



Amway shields confidential business data with Estuate

Amway is an American company specializing in the marketing of health, beauty and home care products at a global level. Amway sells its acclaimed and recognized products through authorized distributors known as 'Amway Direct Sellers'. The company was ranked No. 29 among the largest privately held companies in the United States by Forbes in 2015 based on revenue, and No. 1 among multi-level marketing companies by Direct Selling News in 2016.

1. Business Challenge

Amway needed to secure their sensitive business information with a robust data privacy solution that could:



Identify vulnerable information and protect sensitive data in their Oracle E-Business Suite application



Mask Personally Identifiable Information (PII) with meaningful fictional characters for testing and training purposes



Ensure data privacy requirements are met in Optim Access Definitions



Protect critical information sets in the long run well in compliance with regulatory standards

2. Estate Solution

Estuate's customized data privacy solutions helped Amway fortify their data quality effectively.

- **Implemented IBM Optim** Data Privacy Solution to protect sensitive data lying in their Oracle E-Business Suite applications
- **Identified areas** where data was to be masked and scripted obfuscation algorithms for 27 columns successfully
- **Ensured data privacy** across test and production environments for current as well as future requirements
- **Trained Amway's teams** to use the solution proficiently and offered post go-live support

3. Business Impact

Amway was able to safeguard their confidential data along with these business-critical benefits:



Improved quality of data

in Oracle E-Business Suite, as well as test/development environments



Enhanced testing performance

due to pre-defined script algorithms for data masking



Reduced risk of data breaches

in the long run with full support and well-trained employees



Adherence to compliance

requirements, data privacy regulations and company specific policies

Testimonial

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With huge sensitive information across our various areas of operation, maintaining the quality of data and protecting sensitive information was a critical requirement. Estuate's years of expertise and holistic solutions helped us safeguard our sensitive data most effectively.

- Software Engineer, Amway

Talk to our experts



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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.

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