

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

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