach to the management and governance of your information. It is about transparency, information insight and controlling information in a way that drives value. Using the Secure Content Management Suite gives you access to detailed analysis, business context and enterprise policy to help your organization:

- Gain strategic insights
- Identify under-invested areas of the business
- Learn more about your customers
- Drive greater productivity
- Improve training & HR
- Attain greater competitive advantage

Information Insight with OpenText Secure Content Management

Understanding how to address the information challenge, how to successfully address risk mitigation and understanding that this can lead to positive differentiation and value creation is critical but so too is understanding the huge benefits organizations can receive from having deep insight into their information. Powered by advanced analytics and machine learning the OpenText™ Secure Content Management Suite provides actionable insights that powers efficiency and control.

Figure 2. The Secure Content Management Suite, powered by advanced analytics and machine learning

The Secure Content Management Suite bridges the gap between the Records and Compliance Officers and IT, we have a great story to tell for both parties which is mutually beneficial. Also the modular nature of the Secure Content Management Suite means that we can address a specific area of concern and expand from there—so if the cost of managing legacy applications is a key issue for an organization and IT have a mandate to address this we can propose Voltage Structured Data Manger by OpenText and OpenText™ Content Manager for application retirement and intelligent archiving of the data.

Our secure content management suite helps our customers reduce the risk, complexity and cost of managing content across the enterprise—structured, unstructured, active or inactive.

Achieving greater information insight using the Secure Content Management Suite can also lead to:

Cost Savings
- Reduce data footprint by 40-70%
- Retire applications that are no longer required, which can lead to added cost and risk if not addressed
- Leverage cloud-based repositories and applications for economies of scale

Operational Efficiency
- Automate global compliance, with expertise
- Streamline migrations, application usability, and records declaration
- Enhance application performance and SLA's

Risk Mitigation
- Improve visibility into the data that matters, assess and take action to manage risk
- Identify data classes and sensitivity to meet regulatory and data sovereignty requirements in the cloud
- Leverage a trusted, proven foundation for evolving privacy and compliance demands
- Proactively prepare for litigation
- Respond quickly (<24 hours) to investigations

Figure 3. Information insight with OpenText Secure Content Management

Putting the "Secure" into Content Management

It is important to understand how and why secure content management differs from traditional enterprise content management. Fundamentally it is about putting the "Secure" into content management by adopting an approach that is:

Holistic
- Broad-based solution allows organizations to understand, classify and control virtually all types of enterprise data
- **Benefits:** Secure your most important data within a single ecosystem

Integrated
- Interconnectivity between file analysis, structured data archiving, and content management reduces manual handoffs
- **Benefits:** Automate governance for legacy and live information to lower risk and cost + drive value

Analytics Based
- Ability to disambiguate information delivers deep information insight and granular, intelligent data classification
- **Benefits:** Reduce costly overly inclusive and risky underly inclusive retention strategies

This automated, secure and analytic approach to the management of information is what allows OpenText customers to successfully balance organisational requirements for collaboration with information security, privacy and compliance.

What Are the Advantages of OpenText Secure Content Management?

An advanced analytics ecosystem allows organizations to proactively prepare, respond and take action to prevent risk on what matters most. Fully integrated suite of products that manages the automated identification, classification, protection, management and defensible disposition of most types of data by policy with support for existing IT investments. Global Policy Management (Policy Center) automates and centralizes application of up to date laws and regulations from 160+ jurisdictions into the retention management of data. Built in support for a wide range of regulations and privacy requirements such as GPPR, Dodd-Frank, FDA Title 21 and many other federal and state regulations. Integration with Voltage SecureData Enterprise by OpenText allows for the automated application of format preserving encryption to PII and other personal data.

The Secure Content Management suite helps you balance the requirements for collaboration and productivity with information security, privacy and compliance across enterprise systems. Authorized access, reporting and ongoing use of content from business applications such as MS Outlook and SharePoint/O365 and database applications such as PeopleSoft and SAP ERP is managed in a uniform manner with reduced risk, complexity and cost.

OpenText Secure Content Management can help you:

- Preserve data and security through application retirement

- Balance requirements for collaboration, productivity, security and privacy at a lower total cost by leveraging existing investments through
  - Interoperability with business systems
  - Integration with MS SharePoint/O365
  - Automation

- Lower data security and privacy risks with data identification, masking, access controls, redaction and defensible disposal

- Reduce the cost of managing applications and data by
  - Removing the need for legacy applications to provide secure access and reporting on data
  - Simplifying the process for reporting across archived data
  - Centralizing control and access to archived data

Figure 4. Balance the requirements for collaboration and productivity with information security, privacy and compliance across enterprise systems

- Reduce the cost and complexity of securely managing unstructured content with automation and integration

In simple terms the Secure Content Management suite allows you to get control, enhance compliance, and improve productivity at a lower cost for structured and unstructured content in both active and inactive systems.

Address Your Information Challenge with OpenText

The Secure Content Management Suite helps you balance collaboration and productivity needs with information security, privacy and compliance across enterprise systems with reduced risk, complexity and cost. Content analysis identifies sensitive and high-risk data, it is categorized and policy applied to govern access and retention. Powerful search coupled with policy-based management makes it easier to find the permissible data you are after. Unstructured content can be managed in-place or moved to a secure repository while structured data extracted from database applications has security and access controls applied prior to intelligent archiving. Real time access and reporting are supported without the legacy application.

Secure Content Management with Content Manager

Simplify the capture and management of paper and electronic records from enterprise systems within a single solution. Facilitate compliance with regulatory requirements such as Privacy, Freedom of Information, Dodd Frank and HIPPA with policy based security, access and retention. Learn more about Content Manager.

File Analysis

Identify, connect and control information across enterprise systems; clean up legacy data, automate records declaration, and migrate enterprise information to the Cloud with OpenText™ ControlPoint.

Structured Data Archiving

Simplify application retirement and optimize structured data across the lifecycle by relocating inactive data from expensive production systems and legacy databases, while preserving data integrity and access. Voltage Structured Data Manager helps retire outdated applications through an automated process of extracting, validating, and deleting data.

Learn more at
www.microfocus.com/securecontent

opentext™ | Cybersecurity

OpenText Cybersecurity provides comprehensive security solutions for companies and partners of all sizes. From prevention, detection and response to recovery, investigation and compliance, our unified end-to-end platform helps customers build cyber resilience via a holistic security portfolio. Powered by actionable insights from our real-time and contextual threat intelligence, OpenText Cybersecurity customers benefit from high efficacy products, a compliant experience and simplified security to help manage business risk.