Case Study

Implementation of GDPR regulation for US-based Multinational Technology 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