

What is Dark Data and why do you need to be concerned?



According to an IDC report, it was estimated that approximately 90% of the world's data was dark data. This includes data that is unstructured, unused, and not analyzed for business purposes.

A Dark Data assessment will help you **identify, categorize, and analyze unstructured and unused data** within your organization. Dark data refers to data that is collected but not utilized and can be found in various forms, such as emails, documents, images, and other file types. Conducting a dark data assessment can be beneficial for several reasons:



DATA INSIGHT

- **Risk Management** — identifying potential security risks and ensuring compliance with data protection regulations. It reduces the chances of sensitive information being exposed or mishandled.
- **Cost Reduction** — By identifying and eliminating unnecessary data, organizations can reduce storage costs and optimize their data management infrastructure.
- **Insight Discovery** — Analyzing dark data can reveal valuable insights and trends that were previously unknown. This newfound knowledge can be used for making informed business decisions.
- **Improved Data Governance** — Assessing dark data contributes to better data governance by establishing clear policies on data usage, storage, and disposal.
- **Data Quality Improvement** — It allows organizations to enhance the quality of their data by cleaning up redundant or outdated information.

Our **service** will help you **Discover, Categorize, Analyze** and **Determine** what steps to take to eliminate these risks and lower operational costs.

Speak to a Specialist
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Security and immutability in data management form a robust foundation for safeguarding sensitive information.

NetX can help you implement stringent measures, so organizations can mitigate risks associated with unauthorized access, data breaches, and accidental alterations.

The concept of **immutability** ensures that once data is stored, it cannot be altered or deleted without proper authorization, providing an additional layer of protection against malicious activities or inadvertent changes. This combination of data security and immutability is crucial in **establishing a resilient defense** against evolving cyber threats and maintaining the integrity of critical information.



IMMUTABILITY

Safeguard against ransomware and unintended deletions.

NetX supports clients in deploying safeguards against ransomware, including **AI-powered endpoint protection**, email phishing defenses, next-generation firewalls, and a security awareness training and simulation platform to strengthen a company's human firewall.

The disruptive nature of ransomware underscores the crucial need for organizations, regardless of size, to establish a **comprehensive action plan**.

This is especially pertinent in today's landscape, where **ransomware-as-a-service** has become a profitable venture for malicious actors.



SECURITY