



insightmaker Queenstown

Take a look into the future.

Discover the new features coming to InsightMaker in our latest release, Queenstown

Q4 2020

16th Dec

expected release date

13

new features

Welcome

Product Overview

Contents

New Features

Insight

Manage

Compliance

Platform Maintenance and Improvement

FURTHER READING

UX Delivery

Manage

Platform Maintenance and Improvement



Welcome.

Welcome to InsightMaker's Queenstown Release Bulletin, where you'll get a glimpse of the exciting new product features we're currently working on.

It's our last major release of the year, with a laser focus on furthering the compliance journey. GDPR and Information Security have been significant catalysts for this; we're enabling users to proactively discover personal, sensitive, or confidential information across their organisation and take remedial action to reduce non-compliance and the associated organisational risks. The development of a dedicated Data Subject Access Request (DSAR) processing function will help organisations respond to external GDPR compliance requests in a timely and effective manner. To complete the end-to-

end DSAR workflow in InsightMaker, Queenstown will also deliver a user-driven redaction capability, so that any third-party information can be removed from documents before they are disclosed to the data subject.

This is supplemented with other new features, such as smarter entity extraction using Named-Entity Recognition and the ability to preview this information within InsightMaker. We continue to evolve InsightMaker's ability to generate insights from structured forms of data for compliance and general purposes, extending this to include JSON files. We're also working on a number of platform maintenance and improvement activities, such as an InsightMaker guided tour for new and existing users.

Sonia Chaudhry
Product Owner

InsightMaker is an insight engine.



It serves insight, reduces risk, and makes everyone more productive.

Welcome

Product Overview

Contents

New Features

Insight

Manage

Compliance

Platform Maintenance and Improvement





FURTHER READING

UX Delivery




Manage

Platform Maintenance and Improvement

InsightMaker helps you find everything, from anywhere, faster, and safer.

-  **Find Everything** – We discover, index, enrich, and classify every piece of valuable information from network drives, emails, websites, social media feeds, spreadsheets, databases, and corporate systems. So all your information can be found quickly and easily, whether in the cloud or on-premises, no matter how you saved it.
-  **From Anywhere** – We help you migrate to the cloud, making remote working as easy as in the office. So all corporate information can be found and used no matter where you are, from any device.
-  **Faster** – We provide a lightning fast user experience so you can find what you need, when you need it, in less than a second.
-  **And Safer** – We make sure everyone can only see what they're allowed to see. We maintain privacy by blocking your sensitive information from everyone else. And we audit everything.

InsightMaker Journeys

-  **Insight Journey**
Intelligently serving insight to users through discovering, enriching, and classifying information across the enterprise from structured and unstructured sources.
-  **Manage Journey**
Delivering actionable insights to support the auditing and management of discovered information and large-scale migrations to cloud-based platforms.
-  **Compliance Journey**
Performing end-to-end compliance workflows, such as processing Data Subject Access Requests under GDPR legislation or legal discovery and disclosure tasks.

Welcome

Product Overview

Contents

New Features

- Insight
- Manage
- Compliance
- Platform Maintenance and Improvement

FURTHER READING

UX Delivery

- Manage
- Platform Maintenance and Improvement

Contents.

1 of 2

Planned features for Delivery

Insight

- **NLP, Classification** **7**
 - Security Classification (Baldon James Tag) 7
- **Data Discovery** **8**
 - JSON File Data Loader 8
- **Advanced Search and Serve** **9**
 - Confidential Content Discovery 9
 - Highlighting Entities in Preview 9
 - Add Text Highlighting to Manage Page 9

Manage

- **Content Management** **10**
 - Restricted Search Result View 10
- **Auditing**
 - Lens Action as Chart Category 11
 - Folder Access Monitoring Email Notification 11
- **Search Actions** **12**
 - Password Protected ZIPS (from a collection) 12

Compliance

- **Redaction (Spotlight)** **13**
 - User Driven Redaction 13

Platform Maintenance and Improvements

- **InsightMaker Adoption** **14**
 - Guided Tour 14
 - Aiimi.Com Search Powered by InsightMaker (API Development) 14
- **Administration** **15**
 - Configurable Licensing 15

Welcome

Product Overview

Contents

New Features

Insight

Manage

Compliance

Platform Maintenance and Improvement

FURTHER READING

UX Delivery

Manage

Platform Maintenance and Improvement

Contents.

