



# Inventa™ for Retailers

Retailers are facing new challenges: adjusting to a world of increased regulations, inflationary pressures disrupting business, and supply chain uncertainty add complexity to the management of business information, planning, and organization.

January 2023

**T-Mobile suffered another data breach that exposed guest information servers 37M Customers**

## Increased Exposure

The scope of consumer information is constantly increasing and spreading across numerous systems: from CRM to email servers – and with it, the danger of a data breach or unauthorized transfer of sensitive files : accidentally, or with malice aforethought.

## Business intelligence optimization for loyalty clubs

The proliferation of data gathering systems and increase of data scope from loyalty club data provide business intelligence systems and decision-making tools with duplicate or redundant information, resulting in inaccurate conclusions and recommendations that slow down business and cause consumer frustration.

## Regulatory compliance

Retailers are subject to local and international data and privacy security regulations with regards to the personal data of guests and employees, and must comply with standards such as GDPR, CCPA, PIPEDA, LGPD, and more.

July 2019

**Marriott fined under GDPR for failing to detect a data breach that persisted for four years, affecting 339 million guests. 125M US\$ Fine**

*1touch.io offers the retailers an effective, efficient, and secure solution that helps protect & maximize revenue by minimizing data exposure, merging redundant information, tracking customer data, and generating alerts when sensitive files are duplicated or moved.*

# Inventa™ is the Key

Inventa is a sensitive data intelligence solution with unprecedented analysis techniques for data mapping and classification. With Inventa, sensitive data is discovered and tracked continuously, supporting data minimization, lineage identification, and ongoing monitoring of transactions into and out of the organizational network.

## DISCOVER



Map all copies of sensitive data & analyze lineage

## MERGE



Merge all sensitive data and copies into a single repository

## MONITOR

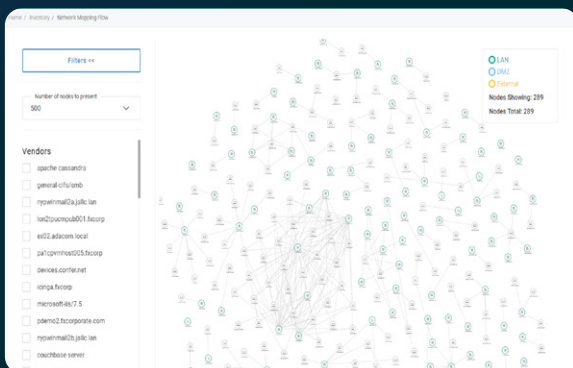


Monitor network to identify sensitive data transactions

## INTEGRATE



Integrate with 3rd party platforms to generate alerts based on discovery data



Identify data lineage for each data entity, and track data transfer into, within, and out of your organizational network

Discover and map the location of all sensitive data copies in your organizational network

