



# Commvault Activate™

Be ready to know more about your data

Today's businesses are increasingly reliant upon data to make informed decisions. With so much data out there, you need intelligent solutions to help you find and sort the valuable data from the redundant. A recent study showed that only 54%<sup>1</sup> of companies know where all their sensitive data is stored. Unfortunately, what you don't know can hurt your business in a big way – data loss, data breach, compliance failures, and higher infrastructure costs. What you need is more insight to your data.

**“By 2022, 90% of corporate strategies will explicitly mention information as a critical enterprise asset and analytics as an essential competency.”**

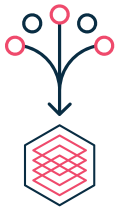
Gartner<sup>2</sup>

## Your data: Know it. Act on it.

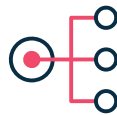
By knowing more about your primary and secondary data you can more efficiently anticipate and respond to changing business needs. In short, with better data you can make better decisions.

Knowing your data means:

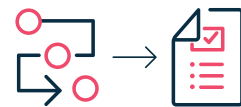
- You can analyze your data across silos to classify and prioritize it – reducing data sprawl and more efficiently managing your resources.
- You can visualize key details such as what data resides where, who owns it, is it sensitive, and is it secured and protected.
- You can remediate orphaned data, quarantine or delete sensitive files, and rapidly respond to eDiscovery or compliance requests – reducing your risks.



Analyze



Visualize



Action

### Primary data

### Secondary data



File-system



Exchange



Endpoints



Virtual Machine



MS SQL  
Oracle DB



NAS



O365



Cloud



SharePoint  
Online



OneDrive



Exchange  
Online



Gmail



Google  
Drive

<sup>1</sup> <https://cpl.thalesgroup.com/data-security-confidence-index>

<sup>2</sup> Our Top Data and Analytics Predicts for 2019 – Gartner (Jan 3, 2019) – [https://blogs.gartner.com/andrew\\_white/2019/01/03/our-top-data-and-analytics-predicts-for-2019/](https://blogs.gartner.com/andrew_white/2019/01/03/our-top-data-and-analytics-predicts-for-2019/)

What benefits will you see with Commvault?

<p><b>50-61% reduction</b> in annual exposure to compliance or audit failures and/or data theft/breach<sup>4</sup></p>	<p><b>140-200% increase</b> in reporting and analytics coverage<sup>4</sup></p>	
<p><b>62% decrease</b> in annual compliance, eDiscovery, and insurance spend<sup>4</sup></p>	<p><b>54% savings</b> in data storage and data management hardware costs<sup>4</sup></p>	<p><b>48% faster</b> responses to discovery requests<sup>4</sup></p>




**“After installing the content indexing and search feature, I no longer dread the email requests from the legal department.”**

IT professional | Medium Enterprise<sup>3</sup>

Activate your data: Find value. Reduce risk.

Commvault Activate™ is a solution that can operate independent of Commvault Complete™ Backup & Recovery or as part of a combined solution to maximize data management capabilities for your business. This means that with Activate you can gain insights to data that isn't managed by Commvault to drive analytics, and other tasks against those data sources.

Regardless of if you leverage Activate independently or combined with Complete, it can support your data strategies through these key use cases:

		
File storage optimization	Sensitive data governance	Compliance search and eDiscovery
<p>Analyze and drive efficiency into your data environment.</p> <ul style="list-style-type: none"> <li>• <b>Avoid data sprawl.</b> Report against data in both primary and secondary data sources. What data is where? Is it duplicated elsewhere or redundant? When was it last accessed or used? Can it be archived?</li> <li>• <b>Remediate orphaned data.</b> Find and assign ownership to misplaced data. Reduce this risk of data loss or exposure via access permission and controls.</li> <li>• <b>Classify and prioritize.</b> Determine what data should be where. Review and tune access rules for your data.</li> </ul>	<p>Define, find, and manage critical and/or sensitive data.</p> <ul style="list-style-type: none"> <li>• <b>Uncover sensitive data.</b> Use artificial intelligence and machine learning to identify sensitive data across live and/or backup sources.</li> <li>• <b>Respond to requests.</b> Leverage auditable workflows and chain of custody to profile and review sensitive data across siloes.</li> <li>• <b>Proactive data cleanup.</b> Reduce data privacy risks by finding and either quarantining or deleting sensitive data if needed from live and/or backup environments.</li> </ul>	<p>Streamline responses to legal and compliance activities.</p> <ul style="list-style-type: none"> <li>• <b>Consolidated search.</b> Search for compliance-related data across on-premises and cloud data sets through one portal.</li> <li>• <b>Rapid response to legal.</b> Quickly search the Commvault index and put data under legal hold or mark it for further review.</li> <li>• <b>Export and secure.</b> Before handing data to external stakeholders, redact content to secure sensitive data.</li> </ul>

<sup>3</sup> <https://www.techvalidate.com/tvid/573-BB4-063>

<sup>4</sup> <https://www.commvault.com/quantifying-the-business-value-of-commvault-software>

For more information on Commvault Activate™ visit [www.commvault.com/activate](http://www.commvault.com/activate) >