2 of 2

Planned UX Delivery Only

Manage

- **Migration** **17**
 - Migration Manager 17
 - Migration Agent 17
- **Auditing** **18**
 - Information Metrics Dashboard 18
 - Information Metrics Package 18

Platform Maintenance and Improvements

- **InsightMaker Adoption** **19**
 - DSAR Guided Tour 19
 - Guided Tour (Insight, Manage, Compliance) Script Update 19

Welcome

Product Overview

Contents

New Features

Insight

Manage

Compliance

Platform Maintenance
and Improvement

FURTHER READING

UX Delivery

Manage

Platform Maintenance
and Improvement

NLP, Classification

A suite of features that use advanced entity extraction techniques and classification of data and content, to make information discoverable in a way that gives it business context and meaning, while also enabling different sets of information to be connected together through a single search experience.

FEATURES



Security Classification (Baldon James Tag)

This feature will extract and store Baldon James classification metadata from documents during enrichment, where it can be used as part of the security classification and permission monitoring solutions. Baldon James makes a Microsoft Office plugin that you can use to tag emails, Word documents, Excel files etc. with a classification like Personal or Restricted.

Welcome

Product Overview

Contents

New Features

Insight

Manage

Compliance

Platform Maintenance
and Improvement

FURTHER READING

UX Delivery

Manage

Platform Maintenance
and Improvement

Data Discovery

InsightMaker's ability to ingest both data (structured data) and content (unstructured data) from a vast range of corporate systems and repositories.

FEATURES



Business Data Loader – JSON Files

Currently, an InsightMaker administrator can load extracts of structured data from corporate systems into InsightMaker to be crawled, enriched, and modelled, providing they are CSV files. This new feature will extend this capability to support JSON file formats.

Welcome

Product Overview

Contents

New Features

Insight

Manage

Compliance

Platform Maintenance and Improvement

FURTHER READING

UX Delivery

Manage

Platform Maintenance and Improvement

Advanced Search & Serve

InsightMaker's ability to provide an intuitive and intelligent search experience, enabling users to search and discover, while also recommending data they might be interested in based on their persona and interactions.

FEATURES



Confidential Content Discovery

This will enable users to discover confidential content in source systems using a dedicated Confidential Lens in the Manage page – just like the GDPR or PCI Lenses, but for confidential content. Using specific keyword terms such as company IP (e.g. a unique identifier for a make and model of a car), InsightMaker will tag these documents as confidential and return them via the Confidential Lens in Manage. This will enable data owners and/or information security personnel to discover where confidential content is potentially being stored incorrectly, so that action can be taken to prevent security breaches.



Highlighting Entities in Preview

This will allow users to see where matching terms appear in a document preview. For example, if a user searches for 'race horse', and then filters on the entity 'brown' to restrict the results to brown racehorses, the document preview they're presented with will have the terms 'race', 'horse', and 'brown' highlighted. This will essentially give the user the same experience as when results are hit-highlighted in the Results Panel, providing a quick and easy way of seeing where those matching search terms appear in the document.



Add Text Highlighting to Manage Page

When a user performs a search in InsightMaker, the results include a text preview from the document with the search terms highlighted. This feature is currently available in the Search Page, and we are now extending it to include search results returned in the Manage Page.

Welcome

Product Overview

Contents

New Features

Insight

Manage

Compliance

Platform Maintenance
and Improvement

FURTHER READING

UX Delivery

Manage

Platform Maintenance
and Improvement

Content Management

These features enable insight-driven actions within InsightMaker. When information is discovered, these features allow users to then move, delete, or change permissions on a file.

FEATURES



Restricted Search Result View

This new notification feature will alert the user that their InsightMaker search has returned a document they don't currently have permission to see. If the user thinks they should have access to the hidden document, they have the option to ask their administrator to review and change the permissions so that they can access this.

Welcome

Product Overview

Contents

New Features

Insight

Manage

Compliance

Platform Maintenance and Improvement

FURTHER READING

UX Delivery

Manage

Platform Maintenance and Improvement

Auditing

Using InsightMaker to generate a series of information metrics including quality, permissions, and visibility, to shed light on the existing information landscape and inform decisions to manage information and leverage its value more effectively.

