Egnyte Announces New Layer In Its Industry-Leading Content Intelligence Engine
Advanced Metadata Capabilities to Accelerate Data Discovery and Boost Security

MOUNTAIN VIEW, Calif. – November 20, 2019 - Egnyte, the only secure content platform built for business, today announced new content intelligence and security capabilities that will improve discovery, structure, task automation, and protection of enterprise content. This is the latest development to the Egnyte platform as the company continues to augment its industry-leading content intelligence engine.

With metadata intelligence enhancements, users can implement custom metadata and classification in a flexible, no-code approach. Users can recognize savings in time and resources by being liberated from the confines of the traditional folder structure. This layer provides faster access to data and more control over content, which enables better operational use of their enterprise content. Additionally, customers can apply security policies and automate the entire data lifecycle — retention, deletion, and archiving — based on the criteria that matters most to their business.

"Enterprises are dependent on their content. Yet, 80% of all business data is unstructured[1] and 90% of all unstructured data is never analyzed[2]. It's essentially, 'dark data'," said Vineet Jain, CEO and co-founder of Egnyte. "With the addition of advanced metadata capabilities, content can be automatically given structure which makes it findable and usable. With this deep visibility, content can be rapidly deployed, in context, to solve business problems. At Egnyte, we've always been big believers that machines should do the heavy lifting, while humans exercise judgment and make decisions. This is just one more way we are accelerating access to information and giving customers an advantage leg up in their governance and compliance efforts."

The Egnyte platform is currently used by more than 16,000 organizations across the globe to provide structure to unstructured data and to improve the visibility and context of their content. Powered by machine-learning, rules-based data classification, and Egnyte's custom metadata API, companies like Preqin Financial can extract business insights from their content, accelerate

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[1] "The biggest data challenges that you might not even know you ...." 25 May. 2016, https://www.ibm.com/blogs/watson/2016/05/biggest-data-challenges-might-not-even-know/. Accessed 12 Nov. 2019.
[2] "Analyzing dark data for hidden opportunities | Deloitte Insights." 7 Feb. 2017, https://www2.deloitte.com/us/en/insights/focus/tech-trends/2017/dark-data-analyzing-unstructured-data.html. Accessed 12 Nov. 2019.

data discovery, and operate in compliance with government and industry regulatory frameworks.

"Recently, Egnyte was positioned in the Major Players category within the IDC MarketScape for Worldwide SaaS and Cloud-Enabled Content Applications," said Marci Maddox, Research Director, Enterprise Content Strategies, IDC. "By continuing to build out advanced metadata features, Egnyte simplifies the descriptive task of unstructured content, giving users greater insight and control over their content. This new offering also enables integration with other apps that supply meaningful metadata, which is critical for data intelligence. This is a major expansion to its current secure content management offering."

Advanced metadata capabilities accelerate data discovery for users. Egnyte is focused on building an improved user experience based on content intelligence that provides meaningful context and promotes productivity. Advanced metadata provides the foundation for next-level file analytics that will be powered by machine learning.

To learn more about the latest enhancements to Egnyte's secure content platform, visit the Egnyte blog [here](#).

About Egnyte
Egnyte is the only secure content platform that is designed specifically for business. Egnyte provides teams with secure file sharing capability and access to content delivered at hyper-speed, regardless of file size, location, device or bandwidth as well as compliant data protection, and infrastructure modernization—all through a single SaaS solution. Headquartered in Mountain View, CA, More than 15,000 of the world's most demanding and regulated businesses in more than 120 countries around the globe trust Egnyte to manage their content on the cloud. Investors include venture capital firms, Goldman Sachs, Google Ventures and Kleiner Perkins Caufield & Byers, as well as technology partners, such as CenturyLink and Seagate Technology.

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