TRŪATA.

Mastercard Business Intelligence Platform

CASE STUDY

Mastercard uses Trūata's Anonymization Solution to drive valuable analytics insights from its global business intelligence platform, while ensuring it is GDPR-compliant, thereby preserving over **$30MM** in annual recurring revenue.

THE BACKGROUND:

Mastercard's merchant business intelligence solution leverages Mastercard transaction insights to enable merchants to benchmark their performance, identify growth opportunities, and unlock new revenue streams. It is used by thousands of merchants globally and is a key component of Mastercard's competitive advantage for its merchant partners.

THE CHALLENGE:

Mastercard recognized that, under new privacy laws such as the GDPR, it could not drive the same level of valuable analytical insights from its business intelligence solution.

These laws present new challenges around establishing a legal basis for conducting analytics on personal data and result in many new privacy compliance requirements. These factors would have a significant impact on the volume and quality of the data available for analysis – and the ongoing data management implications would create substantial overhead.

Without an adequate solution, over $30MM in annual recurring revenue would be at risk.

Mastercard needed a data anonymization solution that would scale easily and meet both its own leading privacy standards and those set forth by new privacy laws such as the General Data Protection Regulation (GDPR). Mastercard recognized that it could not perform this anonymization itself, even using third party software, and still comply with GDPR.

Mastercard needed a data anonymization solution that would scale easily and meet both its own leading privacy standards and those set forth by GDPR.

The Trūata Solution

Trūata applied its proprietary anonymization solution to Mastercard's transaction data, protecting it against re-identification (and therefore allowing for full compliance with privacy laws such as the GDPR) while maintaining the platform's required analytical capabilities. Trūata's data scientists then developed a series of custom scripts and applications for Mastercard that enabled it to deliver a wider and more accurate range of analytic use cases against its entire data deliver a wider and more accurate range of analytic use cases against its entire data universe to support the needs of its merchant customers. Mastercard's business intelligence platform is now being processed directly through Trūata's cloud-based anonymization solution, delivering merchant intelligence for Mastercard's commercial clients and providing a critical revenue stream for Mastercard.
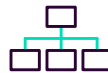
CLIENT BENEFITS:

Protected $30MM+ in annual recurring revenue

Mitigated risk through proactive regulatory compliance

Built customer trust and expanded platform usage

Enabled quick scalability for markets implementing similar regulations

Empowered easy onboarding of Mastercard's other products onto Trūata's platform

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