



# PrivacyMaxx Speeds Reporting Times to Protect Consumers

## About this Company

PrivacyMaxx is a leader in identity protection and privacy management solutions providing services to organizations that maintain private data about consumers. Their solutions serving the credit information industry require the preparation and exploration of disparate, complex data sources to produce actionable analytics for their clients. Using Datameer Express and DynamoDB on AWS, PrivacyMaxx has been able to deliver deeper insights to their clients with significantly faster analytic cycles to ensure consumer data is protected.

## The Challenge

Organizations that manage Personally Identifiable Information (PII) data are under a constant barrage of attacks from hackers. PrivacyMaxx offers analytic investigative services to these organizations to help identify breaches and affected consumers. Effective delivery of these analytic services presented key challenges including:

- Rapid analytic cycles to meet regulatory reporting requirements
- Intricate preparation of data from complex, disparate datasets
- Use of cloud economics for scalable processing of large datasets

## The Solution

PrivacyMaxx deployed an analytic infrastructure in the cloud to speed their analytic cycles and deliver rapid response times to their clients. The solution incorporated Datameer Express and DynamoDB on AWS, also using S3 storage and EC2 compute instances, for an end-to-end workflow including data preparation, exploration and analytics, and was able to:

- Rapidly prepare & enrich complex disparate datasets for analysis
- Use parallel processing to quickly prepare and analyze breach data
- Speed the end-to-end analytic workflow for faster delivery to clients

---

## The Benefits

### Faster Analytic & Reporting Cycles

Analytic cycle times were reduced 95% enabling faster delivery of reports to clients with deeper insights.

### Scalability and Power

Rapid processing of breach datasets in the billions of records provided the analytic power needed.

### Lower Cost Cloud Architecture

The cloud-based infrastructure was more cost-effective via on-demand processing and spot-instances.

---

## About Datameer and AWS

In the past, analysts and data scientist would wait up to six months for access to data. The joint Datameer and AWS solution enables organizations to prepare and publish hundreds of trusted datasets, find the right datasets for their analytic problems, and create custom datasets in a self-service manner to produce new analytics in minutes rather than weeks. To learn more about how Datameer and AWS can help your business, visit [www.datameer.com](http://www.datameer.com)

# Customer Case Study: PrivacyMaxx



