

# IBM InfoSphere Optim Data Privacy for Unstructured Data V2.8 protects against breaches of sensitive unstructured data to help secure your organization

## Table of contents

<b>1</b>	<a href="#">Overview</a>	<b>3</b>	<a href="#">Technical information</a>
<b>2</b>	<a href="#">Key requirements</a>	<b>4</b>	<a href="#">Ordering information</a>
<b>3</b>	<a href="#">Planned availability date</a>	<b>5</b>	<a href="#">Terms and conditions</a>
<b>3</b>	<a href="#">Program number</a>	<b>8</b>	<a href="#">Prices</a>
<b>3</b>	<a href="#">Publications</a>	<b>8</b>	<a href="#">Announcement countries</a>

## At a glance

Protecting sensitive data in all its forms and instances can be critical to the health of an organization. IBM<sup>(R)</sup> InfoSphere<sup>(R)</sup> Optim<sup>TM</sup> Data Privacy for Unstructured Data V2.8 can protect unstructured data across all areas of an enterprise, including test, development, and analytics environments.

Optim Data Privacy for Unstructured Data provides the following comprehensive feature set to find and protect unstructured data:

- Works with data in more than 65 data formats, including image files, PDFs, CSV files, XML, JSON, Microsoft<sup>TM</sup> Office documents, and email
- Processes structured, semi-structured, and unstructured data in files, messages, and structured data sources, such as relational database columns containing XML, BLOB, and CLOB data
- Redacts some data, replaces other data, and masks still other data by substituting fictional but realistic values
- Integrates during masking with IBM InfoSphere Optim Data Privacy, which enables it to either mask data randomly or repeatably to maintain relationships across the enterprise consistently with other tools that use Optim Data Privacy
- Can reduce the size of specific unstructured files without the use of external compression/decompression tools

## Overview

Like structured data, unstructured data can contain sensitive information that needs to be protected, for use in areas such as test, development, and analytics environments. Optim Data Privacy for Unstructured Data can find and protect unstructured data in more than 65 data formats across all areas of an organization.

Protecting sensitive data helps to mitigate the risks of a data breach and addresses internal corporate and external data privacy requirements, including standards such as the European Union's GDPR, healthcare privacy regulations (such as HIPAA), the Payment Card Industry Data Security Standard, and the California Consumer Protection Act.

To protect unstructured data, Optim Data Privacy for Unstructured Data provides the following set of modules, each one designed for processing a specific type of data:

- Database module: for formats such as MongoDB, Cassandra, and other NoSQL data sources

- Flat-file module: for formats such as JSON, XML, HTML, and CSV
- Image processing file modules: using optical character recognition or positional information for formats such as TIFF, BMP, and JPEG
- Microsoft Exchange and Lotus Notes<sup>(R)</sup> module: for email formats
- Microsoft Office document processing module: for Excel, PowerPoint, and Word documents for a wide range of release levels
- PDF document module: for PDF and Advanced Function Presentation (AFP) documents
- Text module: for data in CLOB and BLOB columns
- X9.37 Electronic Document Interchange processing module

Optim Data Privacy for Unstructured Data can detect and desensitize data types that are contained within other data types, such as images within PDF files. Users can reduce the size of certain (primarily image) files significantly without performing compression. This is achieved by discarding redundant and unused portions of the data and by degrading the fidelity of images by a configurable amount. Data types with the greatest potential for file-size reduction include:

- Images: JPEG, JPG, JIF, TIF, TIFF, and TGA
- PDFs: PDF/X, PDF/A, and PDF/E
- DOCX and X9

### **Design-time and runtime functions**

Optim Data Privacy for Unstructured Data provides a Windows<sup>TM</sup>-based user interface for design-time activity. The design-time work generates XML commands that control the Data Privacy for Unstructured Data runtime matching, redaction, replacement, and masking activity. The XML component is a key part of the Optim Data Privacy for Unstructured Data API, which can be used to automate the design-time and runtime actions necessary to execute the tool.

