

Global 500 Financial Services Company

Introduction

This case study of a Global 500 financial services company is based on a December 2020 survey of Dataguisse customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“[Dataguisse improved our] data security with masking on Social Security Numbers and credit card numbers while preserving the format of data, which subsequently allows leveraging at downstream analytics.”

Challenges

The cybersecurity needs that most influenced their decision to use Dataguisse solutions:

- Custom data masking

The compliance measures that most influenced their decision to use Dataguisse solutions:

- PCI / DSS

Use Case

The following data types are protected with Dataguisse:

- Credit card and financial information
- Personal data (SSNs, race, religion, minors, etc.)

Data uncovered by Dataguisse’s data discovery is protected with:

- Encrypting

They use Dataguisse functionality for data security with these additional use cases:

- Data protection (masking or encryption)

Results

The company experienced these immediate benefits following the deployment of Dataguisse:

- Improved protection of PI/PII
- Increased their data security by 75 – 90% since implementing Dataguisse technology
- Saved 75 – 90% of time by moving from manually applied protection to Dataguisse’s automated discovery and protection solution

Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:
Global 500

Industry:
Financial Services

About PKWARE

PKWARE offers the only data discovery and protection solution that locates and secures sensitive data to minimize organizational risks and costs, regardless of device or environment. Our ultra-efficient, scalable software is simple to use on a broad range of data types and repositories, enabling precise, automated visibility and control of personal data, even in the fastest-moving, most complex IT environments. With more than 1,200 customers, including many of the world’s largest financial institutions, retailers, healthcare organizations, and government agencies, PKWARE continues to innovate as an award-winning global leader in data discovery, security, and compliance. To learn more, visit [PKWARE.com](https://www.pkware.com).

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