



## **DocAuthority Named a Cool Vendor in Information Management**

*BusinessID™ technology rapidly, efficiently and accurately identifies business data on an organisation-wide basis*

DocAuthority, a leader in data management and protection, today announces it has been included as one of five “Cool Vendors” in the September 2018 Cool Vendors in Information Innovation report\* by Gartner.

Cool Vendors in Information Innovation identifies “up-and-coming providers of ‘data marketplaces’ that help data and analytics leaders monetize their own, and others’ information assets as well as other solutions that evaluate, categorise and align data, content and algorithms to business processes, risks and value.”

Gartner added that, “When information is catalogued, classified and prioritised, organisations can more quickly and confidently establish access rights, and other policies, and prepare for and demonstrate regulatory compliance to data management, especially the GDPR (General Data Protection Regulation and others related to PII).

“Also, information architects can improve the design of information flows, life cycles and storage platforms to improve the protection and reduce the chance of sensitive information leakages,” the Gartner report continues.

“We are thrilled to be named in this report by Gartner,” says Steve Abbott, CEO of DocAuthority. “Businesses cannot leverage, or secure, sensitive information that they cannot see, or that they don’t even know exists. There is a desperate need for technology that can discover and automatically, accurately and rapidly categorise business files and documents, for a business to meet the challenges contemporary businesses face. We believe our inclusion in this report underlines this business requirement and the overall importance of data identification.”

The full September 2018 Cool Vendors in Information Innovation report can be accessed here:  
<https://bit.ly/2zJcqoU>

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NOTE: This document, while intended to inform our clients about the current data privacy and security challenges experienced by IT companies in the global marketplace, is in no way intended to provide legal advice or to endorse a specific course of action.

### **About DocAuthority**

DocAuthority is a leading document control solutions company. It offers organisations a broad, yet business-friendly, security policy utilising AI to help automatically discover and accurately identify unstructured and unprotected sensitive documents to help prevent them from falling into the wrong hands. DocAuthority works with enterprise-size organisations in all sectors including the healthcare, retail, technology, energy, public sector, telcos, services and financial services sectors to help these businesses understand the risk they face and design an effective mitigation plan to improve the security of sensitive data. Founded by Ariel Peled and Itay Reved in 2013, DocAuthority is a global company headquartered in Raanana Israel and is managed by the people who pioneered DLP.

To learn more about DocAuthority, visit [www.DocAuthority.com](http://www.DocAuthority.com).

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