

Protect Sensitive Data and Ensure Compliance with Data Privacy Regulations

DELPHIX

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Data privacy regulations, such as GDPR, CCPA, and HIPAA require that organizations protect the personal information of consumers and employees.

If a data breach occurs and personal information is exposed, regulations impose heavy fines and penalties. In addition, the reputation damage can take months or even years to repair. With data breaches in the news and an increased focus on data privacy legislation, consumers are more conscious of the importance of data protection as a factor in their buying decisions.

Find out how eleven enterprises put processes, technology, and data governance in place to reduce the risk of exposing personal information, stay in compliance with data privacy regulations, and give customers peace of mind.

Molina Healthcare Drives digital transformation while controlling costs and enabling HIPAA compliance



INDUSTRY
Healthcare

PRODUCTS & SERVICES
Health insurance through
Medicaid and Medicare

HEADQUARTERS
Long Beach, CA, USA

REVENUE
~\$17B

EMPLOYEES
~21,000

KEY APPLICATIONS
Claims processing, analytics
and reporting

CHALLENGE

As the US government was preparing to overhaul the healthcare system, Molina Healthcare CIO Rick Hopfer had to take stock of the company's existing infrastructure, applications, and processes, and formulate a strategy for how the Molina IT organization would prepare for changes. Hopfer's team was faced with a challenge: scaling and enhancing the agility and adaptability of the company's IT systems while managing ongoing business demands. • In just four years, Molina's revenues more than tripled—from \$4.2B in 2011 to \$14.2B in 2015. Parallel growth in data volumes was projected to cost Molina tens of million of dollars in storage.

Molina has rapidly increased its membership as a result of several acquisitions that had expanded the company's presence into more states. Molina's IT team was under pressure to quickly integrate disparate, disconnected systems from these acquisitions into the company's core operations, which was critical to meeting state and federal healthcare regulations.

In addition, strict privacy and data security laws and HIPAA compliance requirements put an extra strain on Molina's IT organization. Growing business meant increasing demand for new features and functionality. Molina's IT team recognized that it needed to adapt its data management practices to keep up with business demands.

SOLUTION

Within the first few months of selecting Delphix, Molina onboarded over 3,000 databases and over a petabyte of data into Delphix's data platform. This allowed Molina's IT organization to better support development teams by reducing the time required to set up environments from weeks to just minutes.

To satisfy data privacy and security requirements, Molina adopted data-masking practices from Delphix to secure protected health information (PHI) data in non-production environments. Together with Delphix, Molina developed a solution that automatically masks and delivers secure datasets to downstream environments for development, testing, and analytics.

Delphix helps Molina accelerate application development timelines, which is essential for business growth. Projects that once took six months can now be completed in three months. In addition, while Molina's business more than tripled and the overall employee count grew exponentially, the efficiencies provided by Delphix have made it possible to keep the costs of database administration flat.

Key results include:

- Molina ensures HIPAA compliance with Delphix masking.
- Delphix helped Molina slash the time required to provision a new environment from days to less than ten minutes on average.
- By extending self-service data management to application teams, Molina's developers can easily branch data alongside code branches, while testers can bookmark and share data with developers to resolve issues faster.
- Delphix has enabled Molina to reduce storage requirements from 4PB to 200TB, resulting in an estimated \$6-\$10 million savings in storage costs over three years.

In addition to accelerating application development, Delphix is helping Molina advance its reporting and analytics practices. The IT team plans to enhance the company's analytics capabilities by minimizing the number of steps required for data extraction, delivery, and management, using Delphix to deliver high-quality data for reporting.

Belkin protects customer and government data in compliance with GDPR and CCPA



INDUSTRY

Consumer packaged goods and retail

PRODUCTS & SERVICES

Consumer electronics

HEADQUARTERS

Playa Vista, CA, USA

REVENUE

~\$750M

EMPLOYEES

~1,000

KEY APPLICATIONS

Oracle ERP

CHALLENGE

Belkin must generate daily reports on the business for their parent company in Asia, but the data contains vast amounts of customer and government information, putting Belkin at risk of violating data privacy laws. GDPR, CCPA, and other governance/compliance regulations have strict rules about sharing personal information with entities outside of the countries, states, or provinces they protect. Belkin needed a way to report on the business without manually redacting sensitive information.

