RETAIL GIANT

To remain agile and competitive this massive data-driven retailer needed to shift to cloud infrastructure while still respecting its role as a health and financial data-fiduciary and remaining in compliance with industry and geographic privacy regulations.

THE CHALLENGE

The retailer wanted to consolidate the loyalty programs of their broad portfolio of holdings into one giant pool of data for analysis, but with HIPAA regulated information from medical devices, and personal and financial data subject to government and banking industry scrutiny, they recognized that a one-stop shop in the cloud of customers' high value, private information came with considerable risk and responsibility as well as the potential for data-driven innovation.

THE SOLUTION

This retailer wanted to enable data-driven innovation by creating infrastructure to securely analyze customer purchases in aggregate across their many subsidiaries. The security was paramount to this effort because the data included HIPAA regulated information from medical devices, and personal financial data subject to government and banking industry scrutiny, they recognized that a one-stop shop in the cloud of customers' high value, private information came with considerable risk and responsibility.

The retailer chose Protegrity over both platform-native security and other third-party suppliers for the ability to protect sensitive data from a diversity of sources, then control access to it by downstream users. Protegrity's solution preserves privacy and renders data valueless in case of a breach without compromising critical processes or analytic ambition. This is accomplished by de-identifying personal information as early in its lifecycle as possible by transforming the data through encryption or patented Vaultless Tokenization (PVT).

Using Protegrity's unique Enterprise Security Administrator (ESA) and Data Security Gateway (DSG) architecture, the retailer can centrally and transparently enforce the protection and unprotection of all sensitive information in and out of the cloud, and control access to it by role. In this way they can securely deliver an enterprise data hub for a new generation of real-time analytic insights and digital services.

PROTEGRITY DATA SECURITY GATEWAY FOR SECURE CUSTOMER LOYALTY ANALYTICS
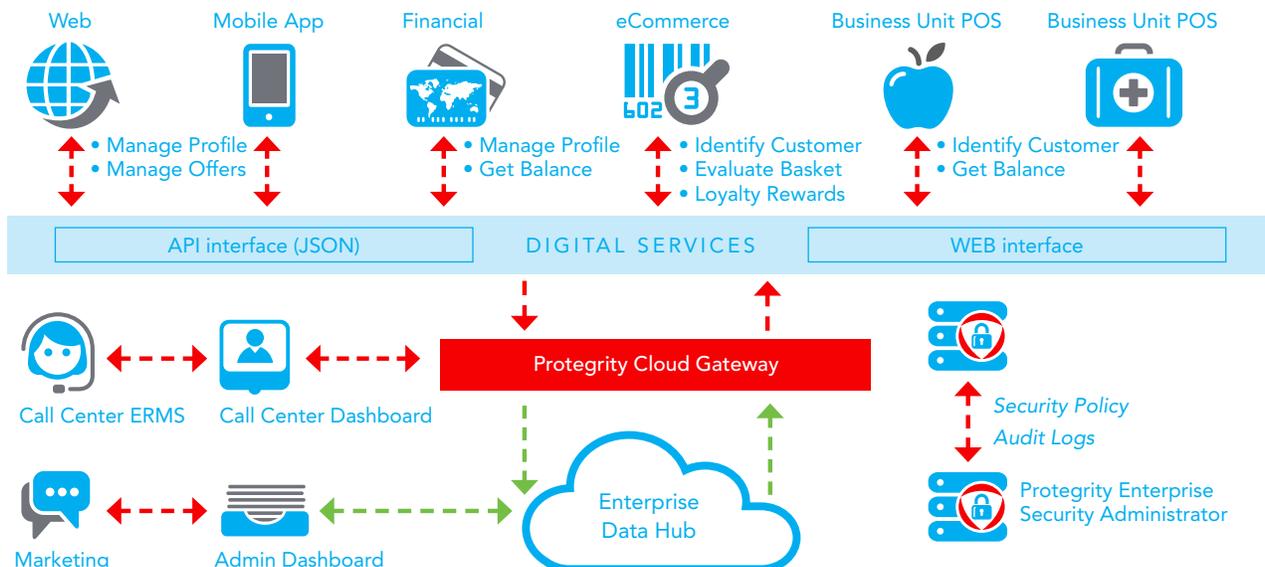
> "This customer-centric retailer set an enterprise-wide standard for data protection and now has confidence that it can secure future growth through digital innovation and intentional data privacy policies."

THE RESULTS

This data-driven retailer fully understood the benefit of a data-first approach to protecting sensitive information by design and held customer privacy as a pillar of their brand.

Despite looming budget cuts, the Data Security team embraced Protegrity's "all-in" Prime subscription for simplified procurement of unlimited data protection, on-premise and in the cloud.

NARRATIVE OF PROJECT

- Data from myriad sources
- Consolidation for a 'one stop data analytics shop'
- Compliance with multiple regulations

CHALLENGE

- Huge volumes of personal customer data
- Legacy IT platforms & applications
- Bidirectional protection of cloud data

WHY PROTEGRITY?

- Centrally controlled, real time data protection, access and audit
- Enterprise-wide business continuity – on-premise and in the cloud
- Privacy enabled analytics

BUSINESS VALUE

- Enable new revenue sources
- Maintained regulatory compliance
- Business processing continuity

TECHNICAL VALUE

- Authorized access to cloud data – least privilege
- Automated monitoring, logging, auditing & reporting
- No legacy application or infrastructure modification

With Protegrity Prime this retailer has complete, unrestricted, enterprise access to all Protegrity generally available technology for secure production, development, testing, UAT, and disaster recovery; now and in the future:

- Enterprise Security Administrator (ESA)
- All DBMS Protectors
- All Big Data Protectors
- Data Security Gateways
- Application Protectors
- Choice of licensing tiers for flexibility & best fit
- Advisory Services
- 24 x 7 Support