Data Maps help organizations understand where their sensitive data resides and how it gets accessed. By mapping the data lifecycle from ingestion, through processing and disposition, data maps help protect data and assure appropriate privacy risk assessment. Today the creation and maintenance of data maps is a manual process lacking accuracy and automation. BigID software automates data map creation and assures that flow representation is linked in to the underlying data.

The centerpiece of a data map is the ability to inventory and diagram the flow of data across a business process. Before BigID this process required manual surveys, collation, interpretation and interpolation. BigID helps organizations inventory their data from their actual data sources and draw out the data movement based on logged access activity. With BigID a data map is anchored in real data and is automatically kept current through linkages to the underlying data sources.

Get Business Context

While anchoring a data map in actual data ensures accuracy and ongoing fidelity it won't capture business details around a business process data flow like purpose, required consent and ownership. BigID helps organizations collect business context around a data flow to augment the inventory and activity captured from underlying applications and data sources. This also ensures data maps can be augmented with non IT details like human processes and 3rd party applications.
Collaboration Automation

Building a data map for privacy impact and risk assessment requires contribution from diverse IT and business stakeholders. Historically this kind of collaboration required collaboration over email complicated information gathering and organization. BigID simplifies the process of enriching discovered data with input from stakeholders to create consolidated data maps combining automated discovery with business context.

Live Data

One of the principle failures of traditional data maps was their disconnection from the actual data being surveyed. Today's data maps are more static painting than live video; imperfect representations that make their utility in identifying security and privacy risk suspect. BigID allows data maps to be connected to the data source they are intended to emulate ensuring dynamic updating and an ability to leverage the data map as an actual data analysis tool.

How BigID Can Help

BigID is transforming enterprise protection and privacy of personal data. Organizations are facing record breaches of personal information and proliferating global privacy regulations with fines reaching 4% of annual revenue. Today enterprises lack dedicated purpose built technology to help them track and govern their customer data. By bringing data science to data privacy, BigID aims to give enterprises the software to safeguard and steward the most important asset organizations manage: their customer data.