

Success Story

From Blind Spots to Full Visibility: Modernizing Data Privacy for a Regulated Enterprise



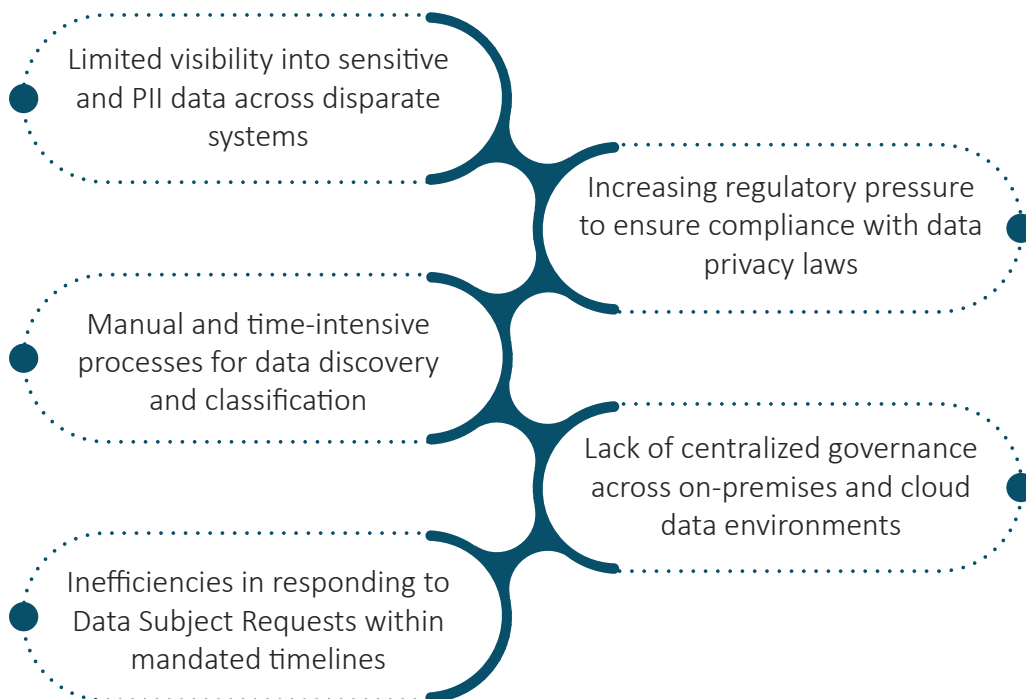
Overview

A leading U.S.-based insurance and financial services company, operating in a highly regulated environment manages vast volumes of sensitive data across policy applications, claims processing, underwriting, and customer interactions. This includes critical personal and third-party data that must be governed, protected, and compliant with evolving regulatory requirements.

To address growing complexities in data privacy and governance, they aimed to automate the identification, classification, and management of sensitive and personally identifiable information across its enterprise data landscape.

Challenges

They encountered several challenges in managing data privacy and governance at scale:



To address these challenges and strengthen enterprise-wide data privacy and governance, they engaged **Exavalu** as their transformation partner.

How Exavalu Made an Impact

Exavalu enabled a comprehensive data privacy and governance transformation by implementing an automated, scalable solution tailored to the organization's regulatory needs.

Our team deployed the OneTrust platform to establish a unified framework for data privacy, AI governance, and automation. An enterprise-wide data discovery capability was implemented to identify and catalog data assets across applications, data warehouses, data lakes, BI tools, databases, and file systems- spanning both on-premise and cloud environments with minimal manual intervention.

Sensitive and PII data were systematically identified, classified, and organized by data domains, ensuring that personal data remained accurate, up-to-date, and actively governed. Metadata scanning and automation significantly reduced reliance on manual processes, improving efficiency and consistency.

To enhance transparency and traceability, end-to-end data lineage was established, enabling the organization to track data origin, movement, and consumption across systems. This provided greater control over data usage and strengthened compliance with regulatory requirements.

Technology Stack

OneTrust Data Privacy & Governance Platform

Business Impact

85 +

Applications scanned across data warehouses, BI platforms, and file systems

15%

Reduction in regulatory compliance-related incidents

30%

Improvement in Data Subject Request response rates

50%

Increase in data stewardship productivity



Key Benefits

01

Improved data usage and enterprise-wide adoption

Enhanced regulatory compliance, including adherence to frameworks such as CCPA and NAIC

02

03

Improved response speed and fulfillment of Data Subject Requests, meeting mandated timelines for access, deletion, and correction

Reduced manual effort and operational costs through automation

04

05

Strengthened data governance, visibility, and control across the data ecosystem