

Customer Case Study:

How *Cyera* Empowered a Retail Leader to Take Control of Their Data



Overview



In today's data-driven world, visibility and control over sensitive data is non-negotiable, especially for businesses entrusted with customer information. For this leading retail organization, Nordstrom, the inability to identify, manage, and secure sprawling data across their ecosystem posed a significant operational and security risk. That changed with Cyera.

The Challenge: Unchecked Data Sprawl

THE CUSTOMER FACED A PRESSING CHALLENGE: *data sprawl*. Without full visibility into the data landscape, securing sensitive information was nearly impossible. As the former CISO and SVP of Nordstrom put it, "You can't defend what you can't see or don't know that you have." The lack of insight into where data lived, how it was used, and who had access left the organization vulnerable, and unable to fully leverage data for strategic decision-making.

At the heart of the problem was an overwhelming volume of data being generated across systems, with little ability to consolidate or categorize it. That meant that if even 10% of data breached from Nordstrom members could be a fine ranging from \$55 million to \$99 million!

In an industry where customer trust is everything, this was not a risk they could afford.

The Solution: Cyera's Data Security Platform

After evaluating solutions, the retail organization selected Cyera for its ability to tackle their most complex data security challenges. What stood out?

- ◆ **Data Discovery:** Cyera's ability to uncover data across environments, cloud, on-premises, and hybrid, was a game changer. This created a "light bulb moment," revealing just how much data the organization had and where it resided.
- ◆ **Ease of Implementation:** The solution was deployed quickly and seamlessly, ensuring fast time-to-value.
- ◆ **Partnership & Support:** The Cyera team didn't just offer a tool—they offered a relationship. Their professionalism and willingness to go the extra mile helped build trust from day one.



The Results: Visibility, Trust, and Data-Driven Decisions

With Cyera in place, the organization gained unprecedented visibility into their data landscape. This brought immediate benefits such as:

- ◆ **Improved Security Posture:** With a clear understanding of where data lived and how it was used, the company could better protect sensitive customer information and respond swiftly to potential incidents.
- ◆ **Operational Efficiency:** Cyera enabled faster, more informed decision-making by putting critical data at teams' fingertips.
- ◆ **Customer Trust:** With stronger data protection protocols, the organization reinforced its commitment to providing a secure, seamless shopping experience.

“The magic of the solution is the data discovery component... being able to have it at your fingertips so that you can take action against it. That’s hugely powerful for us as a retail organization.”

Why It Matters?

For this retail leader, choosing Cyera wasn't just about finding a tool, it was about finding a **partner** that understands the critical nature of data in modern business. By solving the problem of data sprawl, Cyera didn't just secure **this** retail organization's data - they helped unlock the full value of it and equip this retail leader with a foolproof data security strategy.

