TRUSTLOGIX

Top Martech Vendor Streamlines Data Access Management and Compliance with Trustlogix

Multiple cloud accounts, roles explosion, and compliance risks

Consumer demographic and behavioral data is rich in Personal Identifiable Information (PII) representing a significant compliance risk. A publicly-traded marketing technology vendor growing in the United States and expanding into Europe realized it needed to streamline its data governance and access management to prevent failed audits and automate the manual processes it employed to manage and govern data access and security.

Large consumer brands turn to this leading marketing technology (martech) vendor to keep pace with rapidly changing buyer behaviors and preferences and identify high value audiences for their new marketing programs. The company maintains high volume and high frequency proprietary opt-in datasets that are among the largest in the world, spanning numerous Snowflake accounts across two continents, to generate these unique insights on consumer intent.

The company has grown quickly, acquiring more than 15 technology firms and onboarding numerous clients. That growth has driven an exponential increase in the volume of data it mines for insights, but also a large uptick in data consumers, roles, access controls rules, and permissions. The small team charged with securing this sensitive personal identifiable information (PII) and granting access to its own data scientists, engineers, business analysts along with the clients' stakeholders, faced an explosion of roles that had ballooned to more than more than 500. Their days were becoming increasingly consumed with troubleshooting tickets to figure out if policy conflicts, incorrect role assignments or configuration caused insufficient access to be granted, requiring several hours each to trace back what granular access might have been missing or needed to be fixed. This impeded the work of data consumers who lacked the data inputs needed to complete their analysis.

Business Impact

Saved 2 engineering FTEs through streamlined operations

Identified 43k tables of dark data (unused) w/ potential to lower storage costs

Removed risk by uncovering numerous access violations [overly permissioned, separation of duty (SoD) violations]

Data Ecosystem

snowflake
snowflake
snowflake
snowflake

> With TrustLogix's centralized governance and automation to streamline our data operations, we were able to redeploy the equivalent of 2 engineering FTEs to strategic initiatives, while reducing our tech debt.

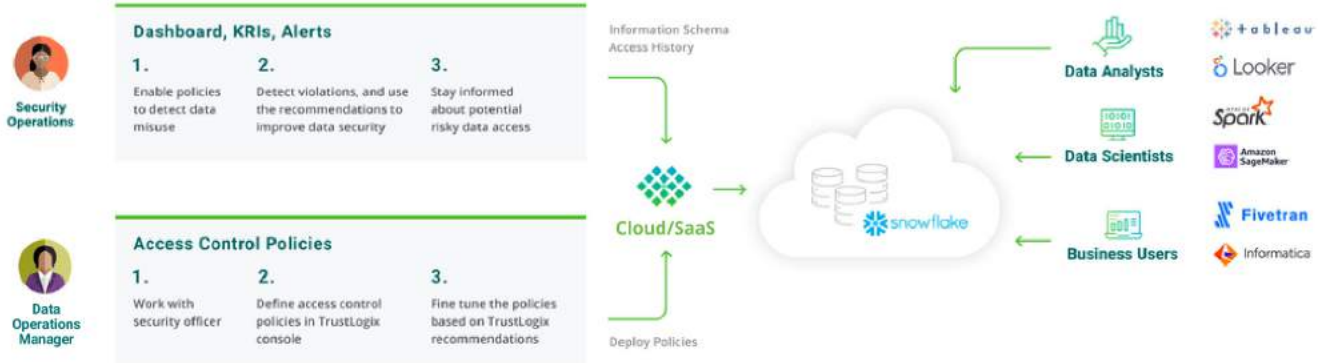
Adding to the operational team's workload were numerous ad hoc requests coming in from clients asking "who's accessing my data and how is it being protected?" These spontaneous auditability and compliance requests might take 24 hours or more as the team performed SQL queries and correlated information to satisfy the requests. This was on top of the manual configuration required for the team to manage day-to-day governance and security controls.