In addition, the difficulties of refreshing data and masking sensitive information in new release staging and testing for their Oracle ERP environment slowed their ability to keep mission-critical systems up-to-date and performing optimally.

SOLUTION

Delphix masking ensures that sensitive customer and government data is obfuscated when building and sharing reports, which helps Belkin stay in compliance with all data privacy regulations. The Delphix profiler automates the task of finding sensitive information, vastly reducing the time it takes to identify the data. Using algorithms to mask data, Belkin is then assured the sensitive information is protected in all environments and reports.

With Delphix virtualization and fast provisioning, Belkin went from refreshing data for development environments once a year to refreshing data daily. Having fast, self-service data access for developers and testers significantly increases frequency and accuracy of Belkin's Oracle ERP system updates.

"Delphix does two things great—masking and data virtualization. Delphix masking helps us protect customer and government data in compliance with GDPR, CCPA, and other regulations. Delphix virtualization helps us go faster with on demand data environments for application development."

LANCE RALLS, GLOBAL CIO

Select Health protects patient privacy and ensures compliance with HIPAA



INDUSTRY
Healthcare

PRODUCTS & SERVICES
Health insurance

HEADQUARTERS
Oakland, CA, USA

KEY APPLICATIONS
Trizetto facets, financial apps

CHALLENGE

The challenges were significant and grew more severe over time: Limited Software Development Projects: With data residing in different data sources, such as MS-SQL, Oracle, and SAP ASE – there was no standard or consistent way of delivering data due to data heterogeneity and sensitivity. Only a limited number of applications and portals could be developed internally since they needed to connect to the central processing system.

Constrained Global Partner Engagement: Quality global partner capabilities and services were not predictably deployed due to data constraints, as dictated by the requirement to secure protected health information (PHI) and other highly confidential customer information.

Rising Capital Spend on Infrastructure and On-Site Meetings: Teams needed to acquire infrastructure in order to provide sufficient data environments for application development and QA. Additionally, confidential data couldn't be shared outside of the production environment, so major travel costs and loss of productivity were hitting the bottom line.

“The most important benefit of Delphix for us is time, getting things done faster, in minutes, instead of days, and enabling partners globally. Now, we are able to test in environments with realistic datasets, improving the quality of our applications and providing a better experience for our members.”

**JOHN TIPPETTS,
DIRECTOR OF APPLICATION DEVELOPMENT AND IT INFRASTRUCTURE**

SOLUTION

SelectHealth chose Delphix to cut innovation time from days to minutes and ensure compliance with HIPAA and other data privacy regulations. The IT team at SelectHealth pursued a platform-based approach rather than a point solution to address their challenges of accelerating Trizetto Facets application development, quickly onboarding global partners, and revamping their organizational, regulatory, and compliance policies. The Delphix DataOps Platform virtualized their different data sources (SQL Server, Oracle, and SAP ASE) and enabled them to provide custom data environment copies to their developers. With built-in masking as part of the Delphix DataOps platform, the IT team could now deliver developers and partners access to data within minutes, while upholding data privacy and security standards. SelectHealth realized a number of benefits: Accelerated Application Development.

They now have the ability to create an unlimited number of custom data environments, which helps Developers, QA, and test teams expand test coverage within the same time frames while ensuring better data quality by masking production data copies.

- Data Availability: Data consumers, including developers, QA, and testers, have access to data in minutes instead of 4-5 days. Furthermore, refresh times to get newer masked data has been completely eliminated.
- Accelerated Partner Engagement: SelectHealth' IT department has significantly accelerated partner engagement by 10x (from 5% to 50%) because organizational data compliance restrictions were consistently addressed for data sharing at the production site.

