

PHEMI Central

Conventional data protection products simply lock down your data. PHEMI goes further. In today’s data-driven world, organizations have to not only protect data, but also make it easier to share data responsibly. PHEMI Central is your data protection and governance solution to organize, protect and share sensitive data - purpose-built for big data.

Get More Value From Your Big Data Investment

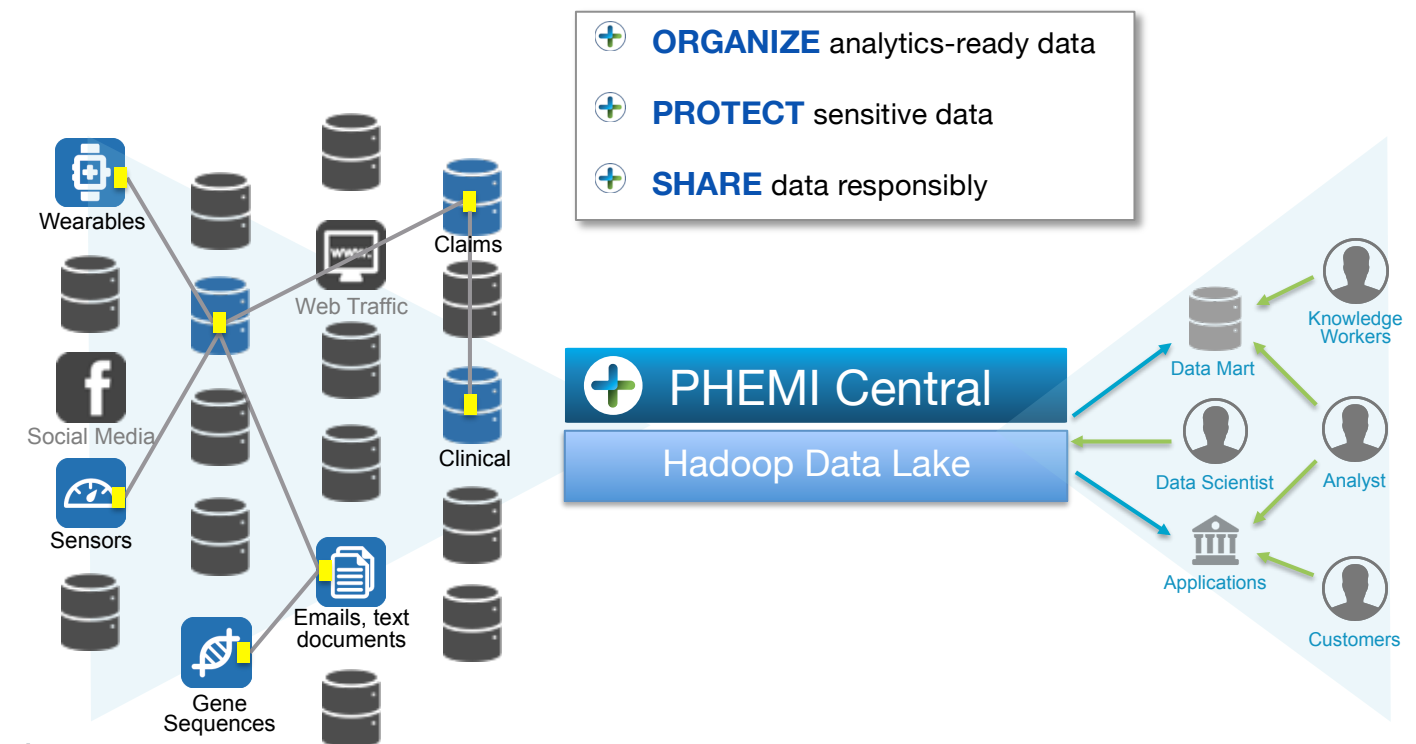
It’s clear that every organization regardless of industry has to become a data company first-and-foremost.

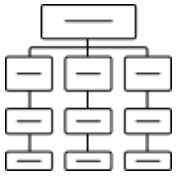
Organizations traditionally use around 10% of available data in day-to-day decision-making. PHEMI helps you organize your existing assets and harness the other 90% comprised of social media, emails, text, clickstream, wearables, IoT, images and more.

Whether you’re drowning in data or thirsting for insights, PHEMI helps you get more value from your data lake. We simplify the collection, preparation and organization of complex, multi-structured data so that you can unlock new and actionable insights within a strict privacy and security by design framework.

Share Data Responsibly

- Reduce the complex integration and security effort of open source software
- Tag, inventory, de-identify, tokenize, audit and track provenance of your sensitive data.
- Index, catalog and model complex data enabling advanced analytics, responsive queries, agile data models and self-serve access to analytics-ready data.
- Uniformly and consistently enforce policy-based access rules at scale to control who is allowed to see what data.
- Take control of your redundant, obsolete and trivial data





ORGANIZE Analytics-Ready Data

Organize your data lake and inventory your sensitive data so you can avoid getting trapped in a data swamp. Integrate all your complex data at scale and speed so that you have the agility to respond to changing business demands.

Data Processing

PHEMI Central was made for complex data. Whether you're looking for Natural Language Processing, Machine Learning, Predictive Modeling, or Artificial Intelligence, PHEMI can help you pre-process and extract insights from your unstructured data so you can curate a library of clean, analytics-ready data.

Indexing

PHEMI Central lets you link, query, build cohorts and analyze data at speed and scale.

Index any column and build data models for fast lookup within your policy-based privacy, security and governance requirements, so people can only see the sensitive data you allow them to see.