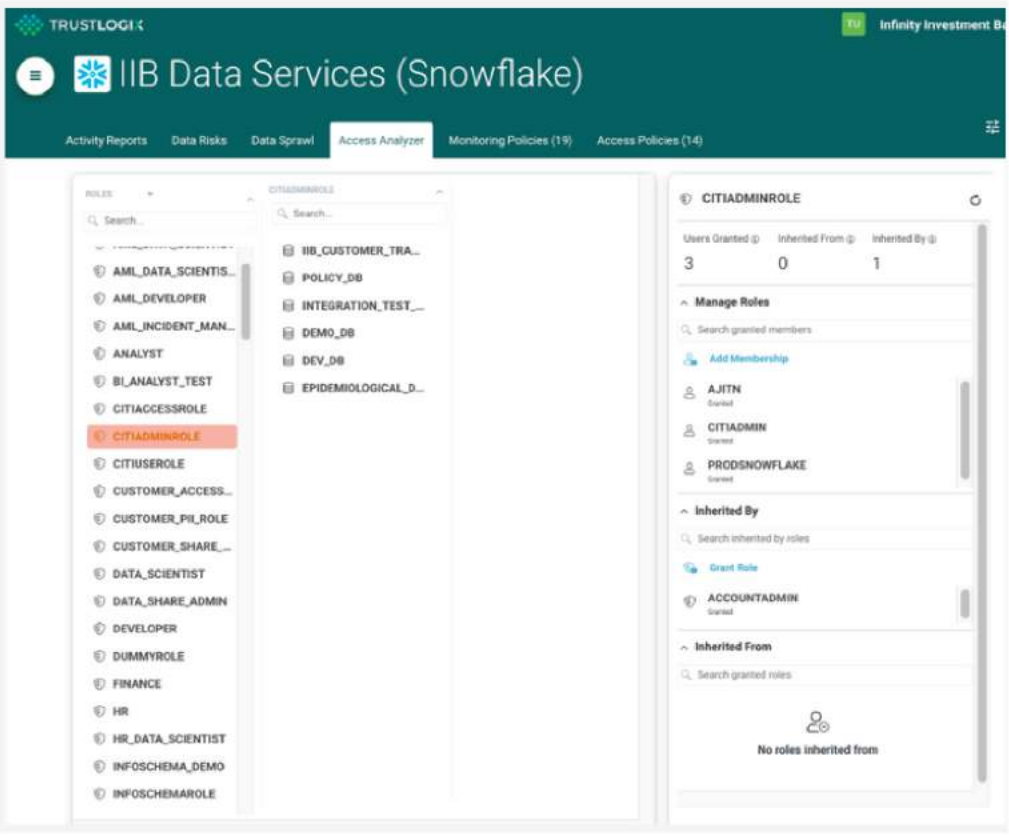
With tech debt accumulating at an alarming rate, and newly launched into Europe, which imposed even more stringent governance requirements such as General Data Protection Regulation (GDPR) and data sovereignty compliance, the firm recognized it needed a better way to manage its data governance that removed unnecessary operational complexity.

Centralized data access governance reduces operational complexity while improving security and productivity

The martech company selected TrustLogix's cloud-native platform to simplify data security and governance across its multi-account, cloud environment. The platform's proxyless, agentless architecture ensured that data stays private, of great importance to this privacy-forward firm during their evaluation. Deploying TrustLogix in a proof-of-concept, the firm was quickly armed with the insights it needed to streamline the implementation and enforcement of fine-grained data access controls, and identify vulnerabilities across its multiple cloud accounts.

TrustLogix provides the team with the ability to discover and observe the data policies in place. One of the most critical findings it uncovered was that instead of the usual 3-4 admin users, the company had 35 users who'd been issued admin privileges. This overly granted access was a clear violation of its Separation of Duties (SoD) controls. Another 100+ inactive user accounts were found to have highly privileged access that hadn't been used in many months (ghost accounts). As with the overly granted privilege, this excessive granting of access created the potential for insider misuse and compliance risk.





The platform also detected more than 500 different roles assigned across the many Snowflake accounts. This "Role Explosion" created operational chaos, and it soon became apparent why the team was consumed with trouble tickets to get to the bottom of access issues.

With clear visibility into its data access risks, the firm could begin to address vulnerabilities consistently across its cloud accounts in minutes — not months. TrustLogix's automated, no-code, policy administration allowed its team to centrally enforce and manage granular data access controls using English-based rules.

This helped the team rationalize the roles and reduce them from more than 500 down to less than 100.

