

80 billion files of data sprawl – intelligent data management to protect customer privacy and reduce risk of data exposure

for a Fortune 50 U.S. Bank with more than 50M users worldwide



Business Need

- **Data sharing** for internal constituents while **protecting customer privacy**.
- Integrating organizational **data silos with data governance** to enhance **security, compliance** and **privacy controls**.



Challenges Faced

- **Unstructured, unsecured, duplicate, and ungoverned data** sprawl of customer PII leading to potential data exposure, cyberthreat and non-compliance
- **Lack of customer data intelligence** leading to multiple rounds of customer follow ups and poor CRM
- Inability in leveraging the data due to the **lack of centralized data management,, interoperability, and efficient data sharing & access**



Solution Offered

Identification

- **A preliminary assessment** of data sets
- **Identifying deep insight within data**
- **Classification** of data location, format, extension, type of data, and more

Analysis

- **Removing duplicates** and **optimization of search** by adding data tags
- **Data analytics** for higher governance and risk mitigation
- Identify files with privacy information

Action

- **Applying intelligence** to the high-risk data for compliant and secure data management
- Creating an **immutable audit log** backed by blockchain technology to track the data access activities
- **Data consolidation** to drive compliance, analytics, and security, and giving role-based access



Business Impact



80 billion files of data sprawl optimized to reduce the risk of data exposure



In an era where the average **cost of a data breach in the USA is \$7.91 million**, we helped the bank mitigate potential penalties with a fortified compliance & security ecosystem by:

- **Consolidating the data governance across data silos and role-based access**
- **Data intelligence** to optimize data sprawl and technology-driven privacy controls
- Realized an ability to **report to regulators efficiently**
- Strengthening **customer trust**
- Eliminated **reputational risk**

Data Dynamics is the pioneer of unified unstructured data management platform. With 26 of the Fortune 100 global customers worldwide, Data Dynamics enables organizations to analyze, move, manage, and modernize their data anywhere. Data Dynamics accelerates the adoption of hybrid, public and multi-cloud strategies, builds higher quality SLAs, and improves business process modernizations. For more information, visit www.datadynamicsinc.com.