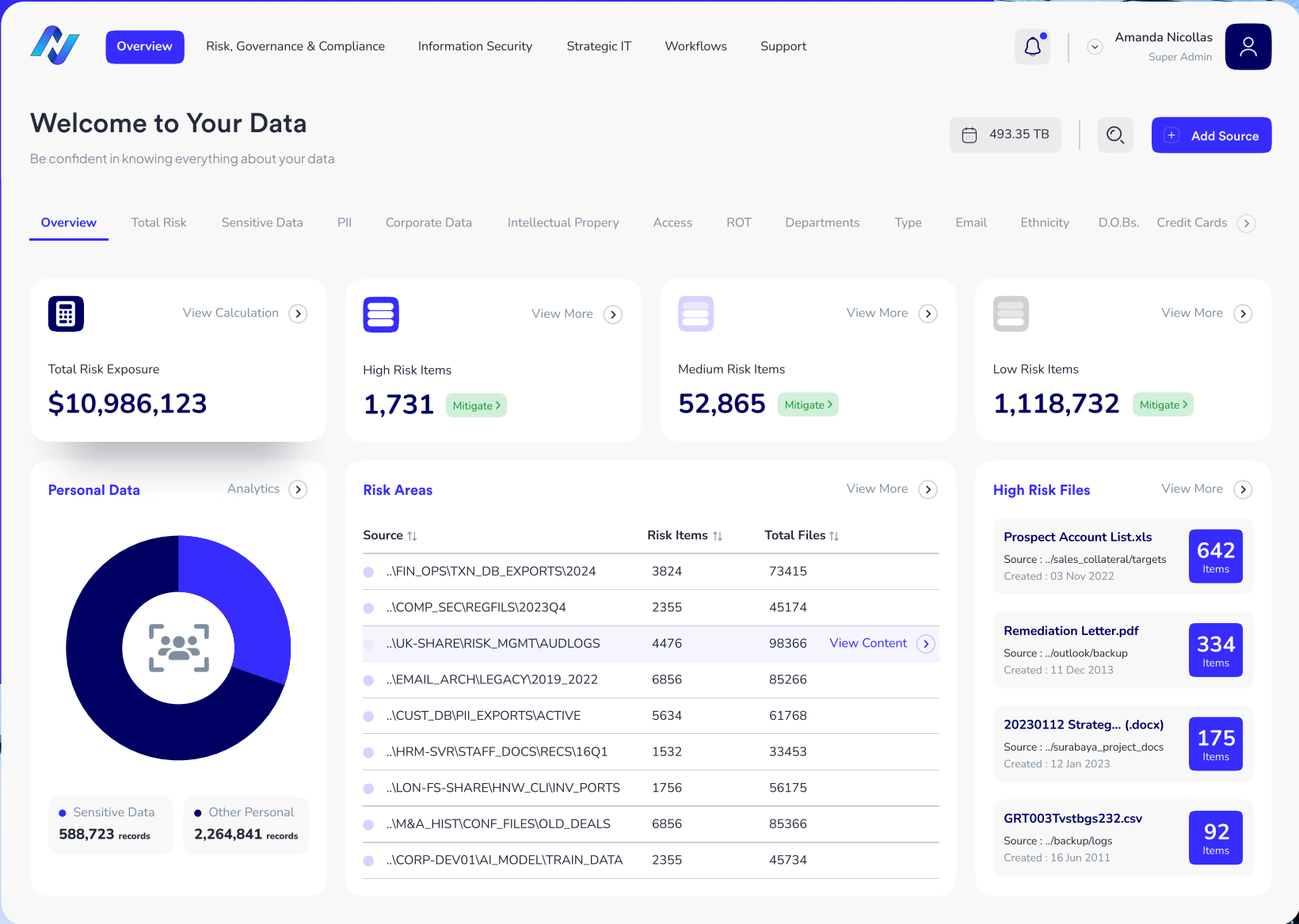NowVertical

Case Study:
Driving Efficiency and Reducing Risk in Financial Services

A leading UK financial services company turned data chaos into clarity with NowVertical. From exposing hidden risks to automating compliance and cutting costs, they gained total confidence in their data.