FEATURES



Lens Action as Chart Category

When reviewing documents containing personal sensitive, confidential, or payment card information in the Manage Page, a user will be able to update the risk level of a document by manually tagging it with a different risk level to the one calculated at the time of enrichment. The chart will then display this as a separate category, allowing data owners and/or information security personnel to easily review the volumes of documents marked manually with a different risk level, as well as what these risks are (e.g. high, medium, low).



Folder Access Monitoring Email Notification

The Folder Access Monitoring feature is being extended to automatically generate CSV reports on a weekly basis for the following scenarios:

- Open shares
- Shares without groups
- Unmanaged shares
- Permissions quality issues
- All shares and their permissions

Once generated, these reports can then be stored in a specified network drive location and accessed there by users. This means users don't need to directly access the feature to generate the reports, so accessing the report insights becomes a more automated process.

Welcome

Product Overview

Contents

New Features

Insight

Manage

Compliance

Platform Maintenance
and Improvement

FURTHER READING

UX Delivery

Manage

Platform Maintenance
and Improvement

Search Actions

The user's ability to perform actions on data and content discovered through InsightMaker, such as adding a file to a collection, saving a search so that it can be repeated and shared, and encrypting collections of documents that have been exported.

FEATURES



Password-protected ZIPs

When a user exports a collection from InsightMaker, this feature will enable them to encrypt the collection by applying a password to the ZIP file. This security measure will be important when collections are being used for legal cases or compliance purposes, for example.

Welcome

Product Overview

Contents

New Features

Insight

Manage

Compliance

Platform Maintenance and Improvement

FURTHER READING

UX Delivery

Manage

Platform Maintenance and Improvement

Redaction (Spotlight)

Using InsightMaker to enable the redaction of entities from documents as part of compliance and legal processes on a user-driven basis and, in time, on an automated basis.

FEATURES



Redaction (User Driven)

This new feature will give users the ability to redact entities from documents using InsightMaker, for example when using InsightMaker to process a DSAR as part of GDPR compliance or to pull together documents in a legal discovery exercise. The user will be able to select the entities for redaction and request redaction to be performed per document. In future releases, we plan to enable this to be done in bulk.

DSAR

In a Data Subject Access Request (DSAR), there is a legal obligation to remove third-party information from documents and data before they are disclosed to the data subject. Users would typically have to manually redact third-party information from documents, which can be time-consuming and resource-intensive, particularly when there are several hundreds of documents. By building a redaction function, we're enabling reliable and credible execution of DSARs within InsightMaker, through an end-to-end compliance process. In addition to performing the search, finding documents and data that reference the data subject, and adding these to a DSAR collection, the user will then be able to instigate a redaction review process and see where any third-party information exists. The user can then redact all instances of that entity, making this a far more efficient process. This feature will extend to other use cases and GDPR obligations, such as legal case disclosure and the right to erasure.



Data redaction is one of the biggest concerns for DPOs and DSAR Managers. In a recent survey, only 37% were 'extremely confident' in their organisation's ability to redact third-party data for a DSAR.

Guardum report, 2020



Under GDPR, the timescale for responding to a DSAR is just one calendar month.

Information Commissioner's Office



The average organisation receives around 28 DSAR requests each month.

Guardum report, 2020



On average, UK businesses spend £1.59 million and 14 person years processing DSARs each year.

Guardum report, 2020



On average, it takes 83 working hours to complete a DSAR.

Guardum report, 2020

Welcome

Product Overview

Contents

New Features

Insight

Manage

Compliance

Platform Maintenance and Improvement

FURTHER READING

UX Delivery

Manage

Platform Maintenance and Improvement

InsightMaker Adoption

A suite of features that allow users to get to know InsightMaker, including a trial of the product and a guided tour on navigating and using its features.

FEATURES



Guided Tour

This tour will provide a guided walkthrough of the three key journeys of InsightMaker: Insight, Manage, and Privacy & Compliance. It will provide prospective customers with interactive guidance at their own pace, support existing customers in onboarding new users, and enable current users to understand aspects of InsightMaker they might not already know about.



