

Global Mobile Communications Provider Decreases Risk of Data Breaches and Complies with Stringent Data Privacy Rules Using Informatica Platform

Informatica customer introduces uninvasive, real-time protection against data security breaches in less than three weeks; achieves fast return on data using Informatica Dynamic Data Masking solution.

FAST FACTS

BUSINESS INITIATIVES

- Mitigate risk and support regulatory compliance
- Improve efficiency and reduce costs

TECHNOLOGY STRATEGY

Deployed the Informatica Dynamic Data Masking component of the Informatica Platform to apply sophisticated, flexible data masking rules based on a user's authorization level.

“In just a few weeks, the Informatica Platform transparently masked personal information on our billing, CRM, and custom application screens and packaged reports in production and nonproduction environments. The Informatica solution is now a cornerstone of our risk management and compliance strategy.”

– Chief Information Security Officer, Global Mobile Communications Provider

Executive Summary

Data security breaches are on the increase. They can have a severe impact on an organization's brand image and serious repercussions in terms of lost revenue and customer defection. This leading global mobile communications provider was aware of the damage a data security breach can cause; however, the company was struggling to secure sensitive data in its production, nonproduction, and training databases. Various data security and privacy technology options had been tried—including identity access management and data encryption—but none could solve the problem.

BENEFITS

- Reduced business risk and increased compliance
- Prevented unauthorized users from accessing sensitive information in production and nonproduction environments
- Provided finer-grained control over data that authorized users are allowed to see
- Resulted in no impact on user productivity, underlying data, database structure, or query performance
- Deployed dynamic data masking solution in less than three weeks
- Required no application or database changes to protect the privacy of data
- Supplied flexibility to quickly customize data masking solutions for different regulatory or business requirements

NUTS AND BOLTS

- Solutions: Governance, risk management, and compliance
- Product: Informatica Dynamic Data Masking
- Sources: Production, nonproduction, and training databases
- Targets: Billing and CRM systems

In response, the mobile communications organization implemented Informatica® Dynamic Data Masking™, a component of the Informatica Platform, to reduce its risk exposure and improve compliance with data security and privacy regulations. Launched in less than three weeks, the Informatica Dynamic Data Masking software solution provides the organization with uninvasive, real-time protection against data security breaches and unauthorized data loss across production and nonproduction environments. All of this is achieved without requiring any changes to database or application source code. The Informatica implementation represents a truly significant return on data and a substantial step toward preventing unauthorized users from accessing sensitive information.

Protection for Personally Identifiable Information

This global mobile communications provider was challenged to protect personally identifiable information residing in the company's critical legacy and custom applications, including its billing and customer relationship management (CRM) systems. Crucially, the data exists in various production, cloned, training, and nonproduction environments. It is also accessed daily by thousands of different employees, ranging from business users and newly recruited employees to IT personnel, production support teams, and developers.

The mobile communications provider had explored various different avenues in attempts to protect this data; however, none of these had delivered the necessary degree of data privacy protection. In the production environments, for example, encryption was ruled out, owing to the performance degradation. For encryption to work, application changes would also need to be made—an impossible task in many of the closed, packaged applications the organization was using.

The company also tried using physical masking to secure data in the training environments. The problem here was that physical masking was insufficient to provide masks to frequently changing data to support end-user training in real-life scenarios.

Prevent Unauthorized Users from Accessing Sensitive Information

To successfully tackle these challenges, the mobile communications provider deployed Informatica Dynamic Data Masking, a component of the Informatica Platform. The solution supplies the organization with real-time capabilities to prevent unauthorized users from accessing sensitive information. The Informatica technology employs real-time data protection rules to provide finer-grained control over the data that authorized users are allowed to see. These end users (and other staff such as contract personnel, support teams, database administrators, and developers) can be given full access to production data, while ensuring that access to personally identifiable information and other sensitive data can be completely or partially de-identified. This capability decreases the risk of data breaches and ensures compliance with increasingly stringent data privacy regulations. Moreover, there is no impact on the mobile communications provider's user productivity, the underlying data, database structure, or query performance.

The mobile communications organization deployed the Informatica Platform in less than three weeks across all production, training, and nonproduction environments. The ease of installation and configuration of the Dynamic Data Masking solution helped make this accelerated deployment possible. During the implementation, for example, no application or database changes were required to protect the privacy of customer names, SIM mobile phone card serial numbers, account information, outgoing call numbers, credit card information, or other private data items. Moreover, the security team involved in the project was able to propagate rules between different environments and apply those same rules on different use cases.

Security for Complex and Demanding Business Applications

The Informatica solution has enabled the mobile communications provider to take a major leap toward preventing unauthorized users from accessing sensitive information. The technology's simple visual implementation methodology enabled the security team to secure a plethora of personal identification data quickly in several of the most complex and demanding business applications, including billing, Siebel, and Clarify CRM applications. Personal information is now secured from business users, newly recruited and existing employees, contracted staff, and outsource and IT staff—allowing them to access it only on a need-to-know basis.

Besides dramatically decreasing the risk of a data breach, the company also has the flexibility to quickly customize data masking solutions for different regulatory or business requirements. Rule propagation furnished rapid protection across critical production, training, and nonproduction environments. And this compliance with privacy regulations has all been achieved cost-effectively: the mobile communications provider was able to bypass expensive and time-consuming changes to applications during its quest for data privacy.

Commenting on the impact of the Informatica Dynamic Data Masking solution, the company's chief information security officer says, "In just a few weeks, the Informatica Platform transparently masked personal information on our billing, CRM, and custom application screens and packaged reports in production and nonproduction environments. The Informatica solution is now a cornerstone of our risk management and compliance strategy."

Learn More

Learn more about the Informatica Platform. Visit us at www.informatica.com or call +1 650-385-5000 (1-800-653-3871 in the United States).

About Informatica

Informatica Corporation (NASDAQ: INFA) is the world's number one independent provider of data integration software. Organizations around the world rely on Informatica to gain a competitive advantage with timely, relevant and trustworthy data for their top business imperatives. Worldwide, over 4,440 enterprises depend on Informatica for data integration, data quality, and big data solutions to access, integrate and trust their information assets residing on-premise and in the Cloud.



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