StubHub Increases revenue from mobile app purchases by 30 percent while complying with PCI-DSS

StubHub

INDUSTRY

Retail

PRODUCTS & SERVICES

Marketplace for buying and selling tickets

HEADQUARTERS

San Francisco, CA, USA

REVENUE

~\$1.2B

EMPLOYEES

~1,100

KEY APPLICATIONS

Mobile applications

CHALLENGE

StubHub, the world's largest ticket marketplace, needed to accelerate its mobile app delivery to stay competitive. It took more than three weeks to create new development and testing environments, which resulted in delayed releases with fewer features—just as their mobile adoption was growing. In addition, developers were generating synthetic data to make up for the delay and that could take up 20 percent of the project time.

“The problem of having good test data has plagued us forever and Delphix allows us to have fresher test data. Delphix is key to us having the agility and speed to create dev environments on demand, with full sets of data.”

MARTY BOOS,
CIO

SOLUTION

StubHub embarked on an IT transformation journey aimed at helping development teams build better software faster and more securely. They implemented Delphix data virtualization and masking to achieve this.

Delphix has enabled them to create dev environments on demand, so developers can release a new feature, run a test and then flash back to the starting point and run it again with some optimization.

With Delphix virtualization, Stubhub provisioned 200+ virtualized environments and moved from monthly to daily releases.

With Delphix masking, Stubhub increased data security to comply with the Payment Card Industry Data Security Standard (PCI DSS) and accelerated their daily release cycles by 5-10x. As a result, StubHub's revenue from mobile app purchases increased by nearly 30 percent.

High-tech commercial bank accelerates cloud-driven digital banking while securing sensitive data

COMPANY
High-tech commercial bank

INDUSTRY
Banking

HEADQUARTERS
Santa Clara, CA, USA

REVENUE
~\$3B

EMPLOYEES
~3,068

KEY APPLICATIONS
Securitization platform

CHALLENGE

This commercial bank is in the midst of an aggressive digital transformation initiative that will position it to stay competitive in the face of threats from technology-centric companies like Square and Apple. However, migrating from a 15-year-old legacy system to an entirely new software platform based on Amazon Web Services (AWS) represented a daunting challenge.

The Bank needed to stand up a robust DevOps practice that would provide the agility needed to efficiently develop and test during and after the migration. Data stood in the way of achieving these key objectives. In particular, the Bank needed a way to quickly and automatically deliver the application data fueling development and testing activities. The bank also required tools and processes to efficiently secure sensitive data as it transitioned to the cloud.

SOLUTION

The Bank deployed Delphix to accelerate the journey to cloud-driven digital banking. Delphix supports a hybrid cloud initiative while ensuring the security of sensitive data.

The Bank deployed Delphix for its integrated data virtualization and data masking capabilities, enabling the fast delivery of secure data across both on-premises and cloud environments. Key results included:

- Improved agility by reducing data provisioning and refresh times 95% through self-service data control.
- Integrated Delphix and DevOps tools such as Jenkins to automate build, integration, and QA processes in support of continuous delivery.
- Employed data masking from Delphix to protect sensitive customer information before migrating data to development and testing environments in AWS.

Taken together, these achievements are helping the Bank differentiate itself in digital banking while also protecting it from costly data breaches and ensuring regulatory compliance.

Delta Dental keeps member data secure and in AWS cloud environments



INDUSTRY
Healthcare insurance

HEADQUARTERS
San Francisco, CA, USA

EMPLOYEES
~4,800

KEY APPLICATIONS
Claims processing, AWS EC2

CHALLENGE

As the largest dental benefits system in the U.S., Delta Dental depends heavily on software applications to support the orchestration of core business processes such as contracts management, customer on-boarding, and claims processing. Moving to the cloud is part of Delta Dental's long-term digital strategy to improve scalability and time to market across its application portfolio. However, data-related challenges stood in the way of realizing the full potential of cloud:

- While Delta Dental leveraged Amazon Web Services (AWS) to quickly provision compute and storage resources for dev/test environments, those environments were not complete without application data.
- Traditional approaches to migrating data to the cloud are highly manual and slow. Initial migration efforts involved data extraction followed by the physical shipment of an appliance, a process that took 8 weeks to complete.
- To protect cloud data from breach and to enable regulatory compliance, Delta Dental needed to secure PII (personally identifiable information) and PHI (protected health information) before moving data to AWS.

