



USE CASE

Financial Services Organization Addresses PII Risk and Identifies the Real Content Problems Behind It

CHALLENGE

One of the US's largest mortgage-related Financial Services organizations had recently gone through a vital digitization initiative. With millions of pages of critical and sensitive customer content trapped in paper format, they realized it was an important move. However, with the volume of information they are required to keep, managing it isn't easy. How does an organization like this begin to enable searchability, find and secure Personally Identifiable Information (PII), and classify and preserve their content? This organization was dealing with:

- 70 years' worth of data stored in a range of repositories
- An overwhelming volume of content, which the company leadership team realized was not all of value
- Exposure to risk by not knowing what content they had, and where it was located
- Internal data breaches which traditional security protocols and firewall improvements were not able to manage
- How to share information on a "need to know" basis, rather than spreading confidential information throughout the organization
- Multiple vendors which were required to find, secure, classify, and archive content throughout the organization at a huge cost and were still not able to properly identify the PII

RESULT

Adlib's proven Content Elevation Process™ enabled the organization to not only find and secure PII, but address other content concerns as well. Adlib empowered this organization to elevate its data and enable stronger business decision-making, which results in retention and accessibility of valuable customer documentation for 30+ years. Adlib demonstrated:

- De-duplication of redundant content, delivering a cleansed content library
- Identification of PII through Progressive Classification™, enabling a future-forward process for dealing with PII later on
- Redaction of sensitive data so that this information is shared only with those who "need to know"
- Exposure of previously "dark data" for content analysis
- Enhanced business decision-making and collaboration by providing clarity into data
- Acceleration of critical customer response time, creating competitive advantage

With one technology vendor, all of these results can be simultaneously achieved: the organization benefits from knowing what content it has and an audit trail has been created for posterity.

INDUSTRY

Banking



WHAT CAN WE DO?

With its sophisticated Content Elevation Process™, Adlib is transforming the way organizations around the world in Energy, Life Sciences, Insurance, and Banking overcome Information Governance challenges. Integrating with key business tools, Adlib's solutions enable improved migration, compliance, privacy and security, digital transformation, and classification. By unlocking the value in unstructured content, we empower our customers to derive greater business insight for critical decision-making.