



# Velotix

USE CASES



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# VELOTIX USE CASES

In an environment of constantly evolving data, privacy and security, current methods do not facilitate global data access and usage. Velotix developed an AI-powered dynamic data governance platform for managing and accessing data. The platform enables the sharing, consumption and use of information while preventing the disclosure of sensitive private business information to those not authorized to access it according to internal and external regulations. Below we describe a variety of relevant use cases.

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## DATA DISCOVERABILITY

The exponential amount of data being created, replicated and transformed challenges organizations to keep track of what data exists and where it is located. Data needs to be refined in order to hold value. To start, organizations need to know what data they have to turn it into insights, predictions, and use it for business applications. Velotix makes data searchable and accessible, meaning you get the data you need exactly when you need it.

### 1. SEARCH FOR THE DATA YOU NEED

Velotix allows for partial and flexible search across all data catalogs, querying metadata down to the row or column level.

### 2. DATA CATALOG AGGREGATION

Your existing data catalogs integrate seamlessly into Velotix. Automate, cleanse, and unify metadata collection on-premise and automatically maintain a standardized metadata taxonomy.

### 3. A SINGLE SOURCE OF TRUTH

Have a single repository for accessing information about users and a single place to grant and revoke permissions to data.

### 4. SMART SUGGESTIONS

Our AI engine learns from previous requests to suggest data you may need. When your attributes match those of someone who previously requested access, Velotix recommends other data sets that may be helpful, unlocking value that was previously unknown.



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## DATA ACCESS

It's been proven time and time again that access to essential business data leads to better business outcomes. Data is the most valuable asset a company has, but also the most sensitive. Real-time data access means you can stop wasting time waiting for request approval and start getting the most out of your data. Velotix's data protection platform provides controlled, federated, and virtualized access to data without the need to move, replicate, or transform the data.

- 1. FROM NEED TO KNOW TO NEED TO SHARE**  
Velotix automatically routes requests to the relevant stakeholders so that data access can be granted in seconds to minutes as opposed to months.
- 2. RIGHT PEOPLE, RIGHT TIME, FOR THE RIGHT REASON**  
Velotix's patented AI engine learns from historical requests and provides recommendations that are based on elements such as the user requesting the data, which data they requested access to, business justification, and location.
- 3. BEYOND ROLE BASED ACCESS CONTROL (RBAC) & ATTRIBUTE BASED ACCESS CONTROL (ABAC)**  
Prevent the over-permissioning or over-restriction of data. Democratize data across your organization and eliminate the bottleneck of data access by authorizing real time data to people while complying with organization policy.

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## DATA SECURITY

The ability to enforce access restrictions and privacy controls when sharing data is crucial not only with regard to compliance, but also in unlocking business potential. The current compliance process means deciding whether or not to maximize value or minimize risk, but struggling to achieve both simultaneously. The Velotix platform enables automatic data privacy control. Optimize the ability to classify data as PII and automatically put restrictions on viewing, meaning you can unlock your business potential knowing Velotix covered the risk.

- 1. SCALE DATA ACCESS PROTECTION**  
Velotix auto tags metadata imported from your already existing data catalogs to identify sensitive data.
- 2. END-TO-END VISIBILITY AND TRANSPARENCY**  
Various anonymization and obfuscation techniques to fit specific use cases including masking, partial masking, row-level filtering, hashing, and bucketing.
- 3. INDUSTRY STANDARD OF COMPLIANCE**  
Know and apply the industry standard of compliance from day one. Our policy rulebook understands the intricacies of data privacy regulation such as GDPR, HIPAA, and CCPA, giving you the ability to stop wasting time on the details and start using your curated data in real-time.



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# AUTOMATED POLICY MANAGEMENT

Organizations are struggling to create a centralized, single source of truth rulebook of organizational rules and external policies like GDPR, HIPAA, or CCPA, because they change at a pace that surpasses human control. Compliance departments are unable to keep up with the amount of data requests, slowing productivity of business teams and leaving room for oversights on their part. Policy is alive and changing, your datasets should be as well. Velotix removes error-prone, time consuming work building new rules into new data policies, creating a policy playbook that ensures that you and your organization are accessing data while playing by the rules.

