



Let's Solve

# Case Study

Implementation of GDPR regulation for  
US-based Multinational Technology  
Company



A Larsen & Toubro  
Group Company

## Client

US-based multinational technology company that designs, develops, and sells consumer electronics, computer software, and online services.

## Challenges

- Identification and documentation of PII data fields
- Implementation of GDPR regulation for PII fields in the Enterprise Data Warehouse (EDW) and enforce GDPR beyond the compliance deadline

## LTI Solution

- Automated Discovery of PII, PCI, and PHI fields along with a Data Asset Inventory
- Creation of a data repository and data lineage of sensitive data
- Addressed the 'Right to be Forgotten' via LTI's DSRM solution
- Anonymization of sensitive data in the Data Warehouse area
- Data obfuscation in core and semantic layers in Enterprise Data Warehouse
- Development of a rule-based engine to Pseudo-Anonymize and de-Pseudo Anonymize data to enforce GDPR compliance
- Tools/Technology used : Teradata, Java, Redis, Unix and Cassandra

## Business Benefits Delivered

- 100% reduction in manual effort for discovery of PII fields and automation of data anonymization and de-anonymization
- Cost savings of 75% through automation-led methodology
- Clean documentation on data lineage of PII fields for the entire EDW system

---

LTI (NSE: LTI) is a global technology consulting and digital solutions company, helping more than 250 clients succeed in a converging world. With operations in 27 countries, we go the extra mile for our clients and accelerate their digital transformation with LTI's Mosaic platform, enabling their mobile, social, analytics, IoT and cloud journeys. Founded 20 years ago as the information technology division of the Larsen & Toubro Limited, our unique heritage gives us unrivaled real-world expertise to solve the most complex challenges of enterprises across all industries. Each day, our team of more than 20,000 LTIites enable our clients to improve the effectiveness of their business and technology operations, and deliver value to their customers, employees and shareholders. Find more at [www.Ltinfotech.com](http://www.Ltinfotech.com) or follow us at @LTI\_Global

[info@Ltinfotech.com](mailto:info@Ltinfotech.com)



A Larsen & Toubro  
Group Company