



## NEWS RELEASE

*FOR IMMEDIATE RELEASE*

**CONTACT AGENCY:**

Judy Smith  
JPR Communications  
818-884-8282  
[judys@jprcom.com](mailto:judys@jprcom.com)

**CONTACT DIGITILITI:**

Ken Peters  
Executive Vice President  
651-925-3200  
[kpeters@digitiliti.com](mailto:kpeters@digitiliti.com)

### **Tech Alert: Effective Search, Compliance, Analysis of Unstructured Data Requires Uniform Metadata**

ST. PAUL, Minn., July 19, 2010 –Information lifecycle management of a company’s unstructured data relies on the content and integrity of metadata – the ‘data about the data’ – such as file creator, date, time, and location. The base metadata created by applications does not provide the access, performance and insight to meet compliance and litigation needs or furnish detailed reports they need to make intelligent business decisions. Most small and midsized enterprises cannot afford to spend extra time and effort searching for information and then determining whether the information they are searching for is going to be useful to them, according to executives at [Digitiliti, Inc.](http://Digitiliti, Inc.) (OTC: DIGI), the leader in Intelligent Information Management and Compliance solutions for small to midsized enterprises.

“For most SMB organizations, the value of unstructured data is almost irrelevant because there is no practical, cost effective way of accessing and collecting it, much less analyzing it, without installing complex systems that only very large enterprises in the world can afford,” said Ken Peters, Digitiliti’s executive vice president. “Large companies analyze unstructured data by using tools that index the content of files with their metadata to generate context. This provides them with a competitive advantage.”

The SMB and midrange markets need cost-effective approaches to the fundamental information management problem of being able to exploit the metadata to find the right information, as fast and accurately as possible. This includes collecting unstructured data from every source, and collecting metadata at the point of creation or origin.

Collecting metadata at the point of origin is important for data integrity. Once a document is stored on a file server or archived, other people have access to it and can change the content and metadata. Changing these items can change the context of the original data. If a system collected all original metadata at the point of origin and kept track of all revisions to that original document, no matter where or when it is was stored, the document's history of access and changes can be verified and its integrity preserved.

Another key reason for point-of-origin metadata capture is the ability to create a uniform metadata standard. Uniform metadata leads to increased efficiency and productivity such as faster search times, and more actionable information for business decisions to ultimately create a competitive advantage.

Digitiliti's DigiLIBE<sup>™</sup> 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 your data. DigiLIBE also provides essential data and information management capabilities such as e-discovery, 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, based in St. Paul, Minnesota, is a pioneer and technology leader in the information management business. Digitiliti's focus is on providing SMB companies with enterprise class features and services that are easy to use. Digitiliti services include DigiBAK, a comprehensive off-site data protection solution, and DigiLIBE, a complete information management solution to mine the knowledge in unstructured content.

###