## 1. A CYBERNETIC APPROACH

Velotix's patented AI technology formulates a detailed recommendation and explanation. Since a human approver must confirm the recommendation, our engine intelligently tracks exceptions to the rule and builds and updates policies as such.

## 2. DYNAMIC POLICY BUILDING

Velotix makes order out of exceptions. A consolidated, formalized, single source of truth of all policies that govern data access, automatically built to provide a single guideline that the organization adheres to. Execute actions and dynamically adjust enterprise data policy simply using several approval or rejection options; approve, approve with qualifications, or reject.

## 3. MINIMIZE TIME TO ACTION ON DATA REQUESTS

Policy is added to the repository on a case-by-case basis, enabling more granular and flexible policy. Organizations no longer have to manually record and track which policy was implemented and when.

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# DATA AUDIT SUPPORT

Data lineage is about understanding the transformations and links between multiple variations of data. Velotix maps out the relationship between the new dataset and the original dataset to support, audit, and track permission status.

## 1. GAIN VISIBILITY & CONTROL

Trace who got access to data and for what, so that you can easily revoke and grant according to the situation and the policy.

## 2. END-TO-END VISIBILITY AND TRANSPARENCY

Various anonymization and obfuscation techniques to fit specific use cases including masking, partial masking, row-level filtering, hashing, and bucketing.

## 3. FOLLOW YOUR DATA THROUGHOUT ITS LIFECYCLE

Velotix provides a single place to execute and demonstrate compliance on data access. Track who had access throughout the entire data access lifecycle.



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## DATA SHARING

Velotix enables data projects to be shared through the Velotix platform, both internally and externally. The constant proliferation of new data is crowding company's data catalogs and databases, creating chaos in an environment that needs to be controlled. With Velotix, the data is shared in its original form, with all security restrictions applied, removing the need to replicate data in order to share it.

### 1. LEAVE YOUR DATA EXACTLY WHERE IT IS

No more moving your data from structured to unstructured; eliminate unnecessary data replication that only complicates the compliance process. Give refined data to the consumers in your company knowing that it always comes from its original source.

### 2. SELF SERVICE ACCESS TO DATA

Organizations no longer need to entrust data access to one gatekeeper. Empower individuals in your organization to leverage on our governance capabilities, giving a shopping cart-like experience, allowing them to take the data they need and "check out" securely.

### 3. INTEGRATE WITH YOUR BI TOOLS

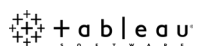
Velotix creates a unique link to grant access to data through your already existing BI tools, including Tableau, PowerBI, Qlik, Jupyter, and Looker. The seamless integration ensures that the new table is a derivative of the old, with the original rules applied.

## ABOUT US

WE FOUNDED VELOTIX TO EXPEDITE THE DATA JOURNEY AND EMPOWER BUSINESSES TO SCALE, ALL WHILE PRESERVING SECURITY AND DATA PRIVACY REGULATIONS. OUR TEAM IS CREATING A WORLD WHERE FOLLOWING THE RULES DOESN'T HOLD YOUR BUSINESS BACK FROM MAKING THE MOST OF YOUR DATA.

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## OUR PARTNERS



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## ABOUT VELOTIX

OUR LEADERSHIP TEAM HAVE INVESTED THEIR CAREERS IN THE FINTECH COMMUNITY, LEARNING TO OVERCOME SOME OF THE MOST COMPLEX AND SENSITIVE DATA GOVERNANCE CHALLENGES. WE FOUNDED VELOTIX NOT ONLY TO EXPEDITE THE DATA JOURNEY BUT TO ALLOW BUSINESSES TO SCALE WHILE PRESERVING SECURITY AND DATA PRIVACY REGULATIONS. OUR TEAM IS DEDICATED TO HELPING GOVERNMENT AND PUBLIC ORGANIZATIONS SECURELY REALIZE THE FULL POTENTIAL OF THEIR DATA. VELOTIX HAS BEEN RANKED TOP-5 STARTUP IN ISRAEL BY CALCALIST, THE ISRAELI ECONOMIST PUBLICATION, AMONGST OTHER RECOGNITIONS.

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## OUR MISSION

TO ENABLE THE SECURED, EFFICIENT, AND COMPLIANT USE OF DATA.