

Turbocharge your data with IBM Guardium Discover and Classify and Microsoft Purview

Elevating data management with automated discovery and enterprise-wide labeling



Data everywhere is creating big challenges as traditional boundaries dissolve in hybrid environments with unstructured data making up about 80% of corporate data.¹ The integration of Microsoft Purview with IBM® Guardium® Discover and Classify leverages the strengths of both platforms, combining sensitivity labeling with advanced automation for precise data management.

Microsoft Purview enforces sensitivity labels aligned with corporate classification policies, ensuring comprehensive labeling across all files. IBM Guardium Discover and Classify builds on this foundation by extracting these labels and applying them throughout the entire data estate, including non-Microsoft data stores, to ensure consistent enterprise-wide data labeling. It employs advanced network analytics and AI to automate data discovery and classification. By integrating seamlessly with Microsoft Purview, IBM Guardium Discover and Classify boosts your data protection capabilities, providing deeper insights, near real-time compliance, and operational efficiencies that are essential for robust governance and compliance in today's regulatory environment.

Benefits:

- Ensures accurate data discovery across all data types and vendors, enabling consistent labeling.

- Aligns with corporate classification policies by broadly applying sensitivity labels.
- Enables assessment of sensitive data based on a variety of attributes, including sensitivity labels, privacy tags, and data asset groups.
- Simplifies the creation of reports, enabling accurate, scalable reporting that aligns with data governance requirements.
- Applies sensitivity labels to nearly any type of data, stored on all environments or across structured and unstructured formats.
- Identifies unusual data usage patterns and potential breaches before they escalate.

By combining Microsoft Purview with IBM Guardium Discover and Classify, organizations can streamline their data management processes while simultaneously enhancing their overall governance and compliance frameworks, enabling them to navigate modern data environments with confidence.

Explore data discovery & classification with IBM Guardium Discover and Classify
<https://www.ibm.com/products/ibm-security-discover-and-classify>

1. Forbes, "The Unseen Data Conundrum," 09 February 2022.