

Small Business Marketing & Advertising Company

Introduction

This case study of a small business marketing & advertising company is based on a June 2021 survey of PKWARE customers by TechValidate, a third-party research service. The profiled company asked to have their name blinded to protect their confidentiality.

Challenges

The business challenges that led the profiled company to evaluate and ultimately select PKWARE:

- Ongoing challenges, frustrations, or problems in creating an organization's cybersecurity model
- Meeting multiple compliance mandates (GDPR, CCPA, HIPAA, PCI DSS, etc.)
- Finding all private and sensitive data across repositories and endpoints

Use Case

- The company does not use irreversible protection but they are planning to add it within the next 12 months.
- They secure the data stored in the cloud using encryption and plan to add tokenization.

Organization Profile

The organization featured in this case study asked to have its name blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Size: Small Business

Industry: Marketing & Advertising



Results

The PKWARE features that proved most valuable for the surveyed organization:

- Discovery
- Encryption
- Masking

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).



With PKWARE's data security technology, I have confidence that we are meeting our data compliance goals.

TechValidate
by SurveyMonkey

✓ Validated

Published Dec. 1, 2021, TVID: 183-761-CD9

