Automotive – Privacy Preserving Analytics

„eperi helped the customer reduce the costs of IT maintenance by 50% and make calculations 8 times faster."

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Customer Case Study
Automotive – Privacy Preserving Analytics

- 30% Increase in system performance
- 50% Reduction of IT maintenance costs
- 8x Faster calculations

> Transactional analytics gives us the main market & customer insights for the future and the eperi solution enables us to use a business intelligence solution without losing the customer data privacy.

Customer

Germany's biggest Car Manufacturer

Project

Pseudonymization of PII data from prospects and customers

Problem

The international car manufacturer has a **custom datacenter** to perform its forecast services. All worldwide data from leads and customers are analyzed and a forecast with 80% accuracy is generated during 8 hours runtime per analysis. The used technologies are **CSV files with "R" as the analytics language and Microsoft Power BI**. A PoC showed that using cloud services reduces the calculation time of the same models **from eight hours to one hour**. The business critical and PII data must not be processed in the cloud.

Solution

eperi Cloud Data Protection Gateway **pseudonymizes and anonymizes sensitive data** with format preserving tokenization services. **PII data is protected**, while transactional data is available in plain text and can be used for **business-relevant analytics and statistical operations**. The company complies with all internal **security and compliance requirements as well as all legal requirements**.