

Fortune 1000 Financial Service Company Secures Customer Data While Moving to the Cloud



● Background

A Fortune 1000 financial service company was moving to Salesforce but had major concerns about the risks cloud storage posed to their customer data. They needed a way to assemble customer data needed to power the Salesforce implementation from multiple systems into the cloud – all while securing the data against privacy risks.

● Quick facts

Industry: Financial Services

Use Case: Cloud Enablement

Products: K2view Fabric

The company used K2view Fabric as the integrated, real-time data layer to store each customer's data in an individually encrypted micro-database, giving them:

- In-network cloud storage of customer data
- Integration of source data from multiple systems with Salesforce
- Extreme security provided by individually encrypted micro-databases

● Security Risks with Cloud Storage

As the financial services company moved toward integrating their customer data with Salesforce, they were concerned about the privacy and security risks associated with cloud storage. The company needed to take steps to protect its customer data against a mass data breach.

The company also wanted to tightly control the cost of integrating multiple systems into Salesforce and the on-going synchronization required between the new and existing systems. They needed a secure, affordable solution that would also protect their customer data.



With K2view Fabric, the financial services company has virtually eliminated security and privacy concerns by storing each customer's data in an individually encrypted micro-database.

● K2view Fabric Integrates Source Data Using an In-Network Cloud

The financial services company turned to K2view Fabric to provide real-time integration with source data and secure web layer integration with Salesforce. With K2view Fabric, the customer data from multiple systems was easily integrated and stored using an in-network cloud. In addition, each customer's information is stored as an individually encrypted micro-database, which not only provides secure cloud data access but virtually eliminates the risks of a mass data breach. Since K2view Fabric encrypts every micro-database separately, every single micro-database would need to be hacked individually for a mass breach to occur.



About K2view

K2view provides an operational data fabric dedicated to making every customer experience personalized and profitable.

The K2view platform continually ingests all customer data from all systems, enriches it with real-time insights, and transforms it into a patented Micro-Database™ - one for every customer. To maximize performance, scale, and security, every micro-DB is compressed and individually encrypted. It is then delivered in milliseconds to fuel quick, effective, and pleasing customer interactions.

Global 2000 companies – including Vodafone, Sky, and Hertz – deploy K2view in weeks to deliver outstanding multi-channel customer service, minimize churn, achieve hyper-segmentation, and assure data compliance.

● Easy Data Integration and “Virtually No Risk” of Security Breach

K2view Fabric provided the company a rapid time-to-market solution, while fully addressing its data security and integration concerns. All production system data is now kept secure and is never directly exposed to public cloud, while all other data goes through highly secure K2view Fabric web-services layer. There is virtually no risk of a mass data breach, thanks to the encrypted micro-databases used to store individual customer records. Finally, since Salesforce can now access customer data through a linearly scalable platform, the solution will scale with the company's growth.