

A close-up photograph of a hand placing a coin on top of a stack of coins. The stack is growing, and the background is blurred green foliage. The image is used as a background for the slide.

Fidelity attains enterprise-wide data security

Fidelity Investments is a multinational financial services corporation based in Boston, Massachusetts. The company operates a brokerage firm, manages a large family of mutual funds, provides investment advice, retirement services, wealth management, and life insurance.

1. Business Challenge

Fidelity was looking for a partner to help them safeguard sensitive enterprise data. They needed to:



Determine the applications and elements that were vulnerable to data threats



Secure sensitive information pertaining to employees and customers for production and non-production purposes



Develop a Data Masking Center of Excellence (CoE) to adhere to enterprise and industry policies

2. Estuate Solution

Estuate understood Fidelity's complex demands and offered end-to-end data privacy solutions.

- **Identified and categorized data** elements to be masked and defined a clear roadmap for masking each element
- **Enabled masking** for 10 business applications using IBM Optim Data Privacy solution for production and testing
- **Developed a customized Data Masking CoE** to secure sensitive data across the enterprise with compliance management

3. Business Impact

With Estuate's comprehensive solutions, Fidelity locked sensitive data effectively and scaled their performance. The benefits included:



Faster, secure and automated data masking

procedure resulting in increased efficiency



Continuous improvement in data quality and

overall organizational risk mitigation



Cost effectiveness

with Estuate's holistic solution securing sensitive data across the organization



Improved adherence to regulatory requirements

and global data privacy protection laws

Talk to our experts



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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.

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