Cataloging

PHEMI Central dictionaries allow you to quickly describe and search the data under management so you and your users understand exactly what you're working with and where it came from.



PROTECT Sensitive Data

Secure your data and let users, applications and visualization tools access data within your compliance framework – scale across sources, users, and organizational boundaries.

Control

PHEMI Central lets you tag, inventory and control your sensitive data whether it's in a file or buried in a relational table.

PHEMI goes further, helping you enforce data usage agreements across departments, business units, partners and licensed third party content.

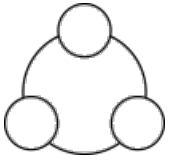
De-Identify

PHEMI Central lets users work with data without breaching privacy guidelines.

PHEMI Central includes a comprehensive library of de-identification algorithms to hide, mask, truncate, group, and perturb data. System functions include dataset-specific and system-wide tokenization so you can link and share data without risking data leakage.

Monitor

PHEMI Central collects audit logs concerning not only what changes were made to the PHEMI system, but also data access patterns. Human and machine-readable de-identification reports are automatically generated to meet your enterprise governance risk and compliance guidelines.



SHARE Data Responsibly

Scalable data protection solutions need to go beyond encryption and de-identification to allow businesses to responsibly share sensitive data. With PHEMI Central, you can set policy rules that uniformly and consistently enforce access for users and applications in real-time

Selective Access Control

PHEMI Central Attribute-Based Access Controls let you easily template and assign access rules to ensure compliance at scale.

Based on user and application authorizations, PHEMI Central will automatically select the non-materialized view a user, application or visualization tool is allowed to see. One dataset, one SQL query and one analytics dashboard can let: Doctors see PHI data but not PCI or Secret data; Finance see PCI data but not PHI data; and European users see PII data, but restrict users in the rest of the world to only see de-identified data.

Risk-Based De-Identify

Your responsibility to protect data extends well beyond your data center footprint.

The risk of re-identification or unintended use of data is a consistent problem for organizations working with sensitive data.

PHEMI Central lets you quantify and control for the risk of re-identification. PHEMI Central lets you go further in controlling data movement and access based on user permissions, data sensitivity and dataset location, reducing the risk of a data breach.

Access Data On Your Own Terms

PHEMI Central lets you access data through a variety of standard protocols and tools such as an ODBC Driver to your existing analytics tool; Spark-based data science tools such as Spark MLlib, H2O Sparking Water, Apache Zeppelin or Cloudera Data Science Workbench; the PHEMI REST API to a custom application; or even exported data to downstream targets.

All access to data is fully audited and governed by PHEMI's Attribute-Based Access Controls.

- **Ingest big data in minutes, not hours**
- **Build datasets in minutes, not months**
- Look up data in a **fraction of a second**
- **Cut data sprawl** in half
- **Share datasets with privacy, security and governance** at scale

90-Day Insight Engagement

Whether you have a team of Hadoop experts on staff or you're looking for PHEMI Professional Services to step in, we will get you up and running in a secure PHEMI Central environment with your data loaded and data-driven insights.

Contact PHEMI to find out more.

Data Driven Insights

Be agile, and keep your competitive edge by reducing data friction.

Let PHEMI Central be your single source of truth and trust so you can accelerate the secondary use of data without compromising privacy, security and governance.



Optimize the Customer Journey

Streamline how customers interact with your company, optimizing customer pathways to reduce churn, improve customer satisfaction and lower call center volumes without compromising privacy, security and governance.



Extract Insights Using Text Analytics

Discover new insights from your emails, social media, surveys and documents including keywords, topics, sentiment and semantic concepts, de-identifying data and linking it to existing datasets.



Data Library With Privacy, Security and Governance

Ensure everyone is working from a single version of the truth; and reduce the time to access data from months to minutes, without restricting rightful access to sensitive data.



Harness Precision Medicine Data

Organize, index and link high volumes of genotype/phenotype data for interactive lookups, machine learning and predictive modeling with full privacy, security and governance.



Manage Big Data Across Departments

Manage cross-organizational and cross-department data sharing agreements, controlling appropriate data usage and managing the data preparation workflow while preserving data lineage.

PHEMI Central Specifications

Hadoop Compatibility

- Cloudera
- Hortonworks

Deployment Environment

- Bare Metal
- Azure
- AWS
- Oracle Cloud

Advanced Analytics

- Spark MLlib
- H2O Sparkling Water
- ODBC SQL Driver
- REST Web Services API

Data Ingest

- FTP/SFTP
- SMTP/POP3
- SQL
- Kafka
- Azure S3
- REST
- Splunk
- SNMP
- Twitter
- Syslog
- JSON
- NFS
- HDFS
- HL7
- XML
- Avro
- CSV, TSV, Excel
- VCF (genomic)

Data Export

- Hive
- HBase
- Azure S3
- Cassandra
- Couchbase
- DynamoDB
- Mongo
- FTP
- REST
- SQL
- CSV
- Avro
- Kudu
- Parquet
- SMTP

Data Indexing and Modeling

- Custom indexes
- Tabular
- Time Series
- Geospatial
- Graph
- Data Lineage
- Data Dictionary
- Workflow orchestration
- Metadata management

Privacy and Security

- Encryption at rest and in motion
- Kerberos, KMS, KTS
- Zones of trust
- Version control
- Retention policy enforcement
- Data sensitivity tagging
- Attribute-Based Access Controls
- More than a dozen de-identification and tokenization algorithms
- Risk-Based De-Identification and filtering
- Audit logs, Compliance reports

To find out more, please visit www.phemi.com or contact us at sales@phemi.com

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This document contains forward-looking features