Amazon Web Services allows teams to quickly spin up and tear down infrastructure at unprecedented speeds. But without a sound methodology to also deliver secure, high-quality data to that infrastructure—and at a similar, accelerated pace—Delta Dental would be unable to maximize the cloud-related benefit of rapid time to market.

SOLUTION

Delta Dental implemented a hybrid cloud architecture using AWS and the Delphix DataOps Platform that empowers teams to stand up complete dev/ test environments in a matter of minutes. The Delphix platform non-disruptively collects data from Delta Dental's production applications and applies masking to that data to protect any confidential information. Delphix then replicates masked data to a second instance of the Delphic Platform that resides in AWS. From that cloud-based instance, teams can instantly provision virtual, space-efficient data copies to dev/test environments running on AWS EC2 instances.

Legacy approaches to refreshing data in AWS require teams to repeat the full, manual process of extracting, moving, and importing data to the cloud. But with a hybrid cloud architecture leveraging Delphix, Delta Dental can keep on-prem and cloud environments in sync: Delphix continually gathers data from production sources. The data is then masked and replicated to AWS. With fresh, secure data available in the cloud, Delta Dental can easily deliver new virtual data copies to a team of over 200 developers, in just minutes.

“The combination of Delphix and AWS gives us the agility we need to succeed in today’s application-driven economy. By easily and securely moving data to the cloud, we’re able to release new features to the market faster, while also lowering cost and risk.”

SHAN SWAMINATHAN, VP OF APPLICATION DELIVERY AND DEVOPS

Major retailer drives meaningful customer engagement while keeping customer information safe

COMPANY

Major recreational, sports, equipment, and clothing retailer

INDUSTRY

Retail

PRODUCTS & SERVICES

Recreational, sports equipment, and clothing

HEADQUARTERS

USA

REVENUE

~\$2.38B

EMPLOYEES

~13,000

KEY APPLICATIONS

SAP

CHALLENGE

Creating a digital and in-store customer experience that aligns to the company's brand, means mastering the art of application development and testing. Development teams needed to release new applications at a breakneck pace.

One critical challenge to achieving this mission is evolving core business systems that automate key business processes—from supply chain to customer relationship management to financial accounting. Applications like SAP form the digital backbone of the company, along with integrations to customer-facing online and mobile apps that drive engagement. The high level of interconnectivity between front and back-office software, as well as the vast amount of data collectively processed by these apps, meant that fast development and testing required the company to efficiently and quickly provide QA teams with test data.

“The quality of our applications is rock solid. But we need to think differently and find ways to bring speed into how we create software.”

DIRECTOR OF ENGINEERING

SOLUTION

The Company developed a test data management strategy to efficiently deliver the right application data to the right teams, choosing the Delphix DataOps Platform as a part of its architecture to secure and provision test data.

With the privacy of customer data in mind, the company leverages the masking capability of the Delphix DataOps Platform to ensure that sensitive information is eliminated from data used for development and testing purposes. First, Delphix automatically identifies sensitive data values including names, email addresses, and payment information. Next, it irreversibly masks those values in virtual data copies while preserving referential integrity and business value of the data. The Company employs this capability across several types of RDBMS systems and file data. It even uses Delphix to pinpoint and mask confidential information in the complex table structures of SAP applications.

Once the data has been masked, Delphix delivers secure, space-efficient data copies to development and testing environments. Bypassing ad hoc data creation processes and manual data delivery workflows enables the company to automatically provision and refresh masked test data in minutes instead of weeks. This capability reduces wait times for engineering teams, compressing their testing cycles and empowering them to deliver application releases faster and with far greater predictability.

ANZ Bank protects customer information in its online payments platform to comply with regulations



INDUSTRY

Banking

HEADQUARTERS

Melbourne, Australia

REVENUE

~21B AUD

KEY APPLICATIONS

Online payments platform

CHALLENGE

ANZ Bank needed to drastically reduce process overhead and wait times for developers to access secure copies of production data with personally identifiable information masked before delivering it to lower environments. Existing approval and provisioning processes meant it could take weeks or even months for secure data to land in developers' hands, potentially impacting delivery timelines and ANZ's competitiveness.

"We're able to say production data will never ever leave production; only a masked golden copy by secure channels will. We can accurately identify who has access to what data and when for any audit items that come up, and we can set expiry times on that data."