Users of Data Privacy for Unstructured Data can write commands during design time to recognize sensitive data through regular expression matching for text and positional and sub-image matching for images. Also during this time, users can specify actions such as the redaction, replacement, or masking of portions of the recognized data.

Optim Data Privacy for Unstructured Data can use the Optim Data Privacy product to provide consistent masking across the enterprise, including mainframe, Linux<sup>(R)</sup>, UNIX<sup>(R)</sup>, and Windows platform data formats. The solution also can be included in the workflows of other tools such as IBM StoredIQ<sup>(R)</sup> and IBM InfoSphere Virtual Data Pipeline.

The tool's masking functions create realistic but fictional data, including options to mask randomly or repeatably. Random masking will create randomly related data. Repeatable Optim Data Privacy masking will mask consistently with other Optim Data Privacy masking invocations, preserving existing relationships.

Use cases for Optim Data Privacy for Unstructured Data include dynamic and static data protection. Data Privacy for Unstructured Data can be invoked dynamically under program control before presenting data to users while the production data remains unchanged in its original location. In the static case, Data Privacy for Unstructured Data creates modified, desensitized copies of the production data that are used rather than the sensitive data.

Annual Terabyte is a unit of measure by which IBM InfoSphere Optim Data Privacy for Unstructured Data can be licensed. Sufficient entitlements must be obtained to cover the total number of terabytes processed by the program in any consecutive 12 months.

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## **Key requirements**

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Supports Microsoft Windows.

For details, see the [Software requirements](#) section.

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## Planned availability date

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November 12, 2019

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## Accessibility by people with disabilities

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Accessibility Compliance Reports (previously known as a VPAT) containing details on accessibility compliance to standards, including the Worldwide Consortium Web Content Accessibility Guidelines, European Standard EN 301 349, and US Section 508, can be found on the [IBM Accessibility Conformance Report Request](#) website.

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## Program number

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Program number	VRM	Program name
5737-L70	2.8.0	IBM InfoSphere Optim Data Privacy for Unstructured Data

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## Offering Information

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Product information is available on the [IBM Offering Information](#) website.

More information is also available on the [Passport Advantage<sup>\(R\)</sup> and Passport Advantage Express<sup>\(R\)</sup>](#) website.

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## Publications

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None.

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## Services

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### **Global Technology Services**

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Contact your IBM representative for the list of selected services available in your country, either as standard or customized offerings for the efficient installation, implementation, or integration of this product.

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## Technical information

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### **Specified operating environment**

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#### **Software requirements**

For product execution, one of the following operating system environments is required:

- Windows Server 2008, 2008 R2, 2012, or 2012 R2, each with .NET Framework 3.5, or later
- Windows Server 2016

- Windows 7, 8, or 8.1 with .NET Framework 3.5, or later, and PowerShell 4, or later
- Windows 10 with .NET Framework 3.5, or later

To mask data consistently, the Optim Data Privacy component called the Optim Data Privacy Providers (ODPP) V11.3.0 libraries is required. These ODPP libraries are available in many Optim products, including the following sampling:

- Optim Data Privacy Enterprise Edition V11.3.0
- Optim Data Privacy Workgroup Edition V11.3.0
- Optim Test Data Management Enterprise Edition V11.3.1
- Optim Test Data Management Workgroup Edition V11.3.1
- Optim Test Data Management Solution – Data Masking Option V11.3.0
- Any of the above product names with the addition of "for z/OS " or "for System z "

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You can also access the [Service requests and PMRs](#) website for additional support options.

### **Planning information**

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#### **Packaging**

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### **Ordering information**

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This product is only available through Passport Advantage. It is not available as shrinkwrap.

These products may only be sold directly by IBM or by authorized IBM Business Partners for Channel Value Rewards.

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To locate IBM Business Partners for Channel Value Rewards in your geography for a specific Channel Value Rewards portfolio, go to the [Find a Business Partner](#) page.