We transform data into business vaue with AI, Fast

2025

Overview   Risk, Governance & Compliance   Information Security   Strategic IT   Workflows   Support

Amanda Nicollas
Super Admin

Welcome to Your Data
Be confident in knowing everything about your data

493.35 TB   + Add Source

Overview   Total Risk   Sensitive Data   PII   Corporate Data   Intellectual Propery   Access   ROT   Departments   Type   Email   Ethnicity   D.O.Bs.   Credit Cards

View Calculation
Total Risk Exposure
$10,986,123

View More
High Risk Items
1,731   Mitigate

View More
Medium Risk Items
52,865   Mitigate

View More
Low Risk Items
1,118,732   Mitigate

Personal Data   Analytics

Sensitive Data   588,723 records
Other Personal   2,264,841 records

Risk Areas   View More

Source	Risk Items	Total Files
..\FIN_OPS\TXN_DB_EXPORTS\2024	3824	73415
..\COMP_SEC\REGFILS\2023Q4	2355	45174
..\UK-SHARE\RISK_MGMT\AUDLOGS	4476	98366 (View Content)
..\EMAIL_ARCH\LEGACY\2019_2022	6856	85266
..\CUST_DB\PII_EXPORTS\ACTIVE	5634	61768
..\HRM-SVR\STAFF_DOCS\RECS\16Q1	1532	33453
..\LON-FS-SHARE\HNW_CLI\INV_PORTS	1756	56175
..\M&A_HIST\CONF_FILES\OLD_DEALS	6856	85366
..\CORP-DEV01\AI_MODEL\TRAIN_DATA	2355	45734

High Risk Files   View More

Prospect Account List.xls
Source : ..\sales_collateral\targets
Created : 03 Nov 2022
642 Items

Remediation Letter.pdf
Source : ..\outlook\backup
Created : 11 Dec 2013
334 Items

20230112 Strateg... (.docx)
Source : ..\surabaya_project_docs
Created : 12 Jan 2023
175 Items

GRT003Tvstbgs232.csv
Source : ..\backup\logs
Created : 16 Jun 2011
92 Items

Prospect Account List.xls

334

A leading UK financial services company faced a critical challenge:

Efficiently managing 0.5 petabytes of stuctured and unstructured data, from transaction databases to business shared folders and everything in between all while ensuring compliance with stringent regulations.
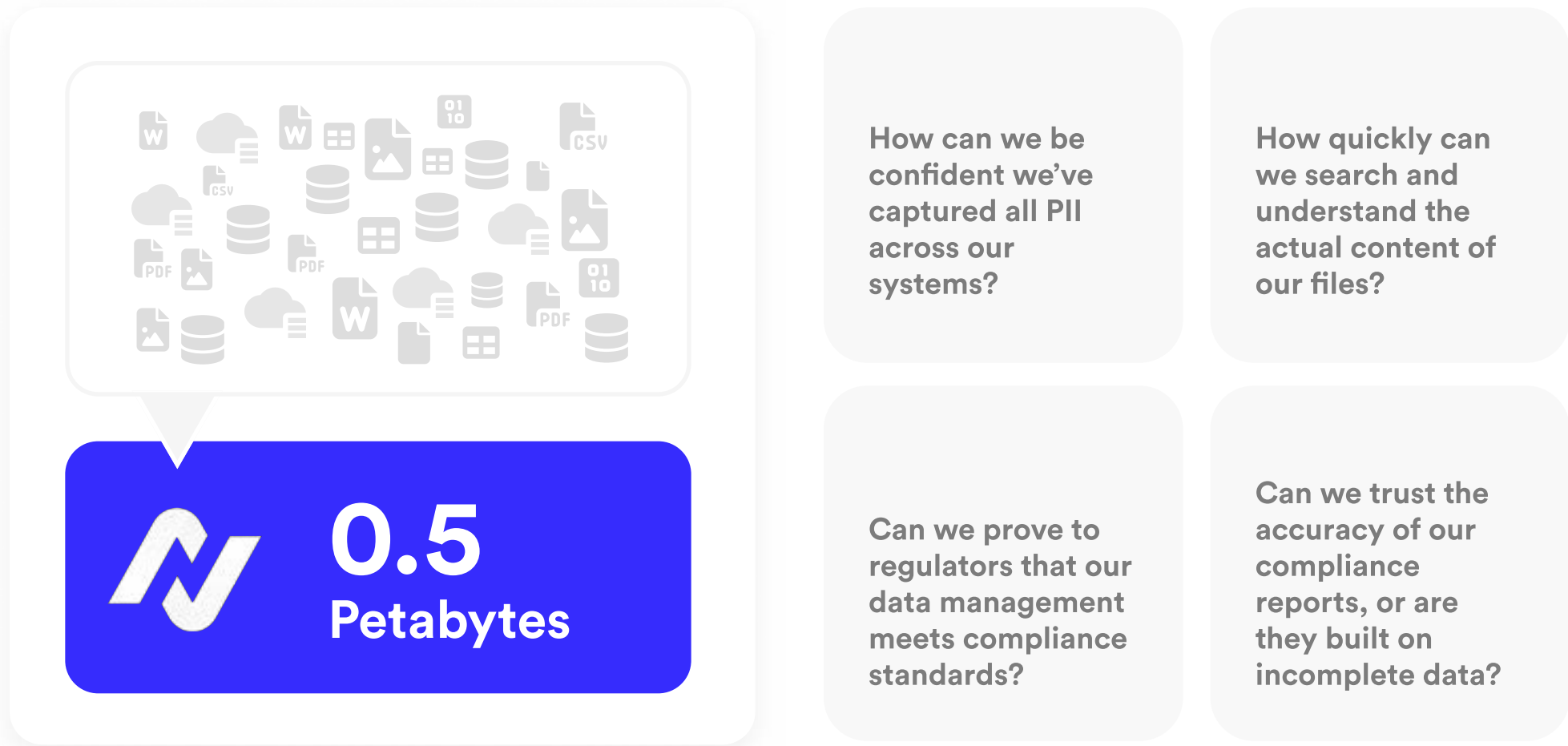
Confidence in their data management, risk controls, and regulatory compliance was paramount. However, they lacked a complete and detailed view of their data, making it impossible to manage risk effectively.

