



# Global 500 Financial Services Company

CASE STUDY



## Introduction

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

## Challenges

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

- Custom data masking

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

- GDPR
- PCI / DSS
- CCPA / CPRA

## Use Case

The following data types are protected with PKWARE:

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

Data uncovered by PKWARE's data discovery is protected with:

- Masking (redaction, de-identification, etc.)

PKWARE functionality for data security is used with these additional use cases:

- Data protection (masking or encryption)

## 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.

**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).

## Results

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

- Located and classified sensitive data
- Met audit and compliance requirements
- Eliminated fines and fees associated with breaches
- Improved the efficiency of a business process
- Improved protection of PI/PII
- Increased data security by >90% since implementing PKWARE technology
- Saved up to >90% of time by moving from manually applied protection to PKWARE's automated discovery and protection solution



“PKWARE provided a masking tool which was needed from security and compliance perspective. Consistent masking was one of the great feature which PKWARE has provided to us. It not only eases the process but keep our Users consistent from data point of view.”

Source: TechValidate survey of a Global 500 Financial Services Company

Research by **TechValidate**  
by SurveyMonkey

