

Global Media Producer Reduces Risks, Manages Costs and Protects Privacy with Estuate



Background

The client is a global cross-media production agency that produces brand assets and protects brand equities to drive brand profitability for its customers around the world. Leveraging its 60+ years of industry leadership, the client identifies and deploys scalable solutions to address a brand's complex production and delivery needs through proven expertise in workflow, resourcing, color management and imaging.

Business Challenge

The client used PeopleSoft HCM to manage its people and PeopleSoft Financials to manage its finances. These applications contained personally-identifiable employee and customer data and needed to be secured. The client was also subject to government regulations enacted to protect confidential information from misuse. Further, corporate confidential data and intellectual property needed to be secured across geographies. There was a need to take a holistic approach to protecting and securing business critical information while ensuring access to data for operational, reporting and audit purposes.

The Estuate Solution

Estuate's solution helped the client comply with data privacy and protection mandates that restrict the use of actual customer data. The solution:

- ◉ Intelligently masked sensitive data, such as credit card or social security numbers with realistic but fictional values.
- ◉ Leveraged masking services to mask data on demand, anywhere at any time.

- ⦿ Masked data in both production and nonproduction environments.
- ⦿ Masked data on demand in applications or business reports to support real-time decision making.
- ⦿ Provided a template library and format guidelines for masking the sensitive fields.
- ⦿ Preserved the integrity of masked data to ensure successful testing and development.

Business Impact

Estuate's data masking solution helped proactively secure corporate data, improve data security, meet compliance mandates and lower costs associated with data breaches. The solution:

- ⦿ Safeguarded personally identifiable information, financials and other sensitive data.
- ⦿ Supported compliance with privacy regulations and corporate governance standards.
- ⦿ Improved governance with predefined actionable data privacy classifications and rules.
- ⦿ Secured business-sensitive data with format-preserving encryption.

"Estuate's expertise in Information Lifecycle Governance was critical to the success of our initiatives. Estuate's consultants not only brought a wealth of knowledge about industry trends and best practices, intricate knowledge of IBM's Optim solution line, but also proved willing to go above and beyond to hit extremely aggressive targets. Their passion for extreme service, clearly shone through the project, and we look forward to working with them again. "

Technology Manager.

Get Started Today

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