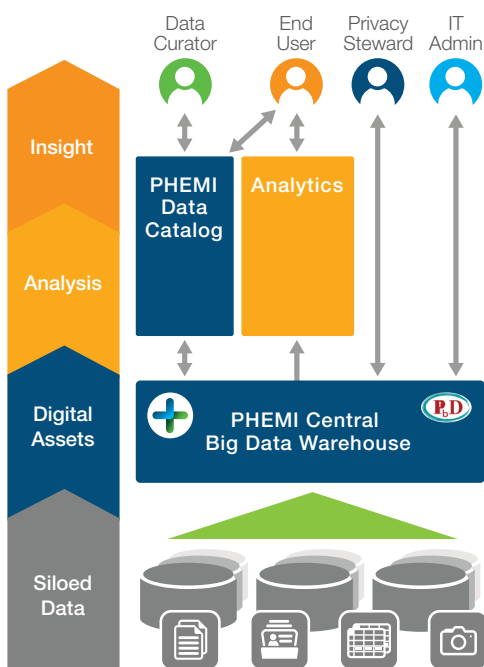


Self-Serve Data

For the first time, organizations can give researchers and business analysts on-demand access to data, while remaining confident that governance policies are automatically enforced, including data sharing, consent and privacy policies.

With a solution comprised of the PHEMI Central Big Data Warehouse and the PHEMI Data Catalog, organizations can:

- Collect and consolidate structured, semi-structured, and unstructured data from a range of sources
- Allow data administrators to curate and publish catalogs of data for end users
- Allow authorized researchers and analysts self-serve access to freely explore and select data from the catalog
- Accentuate access to data for analysts and BI users
- Automatically comply with increasingly complex privacy, security, and governance requirements



Data Curators One-time curation

Data curators own and manage the data. They can move from designing customized, one-off queries to publishing a catalog of reusable datasets.

- Create datasets without the assistance of a DBA
- Curate data once to serve many users
- Publish a catalog of datasets to help users understand and consume data

End Users Point-and-click, on-demand access to data

Researchers and business analysts can explore data in the data catalog, then select and export datasets in minutes.

- Use a point-and-click interface to explore data catalogs
- Select fields from the catalog to create a customized dataset filtered for the user's purpose
- Export custom datasets directly into analytics and visualization tools without using complex queries
- PHEMI Central controls rightful access to data and automatically enforces data sharing agreements

Privacy Officers and Data Stewards Automated policy enforcement

Privacy Officers can enforce policies and data sharing agreements consistently and uniformly, across the system.

- Enforce governance and data sharing agreements
- Control who can see what information, and automatically enforce de-identification policies
- Translate user authorizations and data sensitivity into access policies for automatic enforcement

IT Department Reduced effort and cost

Self-service access streamlines data administration and reduces storage costs.

- Commodity servers lower costs
- Index, catalog, tag and enrich your data on ingest for findability and performance
- PHEMI Central is a fully integrated enterprise-grade data management product with built-in data governance

Self-service accelerates insights, fosters discovery, and reduces costs.

The PHEMI Big Data Warehouse and PHEMI Data Catalog allow organizations to freely mine data with full privacy, security, and governance.

Collect and Curate All of Your Data

The PHEMI Central Big Data Warehouse collects any type of data—structured, semi-structured, or unstructured. As data availability and breadth expand over time, new data sources and subject areas are easily aggregated. PHEMI Central describes data on ingest using a powerful metadata framework, and can link it across multiple data sources for maximum power and flexibility in analysis.

Automatically De-Identify, Mask, Redact, or Standardize Content

Customized pieces of executable code called Data Processing Functions (DPFs) can selectively parse, extract, cleanse, encrypt, or structure data. Personal information can be automatically de-identified, masked, or redacted, so that data can be more widely shared while still controlling rightful use and reducing the risk of re-identification. Data dictionaries can be constructed to provide a uniform presentation of common fields, facilitating queries and analytics.

Automatically Enforce Rightful Access and Data Governance

PHEMI Central provides a rigorous and robust privacy, security, and governance framework. All queries for data are automatically mediated by fine-grained policy enforcement based on access policies that operationalize user authorizations and data sensitivity.

Advanced data management features include data immutability, version control, and a detailed audit log. PHEMI Central governs data through the full lifecycle, automatically enforcing retention rules and datasharing agreements.

Catalog Your Data for Self-Service

PHEMI Central automatically tags, indexes and catalogs data as it is stored so data can be searched, sorted, and assembled into datasets at sub-second speeds. When you add in the PHEMI Data Catalog, the data curator can construct and publish a catalog of virtual datamarts that allow sophisticated analytics and visualization. End users enjoy better visibility into the repository along with faster, simpler, more direct access to data.

Manage Consent and Data Sharing

PHEMI Central's fine-grained privacy framework enforces rightful access and automatically enforces data sharing agreements. Access and consent directives can be explicitly linked to individual data elements and described using metadata. PHEMI Central then automatically enforces directives in the same way as embedded privacy rules.

Reduce Costs

Reduce your costs by implementing self-serve data access that includes PHEMI Central and the PHEMI Data Catalog.

- Reduce IT costs by using low-cost, scalable hardware, by improving database utilization, and by reducing data sprawl.
- Free up your data curators from designing time-consuming custom queries.
- Allow your researchers and analysts immediate access to the data they want, in an easily consumable format.

Immediate, flexible, direct access to data, opens new service opportunities such as data markets for data sharing within the organization or paywalled services for approved external collaborators.

Contact us at info@phemi.com for a demo or to discuss our self-serve data access starter kits.