With the management and enforcement of data policies and entitlements in one place, it became easy to correctly assign access in compliance with Least Privilege principles, reducing the time it took for data consumers to gain needed access. Audits took less time too, as TrustLogix's centralized view of the company's data access policies and history significantly simplified audit and compliance processes. All totalled the equivalent of roughly 2 full-time data engineers' time was saved due to the newly streamlined operations.

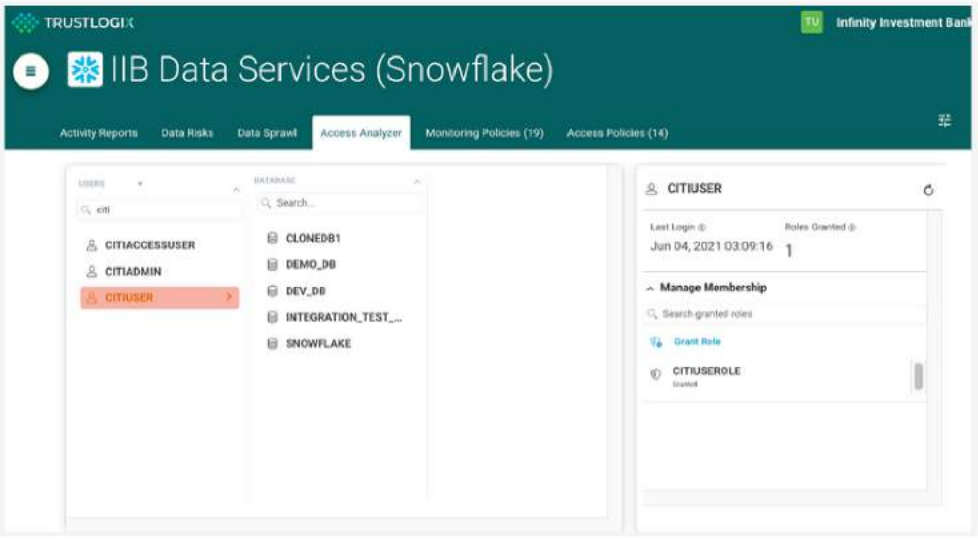
Automated Monitoring that Scales Governance with the Business

TrustLogix's capabilities helped the team shed some tech debt and facilitate a shift from reactive "fire-fighting" to proactive monitoring, maintenance, and enforcement. Unlike the period before the platform when clean-up was deferred

> "Staying at the forefront of data privacy and security is vital to our customers and prospects, who entrust us with their consumer PII and intent data. With TrustLogix, we can easily demonstrate compliance with current regulations, and are confident that this approach will enable us to comply with the more stringent laws that may be enacted in the future."

> "Our rapid growth had created an operationally complex environment that left our team playing catch-up to serve the data consumers and maintain data security. TrustLogix complements our Snowflake data cloud accounts, simplifying and streamlining data security management and providing clear visibility into our access roles, policies, and usage. Our team can be more responsive, while enforcing security policies and granular access controls, so the consumers have access to the right data at the right time."

for urgent troubleshooting, the firm leveraged the TrustLogix platform's automated continuous monitoring to provide the visibility needed to address more than 43,000 tables of dark data (unused or stale) that presented increased risk of data leaks, and were driving up storage costs. Rich alerting capabilities ensure that ghost users, like the 100 inactive users identified in the discovery process, are flagged and promptly removed from the systems.



Using the automated no-code access control builder, the team has reduced the time required to create new granular access controls by more than 50%, since the need for time-consuming SQL coding was eliminated. Perhaps more importantly its data consumers are more productive too, able to access and utilize the data without days of delay.

By automating and centralizing its governance on the platform, the company can more easily support compliance with GDPR and other emerging privacy regulations in a rapidly changing regulatory environment. The company now has a unique selling point, communicating a clear and transparent security framework, showing repeatable, proven data privacy and security practices and earning the trust of new prospects and customers.

The TrustLogix platform continues to be operationalized, with plans in progress to support Postgres and SQL servers. TrustLogix's ability to use fine-grained data controls to secure the company's entire data pipeline—from ingestion to usage—empowers the team, giving it the confidence to scale into new regions without sacrificing performance or security.