Unlock business growth
and protect consumer privacy
with Trūata

Industry-leading data anonymization and analytics

Jessica Lee
Offering Manager, Trūata
IBM

Anthony Behan
Integration Director, Trūata
IBM

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Maximizing the value derived from data analytics and minimizing the risk associated with global privacy laws has become a business imperative. The European Union's General Data Protection Regulation (GDPR) presented several challenges for organizations, making the analysis of consumer data high-risk. It also raised the bar on what qualifies as "anonymized" and accelerated the movement toward improved customer privacy.

Companies still need to generate insight from their data while remaining compliant, and the optimal way to do this is through anonymization by an independent third-party. Through data anonymization, organizations can handle data for longer periods of time, limit consent notices and Privacy Statement updates, and minimize intrusive data handling practices.

Analyze anonymized data and reduce non-compliance risk

Trūata takes on non-compliance risk for organizations through its proprietary data anonymization and analytics software. This award-winning solution gives businesses rich data to unlock powerful insight and deliver value to its customers, all while protecting their privacy.

Trūata runs on IBM Cloud and, using data privacy technologies developed by IBM Research. The Trūata Anonymization Solution is achieved through the application of innovative technological, structural, legal and organizational safeguards. These safeguards help ensure that any analysis conducted on consumer data is anonymized, actionable, available, and within legal requirements.

Discover valuable customer insights

As a leader in privacy and regulatory compliance, Trūata works with every business to ensure a data anonymization and analytics strategy permeates day-to-day operations. The intent is to reduce the risk of fines and reputational damage, while alleviating the business pressure to derive value from data assets that may not have been accessible before anonymization.

In addition, Trūata's objective is to give businesses a more compliant and low-risk model for analyzing data, freeing them up to run more effective marketing programs, improve business operations, and monetize valuable data by:

Retaining and growing the customer base

Trūata enhances ongoing marketing programs by delivering sustained growth in customer acquisition, retention, and development activities. Through a comprehensive data universe, Trūata analyzes both past and present customer data for a deeper understanding into what drives customer engagement.

Trūata helps companies:

- Map customer mobility
- Analyze customer behavior
- Target customer advocates
- Predict value-based profiles

Developing operational efficiencies

Trūata improves sales and operations by providing data that drives insightful decision making. Trūata enhances the data you analyze, improving the current analytical models in place. Every data point is consistent across the enterprise, so no matter who accesses the data, they are analyzing consistently compliant data and delivering comparable analytical results. And since data is retained longer, sales reporting is more

accurate for quarterly and annual reports, strengthening forecast predictions and sales decision-making. Trūata provides businesses with analytics and services like:

- Omni-channel next best action
- Intelligent customer journeys
- Multi-device campaigns
- Device recommendation
- Footfall analytics

Turning data into new revenue streams

Trūata can create new revenue streams for a business through monetization of data assets. Various data monetization modules exist to help businesses develop smarter marketing campaigns and target customers in their preferred setting.

Trūata data monetization helps create:

- Real-time contextual marketing
- Real-time geo-fenced marketing
- Mobile real-time social campaigns
- New business models

How Trūata Works

Truata provides client-ready data, reports and model code for privacy-enhanced analytics.
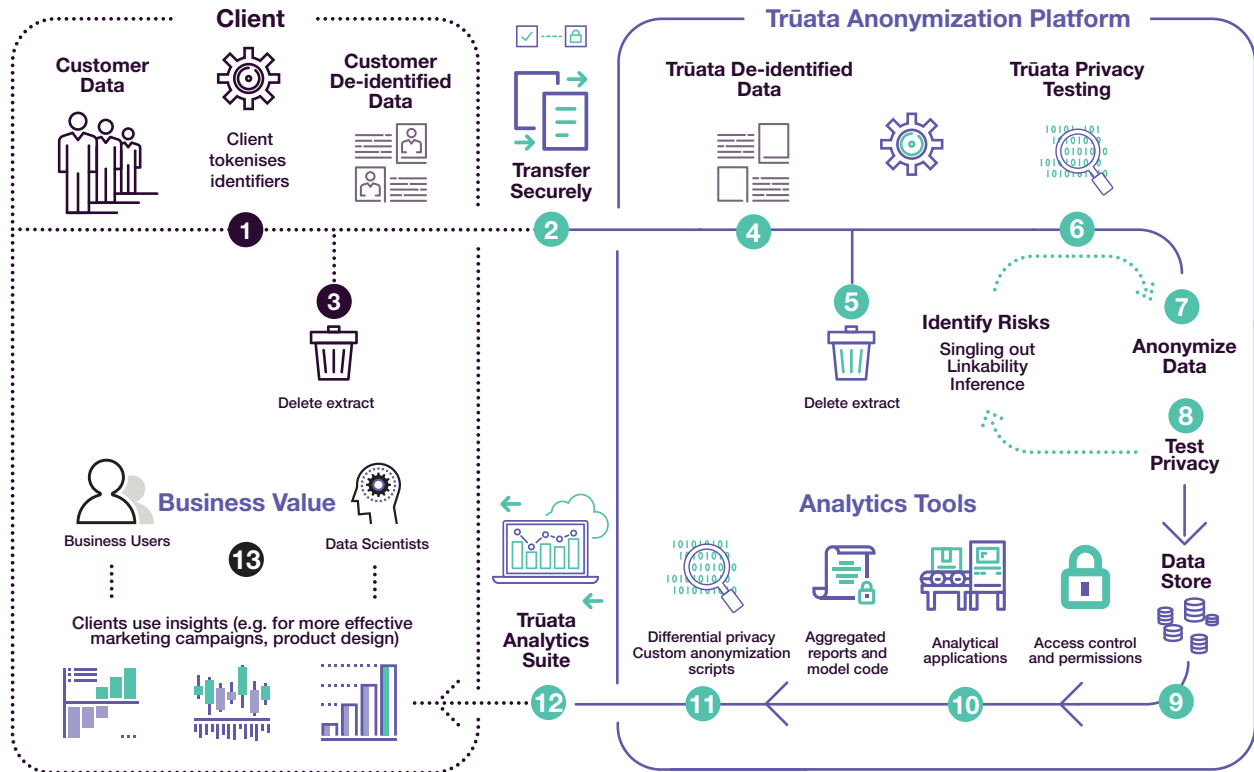
Direct and Indirect Identifiers Trūata clients transfer de-identified, lawfully collected customer data to Trūata, where it is further de-identified and anonymized. Trūata tokenizes direct and indirect identifiers and moves that updated information into the Trūata system. The transferred and updated data extract is deleted on Trūata's end, breaking the link to the original source data.

Model Code to Train Against Larger Data Sets Trūata moves the tokenized data set to a client-specific data storage system and performs analytics to generate reports and model code. The model code is trained against the larger anonymized customer data, creating a comprehensive data universe for the client to run analyses. Aggregated reports and model code are provided to the client, who can use those insights to improve their business processes and better serve their customers. Trūata offers several analytical tools within the software, including A/B testing, customer journey analytics, modeling, and segmentation.

Regular Risk Assessments Trūata acts as the controller for the anonymized data, helping mitigate the company's risk for data privacy non-compliance. Risk assessments are routinely conducted to identify additional privacy risks and to apply anonymization

Engaging with Trūata

Each business will have a unique set of data needs, so as you engage with Trūata's software, a team of data professionals will map your use case, understand your organization's data universe, map the legal landscape for your industry, develop a Trūata Use Case Risk & Opportunity Scorecard, and build recommendations for your specific business needs.

Learn more

about how you can mitigate data privacy non-compliance risk and speak with a Trūata sales representative today.

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