Their challenges were clear:

- **Dispersed Data:** Information was scattered across systems, causing blind spots and increasing exposure risks.

- **Poor resolution:** Existing tools couldn't access full detail within their data—only fragments or metadata—hampering compliance and decision-making.

- **Operational Strain:** Manual, resource-intensive processes slowed audits and compliance reporting.

- **Growing Threats and requirements:** Rising cyber risks and regulator demands increased the need swift identification of vulnerabilities and sensitive data.

The company needed more than data discovery—they needed total insight: a single source of truth showing exactly where their data was, what it contained, and its risk profile—all in one place.

This was about control, clarity, and confidence. Without complete visibility, their risk management and compliance efforts were undermined. They sought a solution to break through complexity, expose hidden risks, and empower their data management approach.

0.5 Petabytes

How can we be confident we've captured all PII across our systems?

How quickly can we search and understand the actual content of our files?

Can we prove to regulators that our data management meets compliance standards?

Can we trust the accuracy of our compliance reports, or are they built on incomplete data?

35% of data breaches access data which sits outside of traditional IT Data Discovery efforts (Shadow Data) and on average these breaches cost the enterprise 16% more to resolve.
(KPMG, 2024)

Solution selection

The UK financial services company selected NowVertical because it provided the essential capabilities they required: coverage, scale, detail, and speed—combined with end-to-end support and a competitive commercial offering.

They didn't just choose a platform—they chose a partner. NowVertical delivered the visibility, efficiency, and confidence they needed to meet their data management and compliance goals, driving their business forward with clarity and control.

Row	Information	Status
1	Wilson Mayenda	Open
2	Jim Pitt	Pending
3		

Sales.csv
View file

Data Profile — View all >

Total Size: **495 TB** Total Files: **124,953,094**

Scan Progress: **73%** Data Sources: **532**

Policy Rules

GDPR Templates

Scan **DAILY** From **SOURCE:**
Containing:
Records:
    COUNT > 10 where **REGEX=TRUE**
    or
    NAME. Present? and **EMAIL.**Present?

Connect, Search & Tag →
Gov, Risk & Compliance Mgt. →
Information Security →
Strategic Data Operations →

Assistance

Support Docs

Account Contact

Jamie Johnson
jamie.johnson@nowvertical.com

Comprehensive Coverage & Detailed Discovery

- **All Data, One Platform:** NowVertical offered complete visibility, integrating structured and unstructured data from across their systems.

- **Beyond Metadata:** Full content-level discovery ensured they knew exactly where sensitive data was and what it contained.

Built for Enterprise Scale with Speed

- **Massive Capacity:** The platform easily handled their 0.5PB of data without compromising performance.

