

TEAM:-TETRIS T2

Execution Plan: Self Service Data Platform | Data Tokenization

As a business dealing with sensitive information, whether you're in banking, healthcare, or retail, you understand the importance of data security and compliance. Our **Self-Service Data Platform** powered by **Data Tokenization** ensures that your sensitive data is protected, compliant with industry regulations, and still usable for analysis—without compromising security.

What We Do for You:

1. **Data Protection through Tokenization:**
 - **What It Means for You:** We replace sensitive data (like credit card numbers, personal details, etc.) with secure, non-sensitive tokens. If there's ever a data breach, attackers will only encounter useless tokens instead of your actual data.
 - **Why It Matters:** This means that even if a cyberattack occurs, your sensitive data remains safe and unreadable, drastically reducing the risks of data theft.
2. **Seamless Integration with Your Systems:**
 - **What It Means for You:** Our platform easily integrates with your existing data sources—whether it's your data lakes, warehouses, or databases. It processes data in real-time without disrupting your operations.
 - **Why It Matters:** You don't have to worry about complex migration or downtime. Your data protection is happening as you work, without slowing down your business.
3. **Automatic Compliance Monitoring:**
 - **What It Means for You:** The platform automatically checks if your tokenized data meets compliance standards such as PCI DSS, GDPR, or HIPAA.
 - **Why It Matters:** Forget about the stress of keeping up with regulatory changes. Our system ensures your data is always compliant, reducing the risk of penalties for non-compliance.
4. **AI-Powered Data Detection:**
 - **What It Means for You:** Our AI engine scans your data to automatically identify sensitive information before applying tokenization. It can detect anything from personal identification information (PII) to financial data.
 - **Why It Matters:** You don't have to worry about missing sensitive data. The AI does the heavy lifting, ensuring all the right data is tokenized and protected—saving you time and effort.
5. **Controlled Access with Secure De-tokenization:**
 - **What It Means for You:** In rare cases when you need access to original data, only authorized users can securely access it. This is done through controlled de-tokenization, ensuring that sensitive information is never exposed to unauthorized personnel.

- **Why It Matters:** You can trust that only the right people will ever access your sensitive data, maintaining tight control over your information.
6. **Continue to Use Your Data for Analytics:**
- **What It Means for You:** Even though your data is tokenized, you can still perform analytics and generate insights. Tokenized data can be analyzed and reported on just like regular data, but with the added security.
 - **Why It Matters:** You won't lose access to valuable insights just because you're protecting your data. You can still drive business decisions without exposing sensitive information.

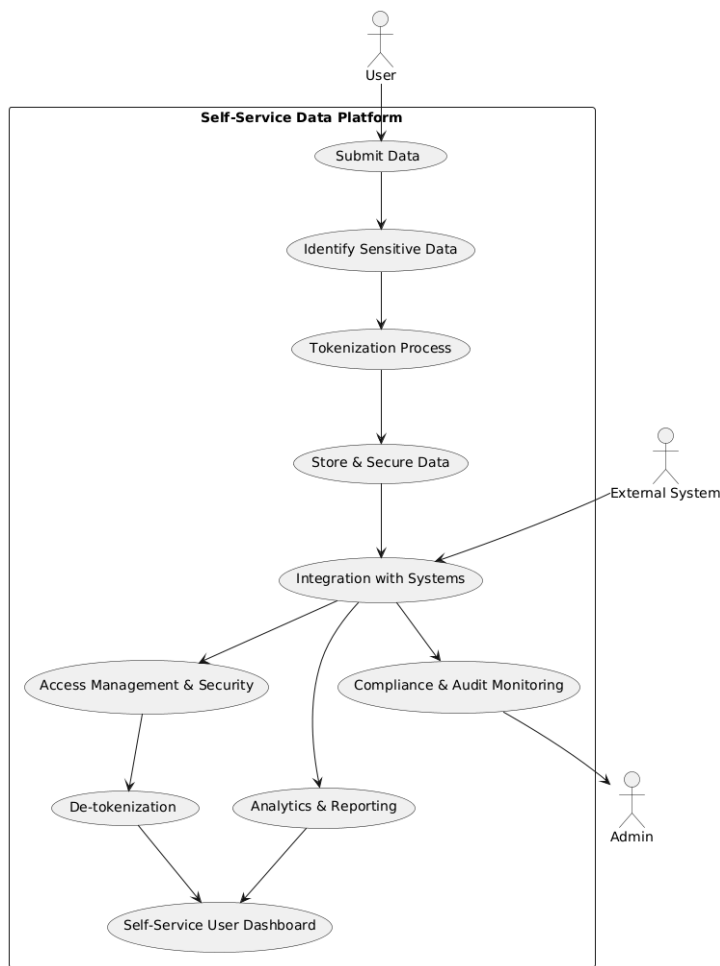


Fig 1.1-Use Case Representation

How We Help Various Sectors:

- **Stronger Data Security:** Tokenization ensures that your sensitive data is protected, even in the event of a breach.
- **Regulatory Peace of Mind:** We help you comply with strict regulations like PCI DSS, GDPR, and HIPAA, so you avoid costly penalties and legal issues.
- **Operational Efficiency:** The platform's self-service capabilities empower your team to manage data protection independently, saving time and resources.

Why You Need It:

In today's world, data breaches and compliance failures can lead to significant financial and reputational damage. Our **Self-Service Data Platform** not only protects your sensitive data but also makes it easy for you to stay compliant and still harness the power of your data for business growth