

Great Eastern Assurance



Introduction

This case study of Great Eastern Assurance is based on a December 2020 survey of PKWARE customers by TechValidate, a 3rd-party research service.

Challenges

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

- Automation
- Data tracking (discovery/classification)
- Unauthorized files sharing or theft
- Custom data masking

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

- GDPR

Use Case

Great Eastern Assurance uses PKWARE to protect the following data types:

- Personal data (SSNs, race, religion, minors, etc.)
- Confidential files

They protect the data uncovered by PKWARE's data discovery using:

- Masking (redaction, de-identification, etc)

Company Profile

Company: Great Eastern Assurance

Size: Medium Enterprise

Industry: Insurance

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).

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

- DLP enhancement
- Moving data to the cloud
- Data protection (masking or encryption)
- Reporting on file contents and activity
- Data classification

Results

The immediate benefits they experienced following the deployment of PKWARE:

- Located and classified sensitive data
- Met audit and compliance requirements
- Improved the efficiency of a business process
- Improved protection of PI/PII
- Satisfied customer and/or board mandates
- Increased their data security by 25 - 50% since implementing PKWARE technology
- Saved up to 25% of time by moving from manually applied protection to PKWARE's automated discovery and protection solution



“Script-based masking has been very challenging in terms of running scripts, validations and access grants to the stakeholders. With PKWARE, there is no risk as the governance process is tightly coupled with the tool.”

Source: Kanganalapatti Janarthanan Jayanthi, IT Manager, Great Eastern Assurance

Research by **TechValidate**
by SurveyMonkey

