

# UK Retail Bank puts GDPR in its basket with Automated Intelligence



Automated Intelligence (AI) is working with a major UK retail bank in preparation for the new General Data Protection Regulation.

## Customer Situation

The bank is embarking on an evolutionary journey with its data to achieve a governance-based remediation solution, as well as an exemplary collaboration and productivity platform.

Having collated significant volumes of data over many years, the bank was challenged with understanding what data they owned and the value within.

With a view on both the cost and the risk that the data presents to the bank, a decision was made to look for technology that could address the problems without incurring significant engagement from the stakeholders within the bank.

In addition to the core needs of bringing control and governance to its data, the imminent need to comply with the new GDPR was a significant element to the program.

## Automated Intelligence Solution

Using AI.DATALIFT, the bank has gained unparalleled insight into its data.

AI.DATALIFT analysed all of its data within a few days running at a rate of 5 million items per hour, **30 times faster** than competitive solutions.

This insight allowed the bank to achieve 3 core objectives:

- Identify Duplicate, Redundant, Obsolete and Trivial (DROT) data across various systems (Files Shares, SharePoint and Email archives)
- Classify the remaining data against its corporate retention and disposition schedule
- Identify personally identifiable information (PII) within its data to allow the bank to manage its GDPR compliance

The bank gained all of its core objectives without incurring any spend on infrastructure through the use of Microsoft Azure.

## Next Steps

AI.DATALIFT is provided as a service allowing the bank to implement the program entirely on the world's most secure cloud platform, Microsoft Azure. This has provided a unique and always available insight into its data and allows the bank to fulfil future needs instantly.

Strategically, the bank has chosen Microsoft Office 365 as its future collaboration and productivity platform.

AI.SYNCPPOINT+ from Automated Intelligence will extend the governance controls within SharePoint and deliver key user benefits through Outlook and SharePoint integration.

Looking forward, the bank will expand its focus to fulfil Subject Access Requests as part of its GDPR program.

It will also seek to incorporate structured data systems into AI.DATALIFT to provide insight and management across all of its data.



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We are delighted to deliver this solution for a UK retail bank. The opportunity for the bank to take control of its data and comply with its internal information governance policies whilst reducing the risk and cost associated with the data is ground-breaking.

Coupled with the requirements to comply with its obligations under GDPR, the bank is now in control of its data and has a platform upon which to run its information strategy going forward.”

- Mark Godfrey, CEO, Automated Intelligence



For more information on our data remediation, information governance and GDPR services, contact us at [info@automated-intelligence.com](mailto:info@automated-intelligence.com)

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