intertrust®

Self-service governance with Intertrust Platform™

Industry
Financial services

Location
Worldwide

Solution
Intertrust Platform™

Introduction

Financial services organizations have long relied on relationship building to maintain trust with their clients. This is especially important because the financial services industry processes massive volumes of customer data. This data contains a treasure trove of information that is key to running impactful campaigns or creating targeted offers for customers. While the data needs to be analyzed, it is frequently sequestered in different silos or applications. It is also subject to multiple complicated regulations and the dangers of a data breach—and broken confidence in the organization—are only too real. Ensuring customer data safety while maintaining overall transparency is key to a continued successful customer relationship.

The challenge

In the process of integrating client services and applications, financial services companies face multiple challenges around data analysis, data security, privacy regulations, and data governance. Because the data is housed in distributed systems, it can take a considerable amount of time to set up an application development ecosystem. The data can be subject to multiple levels of management approvals, user authentication, and purchase/provisioning of hardware and software. It might then be in the wrong format for a particular application and have to go through a separate level of preparation. Additionally, it can be a challenge to integrate data sharing policies while maintaining strict access control to data located in multiple databases, object stores, or file systems. Last, but certainly not least, the data has to be processed in a safe place, with all the industry-mandated safeguards.

In order to overcome these challenges, financial services organizations need a robust data management solution that can offer full data interoperability and collaboration in a governed, compliant fashion.

intertrust.com/products/platform

The Intertrust Platform facilitates secure data exchanges and collaboration between businesses and partners, allowing them to secure, govern, and monetize their data, across any cloud service or infrastructure.

The solution

Intertrust enables secure and efficient data orchestration, maintains data privacy protection, and ensures complete data governance. The Intertrust Platform™ is a trusted data exchange ecosystem that acts as a data aggregation and collaboration layer for many different data sources and formats, regardless of location and type.

The Intertrust Platform promotes self-service analytics and data democratization, while staying compliant to an organization's data sharing policies. The Platform enables a robust governance framework over analytics applications, on the go. For a financial services organization, the Platform could enable a multi-step approach, including:

- Setting up databases in secure Dockerized environments

- Pre-packaged datasets

- A workspace that integrates tools and workflows

- Role-based access control over a wide variety of datasets

- Governance—tracking user activity with respect to regulated data

The results

The Intertrust Platform can orchestrate existing tools in a manner that seamlessly supports existing workflows while monitoring governance policies. Via its agile, flexible data governance solution, Intertrust Platform can provide financial services organizations with full operational visibility into data across its entire lifecycle, from a database repository to the end application where it is being used. The Platform also enables them to:

- Securely share data with key stakeholders, partners, and customers—all while maintaining strict permissions and compliance

- Maintain business compliance and provide role-based data access to enable secure collaboration

- Port data sources and analytics into governed execution environments for collaboration and sharing

- Meet complex governance requirements with fine-grained auditing, monitoring, and control

As a result, financial services companies can safely create unique services for their customers without jeopardizing the security of their data. Moreover, they can automate governance processes within their analytics applications.

intertrust®

Building trust for the connected world.

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