#### **Passport Advantage**

Part number description	Part number
IBM Analytics - Platform InfoSphere Optim Data Privacy for Unstructured Data Annual Terabyte License + SW Subscription & Support 12 Months	D2604LL

Part number description	Part number
IBM Analytics - Platform InfoSphere Optim Data Privacy for Unstructured Data Annual Terabyte SW Subscription & Support Reinstatement 12 Months	D2605LL
IBM Analytics - Platform InfoSphere Optim Data Privacy for Unstructured Data Annual Terabyte Annual SW Subscription & Support Renewal 12 Months	E0QGMLL
IBM Analytics - Platform InfoSphere Optim Data Privacy for Unstructured Data Annual Terabyte Monthly License	D2608LL

#### Cross-platform product for use on IBM Z<sup>(R)</sup>

Part number description	Part number
IBM Analytics - Platform InfoSphere Optim Data Privacy for Unstructured Data z Systems <sup>(R)</sup> Annual Terabyte License + SW Subscription & Support 12 Months	D2606LL
IBM Analytics - Platform InfoSphere Optim Data Privacy for Unstructured Data z Systems Annual Terabyte SW Subscription & Support Reinstatement 12 Months	D2607LL
IBM Analytics - Platform InfoSphere Optim Data Privacy for Unstructured Data z Systems Annual Terabyte Annual SW Subscription & Support Renewal 12 Months	E0QGNLL
IBM Analytics - Platform InfoSphere Optim Data Privacy for Unstructured Data z Systems Annual Terabyte Monthly License	D2609LL

#### Charge metric

The charge metrics for this licensed product can be found in the following License Information document:

Program identifier	License Information document title	License Information document number
5737-L70	IBM InfoSphere Optim Data Privacy for Unstructured Data	<a href="#">L-JERN-BFQ3KR</a>

Select your language of choice and scroll down to the Charge Metrics section. Follow-on releases, if any, may have updated terms. See the [License Information documents](#) website for more information.

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## License Information number

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The following License Information document applies to the offering in this announcement:

Program identifier	License Information document title	License Information document number
5737-L70	IBM InfoSphere Optim Data Privacy for Unstructured Data	<a href="#">L-JERN-BFQ3KR</a>

Follow-on releases, if any, may have updated terms. See the [License Information documents](#) website for more information.

## Limited warranty applies

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Yes

## Limited warranty

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of support beyond the discontinuance date, contact your IBM representative or IBM Business Partner. This extension may be available for a fee.

For additional information on the IBM Software Support Lifecycle Policy, see the [IBM Software Support Lifecycle Policy](#) website.

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**Money-back guarantee**

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If for any reason you are dissatisfied with the program and you are the original licensee, you may obtain a refund of the amount you paid for it, if within 30 days of your invoice date you return the program and its PoE to the party from whom you obtained it. If you downloaded the program, you may contact the party from whom you acquired it for instructions on how to obtain the refund.

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**Volume orders (IVO)**

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No

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**Passport Advantage applies**

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Yes, information is available on the [Passport Advantage and Passport Advantage Express](#) website.

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**Software Subscription and Support applies**

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Yes. Software Subscription and Support, also referred to as Software Maintenance, is included with licenses purchased through Passport Advantage and Passport Advantage Express. Product upgrades and Technical Support are provided by the Software Subscription and Support offering as described in the Agreements. Product upgrades provide the latest versions and releases to entitled software, and Technical Support provides voice and electronic access to IBM support organizations, worldwide.

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**Variable charges apply**

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No

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**Educational allowance available**

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Education allowance does not apply. Education software allowance does not apply. Special education prices are available for qualified clients through Passport Advantage.

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**Statement of good security practices**

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IT system security involves protecting systems and information through intrusion prevention, detection, and response to improper access from within and outside your enterprise. Improper access can result in information being altered, destroyed, or misappropriated or can result in misuse of your systems to attack others. Without a comprehensive approach to security, no IT system or product should be considered completely secure and no single product or security measure can be completely effective in preventing improper access. IBM systems and products are designed to be part of a regulatory compliant, comprehensive security approach, which will necessarily involve additional operational procedures, and may require other systems, products, or services to be most effective.

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**Announcement countries**

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