**ALEX BRAUNEGG,
SOLUTIONS ARCHITECT**

SOLUTION

With the Delphix platform, developers are given fast access to masked data, dramatically accelerating project timelines and boosting security. Using Delphix to mask personally identifiable information enables ANZ Bank to better comply with its regulations and data governance.

The bank expects additional benefits from a reduction in costs associated with storage. Instead of having to request new storage for an application program, development teams can operate more efficiently within the existing physical footprint. With Delphix, ANZ Bank can accurately identify and track exactly what team is consuming what storage resources, which simplifies their chargeback model.

PayBay ensures compliance with GDPR requirements while accelerating customer onboarding



INDUSTRY
Financial services

PRODUCTS & SERVICES
Multi-channel payment processing, card management, loyalty platforms, contract management, and couponing platforms

HEADQUARTERS
Rome, Italy

KEY APPLICATIONS
Qui! Group Digital Services Platform

CHALLENGE

PayBay runs over 40 mission critical applications including payment processing, card management, contract management and couponing platforms. With explosive growth in data volume and complexity, PayBay found itself unable to achieve the speed necessary to keep up with the changing market landscape. Core to the problem were constraints in how data was delivered throughout the business. Slow, complex, manual processes meant:

- Environment provisioning for development and analytics was taking days.
- Cost restricted the number of environments available.
- Lack of elasticity meant that while some areas of infrastructure were capacity constrained, others areas were left idle.
- Analytics systems lacked full and up-to-date data.

Sensitive personal data was held in test systems, something not permissible under the EU General Data Protection Regulation (GDPR). As a result, releases only occurred on a monthly basis, limiting the number of application changes that could be delivered. This impacted PayBay's ability to innovate at speed and deliver full value to its clients.

SOLUTION

In 2016, PayBay embarked on an IT transformation journey aimed at helping its teams build better software, faster and more securely. This included plans to use the Delphix DataOps Platform to upgrade software development process and automation, improve business analytics, and increase data security to comply with GDPR. Delphix will also accelerate adoption of technologies such as cloud, Machine Learning and Application Streaming. This will enable innovative payment authorisation/processing features inside the new QuiGroup digital service platform.

PayBay saw a dramatic speed increase through its IT transformation project, with greater accessibility of data making a tremendous impact:

- Software release cycles have moved from monthly to weekly and products are delivered to market 30% faster.
- 25 static environments turned into 35 elastic, on-demand environments.
- Environment provisioning time has been cut from days to just hours.
- Database refreshes take just minutes, instead of hours.
- PayBay can now deliver over 1000 application changes a year.

Through the self-service features of Delphix, PayBay expects to further increase its agility and meet its goal of doubling the speed of application development. Also, Delphix is now providing fast access to analytics data, meaning teams are able to make better business decisions when designing and updating news applications. Making analytics systems use Delphix as their source of data has further relieved the pressure on core database and storage infrastructure.

As part of a transformation project around risk and compliance, PayBay is leveraging the data masking capability of the Delphix platform to guarantee the protection of personal data, thus ensuring compliance with GDPR requirements. The impact will go far beyond security: conventional approaches to anonymising or the 'masking of data' normally add further delay to delivering data; however, data masking is integrated into the Delphix platform, meaning data security will be designed into data delivery. This will make data delivery even faster by increasing automation and enabling DevOps. PayBay's future plans include using Delphix to enable real-time analytics, application streaming, machine learning for fraud detection, and the migration of core applications to the cloud.

Multinational bank decreases risk of fraudulent transactions and non-compliance with data privacy regulations

COMPANY

Multinational banking and financial services

HEADQUARTERS

London, UK

REVENUE

\$60B

KEY APPLICATIONS

Anti-money laundering

CHALLENGE

Due to its large global presence and recent compliance challenges, this large retail bank focused on investing in its regulatory, audit, and compliance infrastructure. The bank identified several weaknesses in its anti-money laundering (AML) platform that needed improvement, including lack of data, impairing analysts' ability to effectively detect and report suspicious activities by comparing the current and previous day's transactions. Data also took too long to provision for routine monitoring and responding to audits from regulators—increasing the risk of fraudulent transactions, project delays, and non-compliance.

