PKWARE

CASE STUDY

AWS CUSTOMER SNAPSHOT: Financial Services Leader

The Opportunity

Digital is redefining the banking industry, as mobile technologies, social media, and the Internet of Things (IoT) are generating unprecedented volumes of data about customers. Financial services firms that are able to harness this data to uncover new business insights and develop the digital tools customers want—even before they know they want them—will be the winners in this new competitive landscape. [Anonymous] was an early leader in the world of data-driven decision-making, but with the advent of big data and the cloud, the speed of innovation can be accelerated. [Anonymous] is embarking on an overall technology transformation to maintain analytic leadership in the new digital era, empowering its thousands of employees with unconstrained data and processing power.

The Challenge

To make data and processing as unconstrained as possible, [Anonymous] began adopting big data platforms like Hadoop and cloud services from Amazon Web Services. But [Anonymous] also acknowledged that data in these repositories can be unpredictable and difficult to govern. Sensitive data (e.g., PII, PHI, PCI data)—amidst volumes of other structured, unstructured, and semi-structured data—was now being stored, accessed, and shared by thousands of users, sometimes without the knowledge of IT security or governance groups. But denying access to entire data sets because they contain, or may contain, sensitive data would be counterproductive to the company's goals. The IT security team at [Anonymous] knew additional tools were needed to ensure the usability of more data while maintaining the privacy of all sensitive data across the enterprise—on premises and in the cloud. In particular, compliance with the Payment Card Industry (PCI) Data Security Standard was mission-critical.

About PKWARE and AWS

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

For Amazon Web Services (AWS) customers, it offers industry-first support for sensitive data stored in Amazon Simple Storage Service (Amazon S3) and accessed via Amazon Elastic MapReduce (Amazon EMR) for all your data analytics, compliance, and information governance purposes. Amazon Web Services provides a broad platform of secure, cost-effective, high performance cloud services that help you collect, store, and analyze Big Data workloads.

The Solution

To ensure all sensitive data is identified, [Anonymous] selected PKWARE to run automated discovery and detection of sensitive data across on-premises and cloud repositories. PKWARE is the only solution on the market that can detect and discover sensitive data in Hadoop, as well as Amazon Redshift, Amazon RDS, and Amazon S3. PKWARE searches continuously, in real time, for all PCI-related data (e.g., credit card numbers) in the repositories. When sensitive data is found, PKWARE makes a call to the company's tokenization solution, replaces the original value with the new tokenized value, and then sends the data back to the repository. At the same time, PKWARE sends an alert to the data owner. Ultimately, [Anonymous] relies on PKWARE to ensure that there is no sensitive data in any data repository at any time.

Results/Next Steps

PKWARE is helping [Anonymous] meet the key objectives of its data strategy. The company has the use of unconstrained data and processing in Hadoop and is able to leverage customer data for greater business value, while still protecting it and complying with PCI standards. With PKWARE, [Anonymous] greatly reduces the risk and impact of a breach, whether due to an insider's mistake or an outsider's attack. [Anonymous] is increasing its use of the cloud, and plans to use PKWARE to ensure the safety of sensitive data across more on-premises and cloud repositories. It is currently using or testing nearly every service offered in the Amazon Web Services (AWS) platform.

With the help of PKWARE, this financial services leader was able to empower data-driven innovation while ensuring PCI compliance.