Titus data
detection engine

SOLUTION BRIEF

Overview

While there are several methods of classifying and identifying data within the data protection industry, Titus provides the most robust and flexible data detection tools available to the market today. Many of the Titus tools incorporate advanced Machine Learning (ML) capabilities and enable customers to quickly and accurately detect and protect their sensitive data. Titus calls the combined data classification and identification tools the "Titus Data Detection Engine."

Business Impact

Businesses that are serious about data protection should choose a data detection solution that is flexible and powerful enough to fit into day-to-day workflows and can be adapted to adhere to existing data security policies. If you must revise and downgrade your policies in order to match the capabilities of your data security solution, you're doing yourself and your customers a disservice.
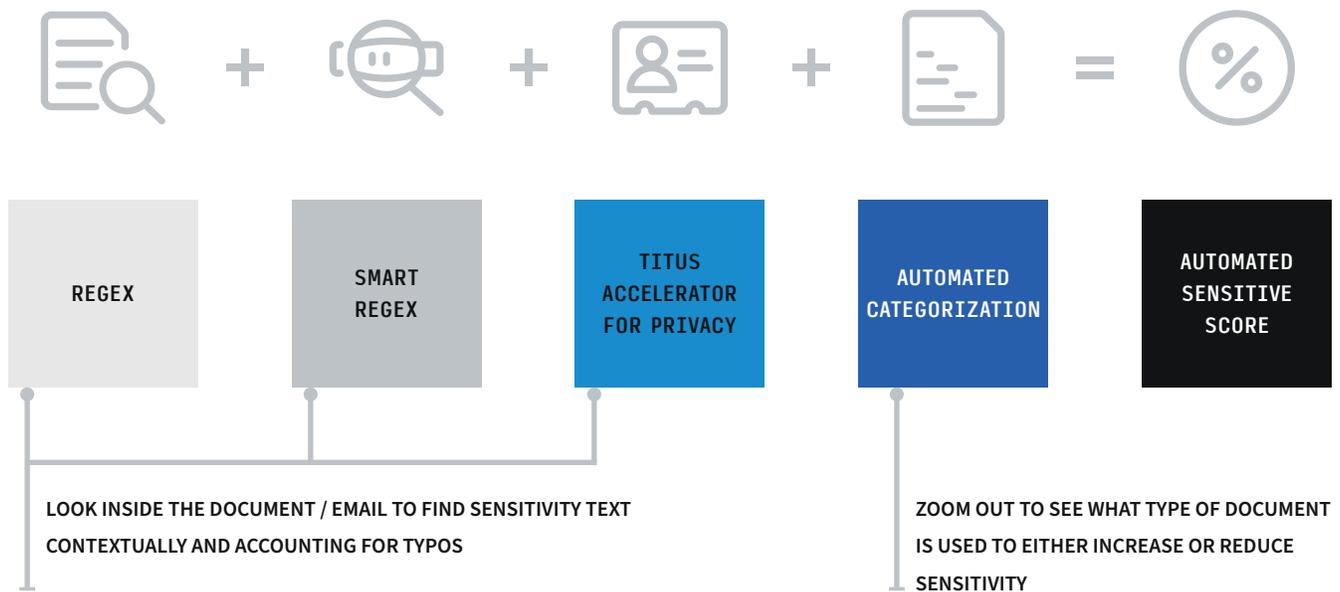
The Titus Solution

The Titus Data Detection Engine provides a range of data detection tools, which, when used in conjunction, build the most robust security programs available to our customers.

1. **Regex**, a.k.a. regular expressions, is a sequence of characters that define a search pattern. This method of search inspects the data character-by-character looking for a pattern that matches the search pattern. Most data protection organizations stop here when it comes to data detection methodology.
2. **Smart Regex** pre-processes data into tokens such as words or numbers which allows for more targeted regex scans of well-formed sensitive data for large documents with repeated search queries. The pre-processing helps the solution focus and can improve performance dramatically.
3. **Automated Categorization** *powered by machine learning* leverages machine learning to recognize a topic by correlating words in a document that are indicative of said topic. This depends on a model that was trained from a corpus of documents, sorted by topic.
4. **Titus Accelerator for Privacy** *powered by machine learning* also uses a type of machine learning called deep learning to categorize data. Titus Accelerator for Privacy doesn't consider the topic, but rather scans through content focusing on finding PII (personal identifiable information). This uses both words and the context of those words surrounding it to reduce false positives, and focuses on PII, PHI (personal health information), and PFI (personal financial information).

SOME KEY CONCEPTS TO UNDERSTAND IN HOW TITUS DETECTS DATA

*   **Tokens:** Tokens are an industry term used in language and text processing to denote alphabetical, numerical, alpha-numerical, whitespace, etc. within Smart Regex.

*   **Artificial Intelligence (AI):** AI is an area of computer science that simulates human intelligence through machines.

*   **Machine Learning (ML):** Machine Learning is a branch of artificial intelligence that uses statistical analysis techniques to build a model capable of identifying patterns in and learning from existing data. The knowledge gained from existing data is then used to make decisions about new data with minimal or no user intervention.

*   **Deep Learning:** Deep learning is a subset of machine learning. It structures algorithms in layers to create an "artificial neural network" that can learn and make intelligent decisions on its own.

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REGEX	SMART REGEX	TITUS ACCELERATOR FOR PRIVACY	AUTOMATED CATEGORIZATION	AUTOMATED SENSITIVE SCORE

LOOK INSIDE THE DOCUMENT / EMAIL TO FIND SENSITIVITY TEXT CONTEXTUALLY AND ACCOUNTING FOR TYPOS

ZOOM OUT TO SEE WHAT TYPE OF DOCUMENT IS USED TO EITHER INCREASE OR REDUCE SENSITIVITY

The outcome

The Titus Data Detection Engine is flexible enough to let organizations quickly deploy a solution that is "right-sized" for today's needs, yet can evolve with growing and changing requirements. The Titus Data Detection Engine, the most robust data detection solution available today, is embedded in all Titus solutions to ensure access to best-in-breed data protection and security for all our customers.

> Visit the **Intelligent Protection webpage** to learn more about how Titus is a leader in detecting data

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