“We can now provision a full copy database for regulators at short notice. Without Delphix, this would not have been possible.”

HEAD OF AML IN IT

SOLUTION

The bank strengthened its anti-money laundering compliance program using Delphix to quickly deliver daily transaction data—improving both the development of its platforms and ability to respond to auditors and mitigating risk with better fraud detection.

Since deploying Delphix, the bank can now store and restore data to any point in time in the current day down to the millisecond, improving its ability to detect fraud. In addition, they cut the time to provision data for production AML database from 3 days to several minutes. The bank has further optimized application development processes by shrinking the time to access a masked database from over 3 weeks to less than 3 days.

Equity research firm ensures data privacy regulation compliance while accelerating AWS cloud migration

COMPANY

Large equity research firm

INDUSTRY

Equity research

HEADQUARTERS

Los Angeles, CA, USA

KEY APPLICATIONS

Fund accounting, investment management, and risk analytics portfolio

CHALLENGE

Back office investment and risk analytics applications—including fund accounting, portfolio simulation, and fixed income order management—are core to this firm’s competitive advantage. These are the applications that drive decision-making, making them a critical component of their investment strategy. The key challenge this firm faced was managing a limited number of environments shared across hundreds of quality assurance engineers. Because destructive testing would often require that an environment be subsequently taken offline for at least three days to restore a single masked database, with up to 30 databases in an integrated test environment, it was difficult and time-consuming task to recreate a previous state if multiple databases were corrupted by a destructive test. The overall effect: project teams were afraid to run certain tests, increasing the number of late stage and production errors.

SOLUTION

Delphix made it possible for this firm to efficiently store and rapidly distribute masked data to QA teams in its test data management approach. Using the Delphix bookmark capability, project teams can now run a series of destructive tests and perform a self-service reset to the original baseline after testing is complete—mitigating the potential impact of downtime in non-production environments and enabling project teams to run more tests. By increasing agility and flexibility of its testing processes by virtualizing the underlying dataset, this firm now delivers higher-quality applications that result in better investment decision-making.

The Delphix DataOps Platform offers an automated approach to protecting non-production environments by replacing confidential information such as social security numbers, patient records, and credit card information with fictitious, yet realistic data.

Delphix's masking capability automatically discovers sensitive information wherever it resides, including in public, private, or hybrid cloud environments, then irreversibly masks sensitive data values. Masking algorithms produce realistic values with referential integrity across disparate systems whether on-premises or in the cloud. Delphix also seamlessly integrates masking with data virtualization to deliver secure data to non-production targets at an accelerated pace.

REDWOOD CITY (HQ)

1400A Seaport Blvd, Suite 200
Redwood City, CA 94063
TEL: (650) 494-1645

SAN FRANCISCO

343 Sansome St, Suite 900
San Francisco, CA 94104
TEL: (415) 964-5140

ATLANTA

3600 Mansell Rd., Suite 350
Alpharetta, GA 30022

COLORADO

350 Terry St., Suite 320
Longmont, CO 80501

BOSTON

230 Congress St, Suite 200
Boston, MA 02110

TOKYO

BUREX Kyobashi 2-7-14 Kyobashi
Chuo-ku, Tokyo, Japan
TEL: +813-5579-9415

LONDON (EUROPEAN HQ)

68 King William St.
London EC4N 7DZ

BASINGSTOKE

Suite 42 & 43 The Coach House
Worting Park, Basingstoke,
Hampshire, RG23 8PX

FRANKFURT

The Sqaire 12
60549 Frankfurt, Germany

ABOUT DELPHIX

Delphix unlocks enterprise data, whether on-premise or in the cloud and provides self-service, personal-data-environments that are available in minutes with full control over bookmarking, branching, sharing, refreshing, and restoring data while enabling secure masking of sensitive PII information.

With Delphix, enterprises can quickly and securely deliver data for differentiated product offerings, enhanced customer experiences, expanded partnerships, and better business modeling to protect profits and stay ahead of constantly changing regulations.

For more information visit www.delphix.com

DELPHIX

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