

Hot Telecommunication Relies on Informatica to Protect Data Privacy and Ensure Compliance with Privacy Laws



"Informatica Dynamic Data Masking enables Hot to capitalize on the full potential of its data. Concerns about how sensitive and personal information was used and who had access to it have been eliminated, allowing the company to quickly develop new applications and services."

- Zeev Goldshtein, Chief Information Security Officer, Hot Communications

Leading Israeli telecommunications provider avoids exposing the risk of a data breach across a maze of production environments by using Informatica Dynamic Data Masking

It was the equivalent of going out and leaving the front door unlocked. The Israeli telecommunications company Hot had inadequate security measures in place to secure its production environments. Although no breach took place, there was the continual risk that sensitive information, such as customers' names and addresses, call details, and billing data, could be exposed to insiders and outsiders. By standardizing on Informatica® Dynamic Data Masking (DDM), Hot is applying flexible data masking rules based on a user's authentication level—ensuring that sensitive information is consumed only when required on a need-to-know basis.

The solution shields sensitive data in Hot's production environment, allowing the company to realize the full potential of its data: production environments can be accessed and maintained by thousands of end users, IT personnel, consultants, and outsourcers while eliminating the risk of a data breach. In addition, DDM enables Hot to meet the evergrowing jurisdiction and industry-specific compliance laws governing sensitive data such as credit card and customer information with confidence.

Telecommunications Services to 1.3 Million Israeli Households

Hot is a group of communication companies offering customers a variety of multichannel television, last-mile Internet access, broadband, fixed line, and cellular connection services. The Israeli company provides these services to approximately



Business Initiatives:

- Adhere to local, international, and industry-based data privacy laws governing data security in a fraction of time and cost and with no changes to applications or databases
- Protect personal and sensitive information from internal or external breaches
- Accelerate development of compelling new telecommunications features and services
- Lower cost of test, development, and QA

Technology Strategy:

Deployed the Informatica Dynamic Data Masking component of the Informatica Platform to apply real-time, flexible data access control, auditing, and masking rules based on a user's authentication level.

Benefits:

- Quickly gained compliance with ever-growing regulatory laws
- Secured personal and sensitive data across production and nonproduction areas, speeding development of compelling, bundled telecommunications solutions

1.3 million households and has more than 5,500 direct employees.

The company is eager to put the full potential of its data to work: using business intelligence to create new communications services, deliver a more rewarding service experience, apply compelling bundled solutions, and maximize revenue per customer. However, issues associated with data security hindered that potential. Hot's technology staff, business support teams, suppliers, and outsourced personnel could easily access confidential and private information, such as customer, product, or billing data.

Although no breach occurred, Hot was aware that unauthorized and uncontrolled access to such data could damage the company's reputation, increase costs, and result in regulatory penalties.

Moreover, Hot's privileged users often had inadvertent access to sensitive data that they didn't need to perform their jobs. For example, a database administrator (DBA) might require the use of a Hot production billing system to examine performance issues. In that scenario, there was no need for the DBA to see sensitive data such as customer credit information. Meeting this requirement was a challenge when internal teams performing their jobs need to access production environments but must not see the sensitive information within them. The problem was exacerbated by the large volumes of Hot data that had to be accessed on this "need to know" basis.

Secure, Scalable, and Easy-to-Use Informatica Masking Solution

Conventional encryption was not the solution for Hot. This requires transactions to be encrypted on every read and decrypted on every write. If

sensitive details were encrypted and then decrypted on every query, the performance impact could interfere with the operation of any of Hot's databases.

Zeev Goldshtein preferred an easier, more effective approach. "Only Informatica offers dynamic data masking," explains Hot's CISO. "The other solutions we looked at were simple masking tools, based on encryption or physical masking of the database that could not be used in production environments. Informatica Dynamic Data Masking is also scalable, easy to use, and provides business critical information only to those required to see the data."

Hot has deployed Informatica Dynamic Data Masking as part of a strategy to prevent breaches and enforce data security. This best-in-class Informatica solution for masking sensitive production data enables Goldshtein and his team to apply flexible data masking rules based on a user's authentication level. It de-identifies Hot's data, shields the company's production applications and databases without changes to source code, and controls unauthorized access to the production environment. All of these tasks are achieved in real time without impacting production performance.

Creating Test Environments in Minutes—Not One Week

The solution has transformed the speed and quality of Hot's development process, allowing the company to create new telecommunications features and services more quickly, secure in the knowledge that the development environment is protected from unauthorized access. Previously, Goldshtein's team mapped an entire database to the test or quality assurance (QA) environment—and that took up to seven days to complete.

- Put potential of information to work, by shielding sensitive data from unauthorized access and ensuring access on a need-to-know basis
- Eliminated risk of data breach, which could damage reputation, increase costs, and incur regulatory penalties
- Lowered time to create test data environment from up to one week down to minutes

Nuts & Bolts:

- Solution: Information lifecycle management
- Product: Informatica Dynamic Data Masking
- Sources: Up to 50 databases, containing customer, product, billing, and other data
- Targets: Production, test, and QA environments

Now, using Informatica Dynamic Data Masking, it is a one-time policy to create a snapshot and secure it with DDM, which only takes minutes to complete.

“Informatica Dynamic Data Masking enables Hot to capitalize on the full potential of its data. Concerns about how data was used and who had access to it have been eliminated, allowing the company to quickly develop new applications and services, confident that sensitive data is shielded,” says Goldshtein. “By masking data in this manner, Hot is able to secure all production environments, accelerate the development process, roll out compelling bundled communications services more quickly, and deliver a more rewarding experience to millions of customers.”

All of this dovetails with Hot’s compliance goals. Granular policies, for example, enable the team to dynamically mask certain portions of the data, such as specific tables, rows, and columns, rather than the entire database. For auditing purposes, Informatica Dynamic Data Masking also generates reports for use in auditing that show when data was masked and what the data was masked to. According to Goldshtein, “We now know all the people who touch sensitive credit card, personal, or financial data.”



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