

# Top Reasons for Data Classification

## TITUS CLASSIFICATION KEY BENEFITS

Data classification is the foundation of an effective information governance strategy. By identifying the business value of unstructured data at the time of creation, organizations can make intelligent, deliberate decisions on how that information is handled.



### User Engagement

When users are active participants in security, they become more accountable for the information that they create. With support for automated, guided, and user-driven classification, TITUS integrates data identification and information protection into the user's regular workflow. This promotes a culture of security that enables organizations to enforce data governance policies and prevent inadvertent disclosure.



### Security Awareness

TITUS Classification clearly identifies sensitive information by applying classification labels and visual markings to email and documents. As users work with the information, they are educated with interactive policy tips to encourage proper handling and prevent disclosure to unintended recipients.



### Information Protection

DLP, encryption, and other perimeter security solutions can leverage TITUS classification metadata to determine what information is sensitive and how it should be protected. Classification selections and other information attributes can also trigger automatic protection by Microsoft Rights Management Services® (RMS).



### Retention Management

TITUS Classification can be used to capture retention-related metadata as users create and send information. This metadata can then be mapped to retention codes, so that organizations can defensibly delete information as it goes from asset to liability. TITUS metadata also enhances eDiscovery by making it easier to find relevant information for legal, compliance, and regulatory requests.



### Compliance

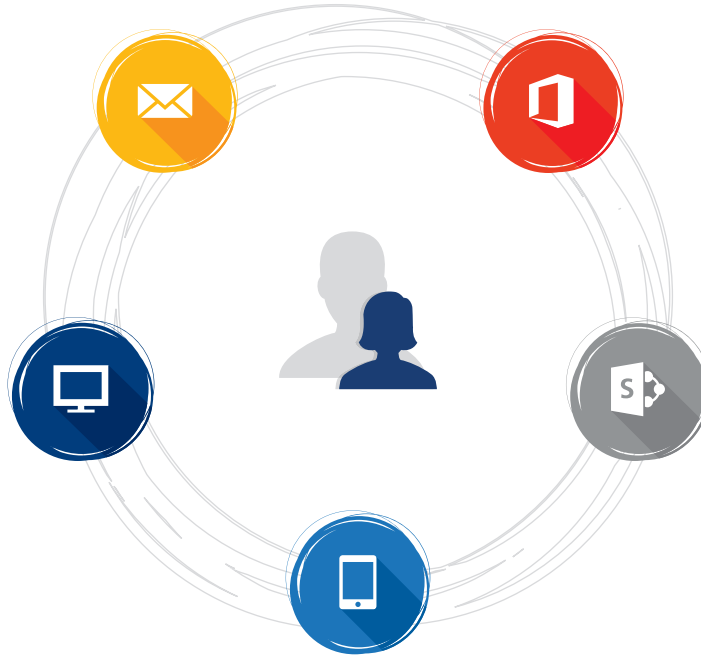
TITUS Classification enables organizations to confidently share information while complying with government and industry regulations. TITUS solutions are used by organizations to comply with standards and regulations like ISO 27001, NERC, HIPAA, SOX, ITAR, EAR, and various government marking standards.

### TITUS Message Classification

Classification and policy enforcement for Microsoft Outlook®, Outlook Web App®, and Lotus Notes®

### TITUS Classification for Desktop

Classification and policy enforcement for any file type in a Microsoft Windows® environment, including CAD, PDF, JPEG, MP4, and TXT



### TITUS Classification for Microsoft Office

Classification and policy enforcement for Microsoft Office®, including Word®, PowerPoint®, and Excel®

### TITUS Security Solutions for Microsoft SharePoint

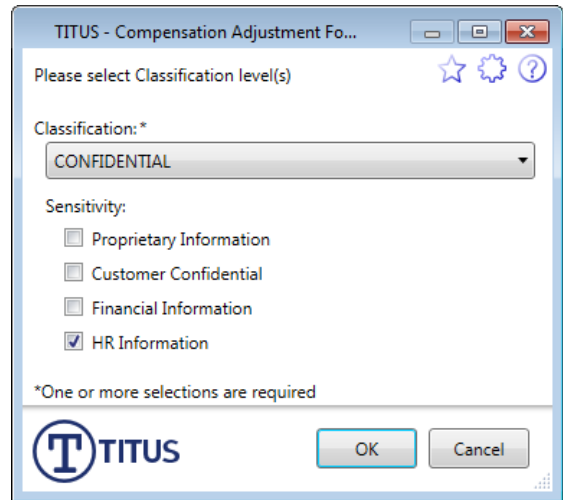
Metadata-based data governance and access control solutions for Microsoft SharePoint®

### TITUS Mobile

Mobile classification and data security for business email, documents, and files

## About TITUS

TITUS solutions enable organizations to classify, protect and confidently share information, and meet regulatory compliance requirements by identifying and securing unstructured data. TITUS products enhance data loss prevention by involving end users in classifying and protecting sensitive information in emails, documents and other file types – on the desktop, on mobile devices, and in SharePoint. TITUS solutions are trusted by over 2 million users in 60 countries around the world. Our customers include Dell, Nokia, Dow Corning, Safran Morpho, United States Air Force, NATO, Pratt and Whitney, Canadian Department of National Defence, Australian Department of Defence, and the U.S. Department of Veterans Affairs.



The easy-to-use TITUS Classification interface



Classify, Protect & Confidently Share | TITUS.com

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