

# Net Sales

Public Sector – Cloud  
Data Protection

„The customer raised its  
sales revenues by 25%.“

Customer  
Case Study



(Million)

46,688

37,374

36,807

39,784

# Customer Case Study

## Public Sector – Cloud Data Protection



- Encryption of PII customer and user data
- Retaining end-to-end CRM use cases



- 40% Increase in cloud adoption
- 25% Rise in sales revenues

”With sales and account managers spread across different locations and using different devices, the eperi Gateway enables us to implement a data-protected SAP Sales Cloud Solution.“

### Customer

Public German Financial Institution

### Project

Encryption of PII Data and secure usage of SAP Sales Cloud (SAP C/4 HANA)

### Problem

Our customer, a German financial institution with **more than 5000 employees**, wanted to streamline its customer relationship management processes in the SAP C/4 HANA Cloud, incl. opportunity, contact, account and lead management. To be compliant with the new industry regulations that came into force in 10/2019, **all internal and external PII data needed to be pseudonymized** before it was stored in the cloud.

### Solution

While analyzing the CRM use cases for the customer, **the eperi Gateway was identified as the best cloud data protection solution to encrypt and tokenize all restricted data** before it is transferred to the SAP C/4 HANA Cloud. **With the eperi Gateway, customers stay compliant** with all financial and GDPR regulations while retaining relevant CRM functionalities in the cloud.