

Amway shields confidential business data with Estuate

Amway is an American company specializing in the marketing of health, beauty and home care products at a global level. Amway sells its acclaimed and recognized products through authorized distributors known as 'Amway Direct Sellers'. The company was ranked No. 29 among the largest privately held companies in the United States by Forbes in 2015 based on revenue, and No. 1 among multi-level marketing companies by Direct Selling News in 2016.

1. Business Challenge

Amway needed to secure their sensitive business information with a robust data privacy solution that could:

-  Identify vulnerable information and protect sensitive data in their Oracle E-Business Suite application
-  Mask Personally Identifiable Information (PII) with meaningful fictional characters for testing and training purposes
-  Ensure data privacy requirements are met in Optim Access Definitions
-  Protect critical information sets in the long run well in compliance with regulatory standards

2. Estuate Solution



Estuate's customized data privacy solutions helped Amway fortify their data quality effectively.

- Implemented IBM Optim Data Privacy Solution to protect sensitive data lying in their Oracle E-Business Suite applications
- Identified areas where data was to be masked and scripted obfuscation algorithms for 27 columns successfully
- Ensured data privacy across test and production environments for current as well as future requirements
- Trained Amway's teams to use the solution proficiently and offered post go-live support

3. Business Impact

Amway was able to safeguard their confidential data along with these business-critical benefits:



Improved quality of data in Oracle E-Business Suite, as well as test/development environments



Enhanced testing performance due to pre-defined script algorithms for data masking



Reduced risk of data breaches in the long run with full support and well-trained employees



Adherence to compliance requirements, data privacy regulations and company specific policies

Talk to our experts



+1 408-946-0002



contactus@estuate.com



About Estuate

Estuate helps customers thrive with out-of-the-box technology solutions. A global IT services company, Estuate offers Advisory, Engineering, Data & AI, AI Business Applications, Enterprise Security & GRC, and Managed Services. Our mission is to help businesses create lasting value through next-generation digital solutions and expert consulting. Headquartered in Silicon Valley, Estuate has a global presence with operations in the USA, Canada, India, and the United Kingdom.

www.estuate.com

Follow us on social media:

