



TECH ALERT

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5 Tips: How to Transform Corporate Data into Operational Business Intelligence

ST. PAUL, Minn., September 20, 2010 – The unfettered growth of unstructured data has left most companies with terabytes of valuable business information locked inside obsolete data sitting largely unused in a disk array and operating as a cost center rather than a profit generator. But companies can easily unlock the value of corporate data and transform it into useful decision support data, according to [Digitiliti, Inc.](#) (OTC: DIGI), the leader in Intelligent Information Management and Compliance solutions for small to midsized enterprises.

Business intelligence and decision support systems are traditionally built on information derived from structured data found in relational databases and data warehouses. But with the amount of business value hidden in vast resources of unstructured data, businesses need a new paradigm: Operational Business Intelligence. Operational BI systems are based on giving more people in an organization faster and easier access to more information to make better business decisions at the operational level. A highly-effective method to accomplish this is by implementing a comprehensive data management system that brings structure to unstructured data to unlock its business value. Here are five key points to consider that will enable companies to extract Operational Business Intelligence from obsolete, unstructured data:

1. Eliminate Multiple Point Solutions with a Single Management Application

The cost of deploying and managing multiple point solutions can easily outweigh the business value of information locked inside unstructured data stores. The preferred solution is to deploy a single, centralized application that can bring order to unstructured data with capabilities such as continuous data protection, global deduplication, content indexing, metadata management, data encryption, life cycle policies and more.

2. Provide Simple to Use Client Tools

A key to delivering Operational Business Intelligence is providing clients with simple-to-use tools that enable them to search and access data that has been captured and structured to improve business processes and decisions at the user level.

3. Capture Metadata at the Time of Creation

Adding structure to unstructured data begins with capturing and leveraging object metadata. Capturing metadata when objects are created ensures quality of the data and that objects are accurately indexed and managed throughout the complete data lifecycle.

4. Centralize Management for Enterprise-wide Policy Enforcement

It is critical for companies to use a centralized management application – rather than a handful of point solutions – that can enforce data retention and protection policies for the lifecycle of the information, including end-of-life-cycle data deletion. Centralizing and automating data retention policies provides quantifiable ROI for companies by reducing audit time, improving regulatory compliance and ensuring better litigation support and eDiscovery with lower costs.

5. Organize Files and Data Objects by Business Value Rather than Location

Businesses derive no value from files and information objects that are organized by traditional file systems by name, size and directory. Instead they need a system that transforms files and email messages into unique Information Objects, then organizes those objects by their inherent meaning and value to the organization for the purpose of capturing operational intelligence and economic benefit from the wealth of content created daily.

Digitiliti's [DigiLIBE™](#) is a simple to use system designed to protect the confidentiality, integrity, availability of data from its point of origin to final disposition. All user data is captured at the point of origin and becomes a unique DigiLIBE Information Object. The Information Object contains a uniform set of metadata and preserves the integrity of the data-essential elements for compliance and timely business decisions. The Information Object is indexed, cataloged, encrypted and stored in a Virtual Corporate Library further protecting the confidentiality, integrity, availability of corporate data. DigiLIBE also provides essential data and information

management capabilities such as eDiscovery, email and auto-desktop archiving, global deduplication, content indexing, retention management, local storage, compression, encryption and long-term archiving. DigiLIBE has three simple components – Workstation Clients, Information Director, and the cloud based Archive Information Store, DigiLIBE reduces the number of disparate IT products needed, and the complexity and costs involved with managing your information growth. A flash presentation is available at:

<http://digitiliti.com/index.php/solutions/digilibe.html>.

About Digitiliti Inc:

Digitiliti develops and provides advanced Information Management solutions that address the cost, complexity, and compliance problems associated with controlling and utilizing unstructured data. Digitiliti provides enterprise-class products and services that are easy to use, cost effective and always deliver the right information, to the right people, at the right time helping them make informed business decisions. Digitiliti services include DigiBAK™, a complete offsite data protection/backup solution, and DigiLIBE, a single integrated information management solution that allows customers to extract and use the valuable business knowledge hidden in their unstructured content. Digitiliti markets and sells solutions solely through its worldwide network of channel partners. For more information please visit <http://digitiliti.com>.

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