Aiimi.Com Search Powered by InsightMaker (API)

This feature will provide another means of demonstrating InsightMaker in action. Prospective customers, users, and partners will be able to trigger an InsightMaker search of all the information on Aiimi.com.

Welcome

Product Overview

Contents

New Features

Insight

Manage

Compliance

Platform Maintenance
and Improvement

FURTHER READING

UX Delivery

Manage

Platform Maintenance
and Improvement

Administration

This category of features is about how InsightMaker is licensed and packaged for administrators to ensure its installation, deployment, and configuration are as seamless as possible.

FEATURES



Configurable Licensing

InsightMaker currently has an all-or-nothing-based license key with a hard-coded expiry date. Until that date, a customer can use any installed feature and after that date, everything stops. This new feature is designed to allow fine-grained control over licensing, bringing this into the Control Hub and providing a more configurable, flexible approach to suit customer requirements. For example, it could allow basic search but no new crawls after the expiry date or create a license with PCI enabled but not DSAR.

Welcome

Product Overview

Contents

New Features

Insight

Manage

Compliance

Platform Maintenance
and Improvement

FURTHER READING

UX Delivery

Manage

Platform Maintenance
and Improvement

UX Delivery Only

In addition to building new features into the product with each release, in the background we are also exploring and defining the user experience for features in future releases. Read on to see the product areas where we will be focusing our user research, experience, and design efforts over the course of Q4 2020.

Welcome

Product Overview

Contents

New Features

Insight

Manage

Compliance

Platform Maintenance
and Improvement

FURTHER READING

UX Delivery

Manage

Platform Maintenance
and Improvement

Migration

InsightMaker supports the migration of information at scale, from legacy repositories into new ones. This includes the vast numbers of organisations transitioning data and content storage to cloud-based platforms.

FEATURES



Migration Manager

This will give InsightMaker administrators the ability to create and configure large migration requests within the Control Hub, based on content that has been discovered and enriched within InsightMaker. It will allow the administrator to select the files to be migrated, along with the target location, which can be any source supported by InsightMaker – for example, moving content from network drives to cloud locations.



Migration Agent

Based on the configurations specified by the Migration Manager, this feature performs the migration. This will be particularly beneficial in cloud migration projects.

Welcome

Product Overview

Contents

New Features

Insight

Manage

Compliance

Platform Maintenance
and Improvement

FURTHER READING

UX Delivery

Manage

Platform Maintenance
and Improvement

Auditing

Using InsightMaker to generate a series of information metrics including quality, permissions, and visibility, to shed light on the existing information landscape and inform decisions to manage information and leverage its value more effectively.

FEATURES



Information Metrics Dashboard

This new dashboard will provide a user-friendly way of viewing all the insights gathered by an InsightMaker Information Audit. The information metrics will include visibility, file groups and ownership, leakage of knowledge, performance, accessibility, quality, quantity, usability, and folder access monitoring.



Information Metrics Package

This feature will package up the insights gathered by an InsightMaker Information Audit, capturing all this information in a user-friendly output.

Welcome

Product Overview

Contents

New Features

Insight

Manage

Compliance

Platform Maintenance and Improvement

FURTHER READING

UX Delivery

Manage

Platform Maintenance and Improvement

InsightMaker Adoption

A suite of features that allow users to get to know InsightMaker, including a trial of the product and a guided tour on navigating and using its features.

FEATURES



DSAR Guided Tour

The InsightMaker Guided Tour will be extended to guide users through the Data Subject Access Request (DSAR) page and help them navigate and make use of the various features designed to support the processing and management of DSARs. This will benefit users by providing a tour of the InsightMaker tools available to support compliance-related tasks.



Guided Tour Updates


The existing guided tour for the Insight, Manage, and Compliance journeys will be updated in line with the Paris release of InsightMaker, making sure that any new features and functionality are included in the content of the guided tour.


Contact Us



SONIA CHAUDHRY


Product Owner

 schaudhry@aiimi.com

 +44 7508 601859

PAUL MAKER

Chief Technology Officer

 pmaker@aiimi.com

 +44 7917 250714

Aiimi Ltd, 100 Avebury Boulevard, Milton Keynes, United Kingdom, MK9 1FH

aiimi insightmaker