






## **Fidelity attains enterprise-wide data security**

Fidelity Investments is a multinational financial services corporation based in Boston, Massachusetts. The company operates a brokerage firm, manages a large family of mutual funds, provides investment advice, retirement services, wealth management, and life insurance.

# 1. Business Challenge

**Fidelity was looking for a partner to help them safeguard sensitive enterprise data. They needed to:**

-  Determine the applications and elements that were vulnerable to data threats
-  Secure sensitive information pertaining to employees and customers for production and non-production purposes
-  Develop a Data Masking Center of Excellence (CoE) to adhere to enterprise and industry policies

## 2. Estuate Solution

Estuate understood Fidelity's complex demands and offered end-to-end data privacy solutions.

- **Identified and categorized data** elements to be masked and defined a clear roadmap for masking each element
- **Enabled masking** for 10 business applications using IBM Optim Data Privacy solution for production and testing
- **Developed a customized Data Masking CoE** to secure sensitive data across the enterprise with compliance management

# 3. Business Impact

With Estuate's comprehensive solutions, Fidelity locked sensitive data effectively and scaled their performance. The benefits included:



**Faster, secure and automated data masking**

procedure resulting in increased efficiency



**Continuous improvement in data quality** and

overall organizational risk mitigation



**Cost effectiveness**

with Estuate's holistic solution securing sensitive data across the organization



**Improved adherence to regulatory requirements**

and global data privacy protection laws

# Testimonial

//

Estuate Our nature of business demanded that we secure sensitive business data and comply with regulatory standards. Estuate built a complete solution that took care of all our data privacy concerns and helped us achieve functional excellence.

- Senior Software Engineer, Fidelity

# Talk to our experts

---



+1 408-946-0002



contactus@estuate.com



## About Estuate

Estuate is a global Product Engineering and IT Enterprise Services company headquartered in Milpitas, CA, and with offices in Canada, India and the UK. The company specializes in leading edge technology solutions in IoT, AI and Digital Transformation solutions. The focus areas and practices that leverage these technologies are Product Engineering Services, Data & Analytics, Subscription Billing & Revenue Management and Governance, Risk & Compliance.

[www.estuate.com](http://www.estuate.com)

Follow us on social media:

