TCS MasterCraft™ DataPlus

Awards & Recognition

To know more
Visit the MasterCraft™ page on tcs.com
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About Tata Consultancy Services Ltd (TCS):
Tata Consultancy Services is an IT services, consulting and business solutions organization that
delivers real results to global business, ensuring a level of certainty no other firm can match.
TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering
and assurance services. This is delivered through its unique Global Network Delivery Model™,
recognized as the benchmark of excellence in software development. A part of the Tata Group,
India’s largest industrial conglomerate, TCS has a global footprint and is listed on the National
Stock Exchange and Bombay Stock Exchange in India.

For more information, visit us at www.tcs.com

IT Services
Business Solutions
Consulting
Owing to the introduction of laws such as the General Data Protection Regulation (GDPR), compliance requirements are becoming increasingly stringent for local and global companies that cater to EU customers. Organizations are responsible for protecting customer sensitive data, as well as data that contains personally identifiable information. To avoid heavy penalties stemming from non-compliance, companies are looking for reliable ways to ensure data safety by minimizing the incidence of privacy breaches. This drives the need for restructuring and renewing data governance, management policies and data processes across systems in the organization.

Tata Consultancy Services’ (TCS’) MasterCraft™ DataPlus provides an integrated data management and governance platform that helps organizations stay compliant with GDPR and other data privacy regulations. Moreover, the platform also facilitates identification of potentially sensitive data, in addition to establishing centralized metadata repositories.

Overview
As a first step of ensuring compliance with stringent privacy regulations, companies are required to review existing data processes and storage systems. However, there are multiple challenges to overcome, including siloed data stores, non-compliant processes, unknown data vulnerabilities, and rigid tools and technologies. Moreover, time-sensitive compliance requirements and plausible data breaches are likely to adversely impact reputation and cost of operations, thereby increasing the pressure on business and IT teams. In this scenario, there is an urgent need for a reliable platform that can work with existing limitations while still addressing all the requirements.

TCS’ MasterCraft™ DataPlus offers a plug and play solution that addresses the end-to-end data privacy management requirements of organizations, including the management of test data and data quality. It is equipped with the tools needed to enable sensitive data discovery, quasi-identifier recognition, data categorization, metadata management, static and dynamic data masking, compliance reporting, and data governance.

Capabilities:
- Data privacy management in data provisioning: Enables initial and continuous discovery of potentially sensitive data, generates auto suggestions for quasi-identifiers, and facilitates static data masking. Capabilities also extend to data profiling, cleansing, sampling, and synthetic data generation.
- Data protection controls: Safeguards against unauthorized usage and management through features such as privacy notice, role-based access, auto-user data management, and consent driven operations.
- Robust capabilities: Our feature-rich platform fulfills the end-to-end requirements of data privacy management and enables smarter data discovery, metadata management, data categorization, data masking, data redaction, and compliance monitoring through data privacy reports and charts. The platform also facilitates seamless data quality management, test data management, and data governance.
- Optimized data workflows: We foster better collaboration between teams for exceptional privacy management, defining roles and processes for both enterprise business users and IT users. Subsequently, the platform allows for a smoother definition of privacy policies by organizations, enabling quicker execution of privacy requirements by IT teams.

Our Solution
TCS’ MasterCraft™ DataPlus is our comprehensive, proprietary system that addresses a wide variety of data requirements:

- Data privacy management in production: Applies the latest privacy measures as per requirement, as well as masks dynamic data with web application screen masking, production log masking, image masking, production database queries response masking and data redaction.
- Data privacy management in data provisioning: Enables initial and continuous discovery of potentially sensitive data, generates auto suggestions for quasi-identifiers, and facilitates static data masking. Capabilities also extend to data profiling, cleansing, sampling, and synthetic data generation.

Benefits
With TCS’ MasterCraft™ DataPlus, you can reap the following benefits:

- Increased regulatory compliance: Ensure superior compliance with evolving laws including GDPR and other EU privacy directives, and prevent financial and reputation loss due to unregulated breaches. Minimize risk of data breaches and security lapses in production and non-production environments.
- Streamlined data processes: Enhance capabilities that enable the discovery of potentially sensitive data and personally identifiable information across all existing data systems and processes. Empower data protection officers and other data stewards with comprehensive compliance reports, charts and trends to continuously monitor and manage data privacy amidst existing heterogeneous systems.
- Improved data quality: Maintain accuracy and reliability of data stores, and enrich test data to make it more realistic and dependable for testing new applications.

The TCS Advantage
TCS’ MasterCraft™ DataPlus is an integrated platform that leverages the following differentiators to build quicker compliance to your data privacy requirements:

- Robust capabilities: Our feature-rich platform fulfills the end-to-end requirements of data privacy management and enables smarter data discovery, metadata management, data categorization, data masking, data redaction, and compliance monitoring through data privacy reports and charts. The platform also facilitates seamless data quality management, test data management, and data governance.
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Overview of TCS MasterCraft™ DataPlus

- Input data stores: Raw data to be protected.
- Data files: Final output processed data.
- Test data archive: Data services:
  - Test data creation
  - Data profiling
  - Data quality
- Output processed data
- Enterprise IT ecosystem

Business users

IT users

IT users

Test data archive

Input data stores

Database

Data files

Data services:

- Test data creation
- Data profiling
- Data quality

TCS MasterCraft™ DataPlus

Optimized data workflows

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- Data protection controls: Safeguards against unauthorized usage and management through features such as privacy notice, role-based access, auto-user data management, and consent driven operations.
- Data privacy requirements in production environments: Enables initial and continuous discovery of potentially sensitive data, generates auto suggestions for quasi-identifiers, and facilitates static data masking. Capabilities also extend to data profiling, cleansing, sampling, and synthetic data generation.
- Data privacy monitoring and data governance: Enables initial and continuous discovery of potentially sensitive data, generates auto suggestions for quasi-identifiers, and facilitates static data masking. Capabilities also extend to data profiling, cleansing, sampling, and synthetic data generation.
- Data privacy reporting: Ensures faster compliance with evolving laws including GDPR and other EU privacy directives, and prevent financial and reputation loss due to unexpected failures. Minimizes risk of data breaches and security lapses in production and non-production environments.
- Data privacy processes: Enhance capabilities that enable the discovery of potentially sensitive data and personally identifiable information across all existing data systems and processes. Empower data protection officers and other data stewards with comprehensive compliance reports, charts and trends to continuously monitor and manage data privacy amidst existing heterogeneous systems.
- Data privacy management: Mandates accuracy and reliability of data stores, and enrich test data to make it more realistic and dependable for testing new applications.

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