

OKERA DRIVES BUSINESS AGILITY AND SOLVES FOR GDPR DATA SECURITY FOR ONE OF THE LARGEST APPAREL MANUFACTURERS

Executive Summary

This Fortune 500 company is one of the largest manufacturers of active apparel in the world. The company deployed Okera's Active Data Access Platform (ODAP) in its seven petabyte data lake and achieved the following benefits.

OKERA BENEFITS

- Fine-grained data access control at the row, column, and cell level
- Dynamically obfuscated data for governance and regulatory compliance
- Detailed audit trail to monitor data usage from query to the cell level
- Consent management and "right to erasure" required by GDPR, CCPA, and other privacy regulations

Background

The company moves to an AWS data lake

As part of their plans to innovate and remain a leader in their industry, the company decided to undertake all new business initiatives on the cloud. They selected Amazon Web Services (AWS) not only for its disaster recovery capabilities but also for the overall agility compared to building and maintaining their own data centers.

The Amazon S3 data lake became the centerpiece of the business strategy. It would allow multiple analytic workloads to use the same data simultaneously, so the analytics team could take advantage of the company's petabytes of data.

Challenge

Automated access control and sensitive data protection

The company wanted to build new personalization frameworks and memberships apps, intelligently manage inventory for their website, and offer a better customer experience. However, if the company continued to control sensitive data manually, the analytics team could not access data quickly enough and in the appropriate ways to drive business initiatives forward.

The company felt it was their responsibility to protect their customers' sensitive information and ensure proper access control. They were also concerned with staying compliant with GDPR and other privacy regulations.

Solution

Unified data access control for all analytic engines and sensitive data protection

The company selected Okera as a powerful data access control and governance layer between its Amazon S3 data lake and various analytic query engines (including Amazon EMR Hive, Amazon EMR Spark, Amazon EMR Presto, Python, and Databricks). Okera supports very large and diverse data sources, high-performance workloads, and hundreds of concurrent users with minimal performance tax relative to the native data source or query engine.

For their privacy concerns, Okera's ODAP provided the following benefits:

- * Fine-grained data access control at the row, column, and cell level
- * Dynamically obfuscated data for governance and regulatory compliance
- * Detailed audit trail to monitor data usage from query to cell level
- * Consent management and "right to erasure" required by GDPR, CCPA and other privacy regulations

All of this was achieved with high performance, maintaining the Amazon S3 data lake as the single source of truth and minimizing data replication. The company's data lake contains over seven petabytes of data, processes more than two million queries and returns more than one trillion records per day through Okera's ODAP.

What differentiated the Okera platform for the company:

- * Flexibility: Any engine, any workload, any cloud
- * Protection: Granular access control, obfuscation, high-performance scale
- * Visibility: Access patterns, auditing, usage insights

Results

Millions of dollars saved in AWS costs and regulatory exposure

The company estimates over \$2 million in annual efficiency savings, including \$1 million of AWS services and decades of man-months in the effort. In addition, they have avoided spending hundreds of millions of dollars in regulatory exposure. This solution ensures that the company retains its customers' trust and loyalty while protecting and enhancing its own world-leading brand.

"With Okera, we save millions of dollars per year in AWS service fees and data engineering costs and billions on GDPR and other regulatory exposure. Most importantly, we now have the agility to pursue net new business opportunities that we could not have achieved otherwise."

ENGINEERING DIRECTOR, ANALYTICS PLATFORM, F500 APPAREL MANUFACTURER

ABOUT OKERA

Okera enables the management of data access and governance at scale for today's modern cloud data lakes. Built on the belief that companies can do more with their data, Okera's Active Data Access Platform (ODAP) enables scalable fine-grained data protection and visibility on data lakes for both structured and unstructured data. This allows agility and governance to co-exist, giving data consumers, owners, and stewards the confidence to unlock the power of their data for innovation and growth. ODAP can be implemented and deployed in less than a day, creating immediate value for enterprise organizations. Okera is headquartered in San Francisco and is backed by Bessemer Venture Partners, Felicis Ventures, and Capital One Growth Ventures. Learn more at www.okera.com or contact us at info@okera.com

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