- **Rapid Insights:** Lightning-fast search and indexing enabled quick identification of risks and sensitive information.

Automated AI Compliance & Efficient Workflows

- **Proactive Governance:** Automated compliance checks aligned with regulatory standards, reducing manual workload.

- **Workflow Automation:** Integrated workflows simplified audit preparation and reporting, improving efficiency.

Competitive Commercial Value

- **Cost-Effective Solution:** A highly competitive commercial package that met their budget without sacrificing functionality.

- **All-in-One Offering:** Full feature set without the need for additional tools or modules.

End-to-End Support from NowVertical:

- **Expert Guidance:** Dedicated support from implementation to optimisation.

- **Collaborative Partnership:** Ongoing support and advice to ensure long-term success.

All of the data in absolute detail, all in one place

NowVertical provided the company with unparalleled visibility across the data, revealing risks and patterns hidden beneath years of digital sprawl. The platform's comprehensive capabilities turned complexity into clarity.

How it worked

- **Ingested Everything:** NOW Privacy ingested and indexed every file—structured and unstructured—creating a live, fully searchable catalogue that updated in real time.

- **Full-Content Analysis:** Beyond simple metadata scans, the platform exposed the full content of each item, surfacing sensitive data buried deep within legacy documents.

- **One Clear View:** Through a single interface, they could instantly search, filter, and review their entire data estate—structured, unstructured, current, and legacy.

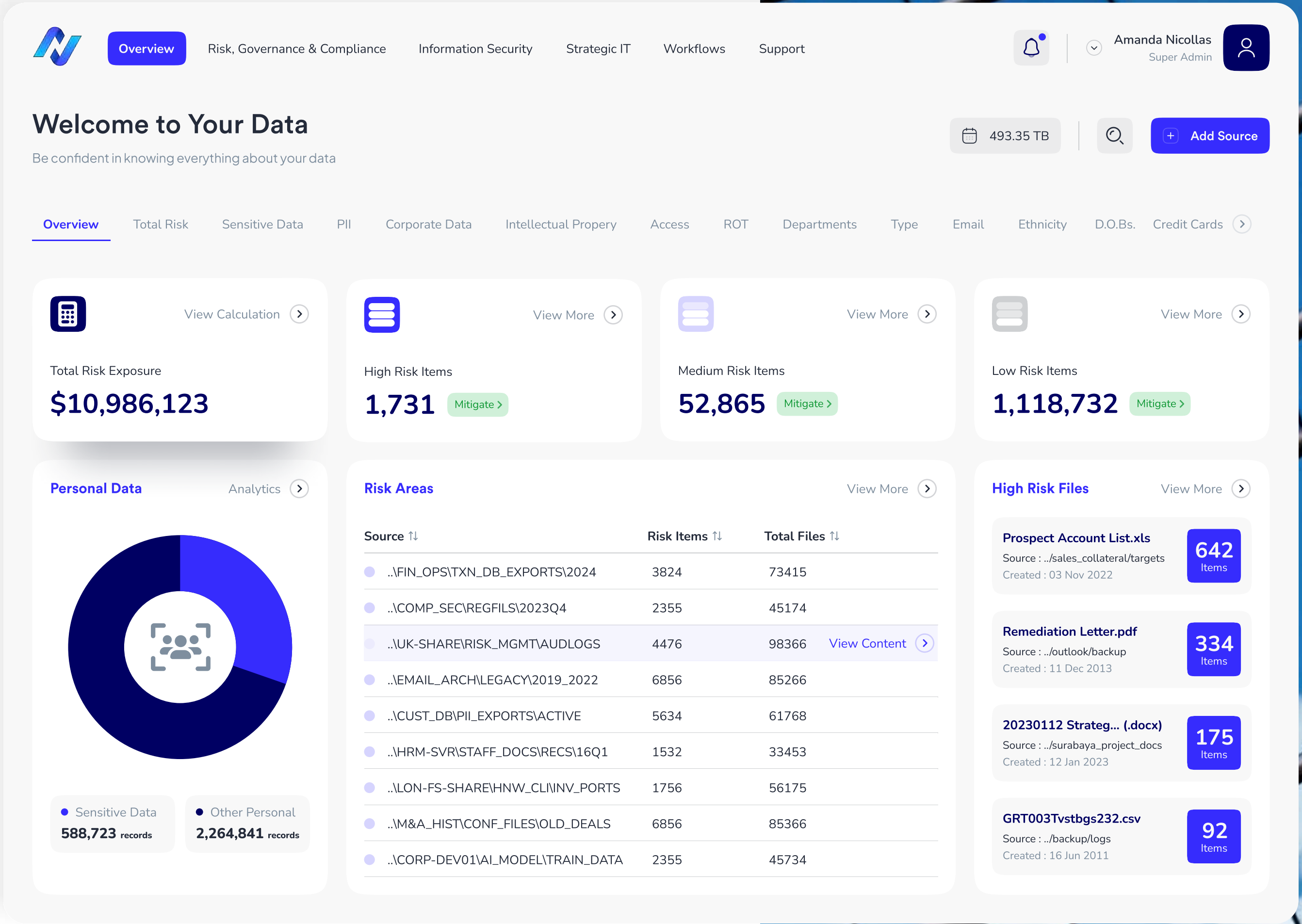- **Continuous Updates:** The platform stayed synchronised with their live data, ensuring findings were alway accurate

What was Found?

$12m

of risky data found, including a highly sensitive 5-year old excel file from a divested entity. This was not a superficial audit—it was a deep, forensic-level discovery that brought their entire data reality into view, exposing both risks and opportunities with clarity and urgency.

- **Hidden Threats:** Risky items found, exposing sensitive financial records and personal information—an unmeasurable risk, now tangible and actionable.

- **Deep Insight Across Sources and within files:** From emails to databases, they uncovered personal identifiers, financial details, and compliance violations, understanding data content allowed for new risks to be identifies.

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One alternate client described our solution as:

"It's a Google for enterprise data - on steroids!"

Risk reduction, cost savings and operational efficiency

With complete confidence in their data from NowVertical's powerful discovery and automation capabilities, the company acted decisively to eliminate risk, meet compliance demands, and drive efficiency.

Risk, Compliance an Governance Overview

All Time ⌄

High Risk Items
2,848
4,982 complete

Items Ready For Workflow
6,635
14,982 complete

Total Files
2,824,523
+1.42% from last month

Difference: ↓ 8%
Risk: $4,022,486

10m
8m
6m
4m
2m
0

Jan Feb Mar Apr May Jun Jul Aug Sep Oct

70%
Of additional data volume through automated compliance workflows

Files according to policy rules
Files by modification date

< 1 Year 1 - 2 Years 2-4 Years > 4 Years

24,433
File ready for Archival

14,873
Files ready for deletion

+90%
Efficiency in data retrieval

12 months
of manual effort saved

Risk Reduction and Automated Compliance

Within the live, fully searchable catalogue of structured and unstructured data the $12m of risky data was prioritized based on impact. Through the platform the client was able to systematically reduce their risk - tagging, redacting and remediating in bulk through the NowVertical platform.

Automated workflows leveraging rules and policies were embedded to trigger man-in-the-loop workflows that classified, archived, or deleted risky files. Simultaneously, audit-ready reports were generated to satisfy regulatory demands.

Additional Operational Cost Saving

Using smart ROT (Redundant, Obsolete, Trivial) analysis, the company identified and safely removed low-value data, cutting storage needs and achieving an annual cost reduction of $100,000.

$100,000
Further saving through optimized storage costs

Did you know? Other organisations also harness the power of the platform to deliver:

- **Rapid SAR Responses:** Leveraging NowVertical's fully indexed data estate, they responded to Subject Access Requests (SARs) within minutes, producing complete, trackable audit logs.

- **Investigations and Tribunals:** The search engine capability retrieved decades-old documents, emails, and call logs within seconds, enabling crucial evidence discovery for employee and regulatory disputes.

- **AI Model Data Protection:** Sensitive data was automatically classified and masked, ensuring only compliant, anonymised datasets were used for training AI models.

NowVertical

Get in Touch

Hidden risks, compliance gaps, and inefficiencies could be lurking in your data—are you confident you've uncovered them all? With NowVertical, gain instant visibility, automated compliance, and full control over your structured and unstructured data.

Book a demo today or take advantage of our Risk Calculator workshop, which is complementary for qualifying financial service organisations. This hands-on session will quantify the specific data risk exposure of your data, and help you understand the financial and regulatory impact of unmanaged data.

Book a demo   **Calculate your data risk**