



Customer Case Study

# deepeo™ - Master Your Data

## Accelerating Compliance and Efficiency: How a Global Automotive Manufacturer Streamlined GDPR Compliance With Infotel's deepeo™



### ABOUT THE COMPANY

This leading global automaker is famous for its diverse lineup of vehicles, from cars and trucks to SUVs and electric cars. With dealerships around the world, they cater to all sorts of drivers, offering something for everyone. They're known for pushing the boundaries of car technology, especially in sustainability and electric vehicles.

Beyond the vehicles themselves, they provide financing, leasing, and servicing, making ownership a breeze. In short, they're all about creating high-quality, reliable vehicles packed with features to keep drivers everywhere happy on the road.

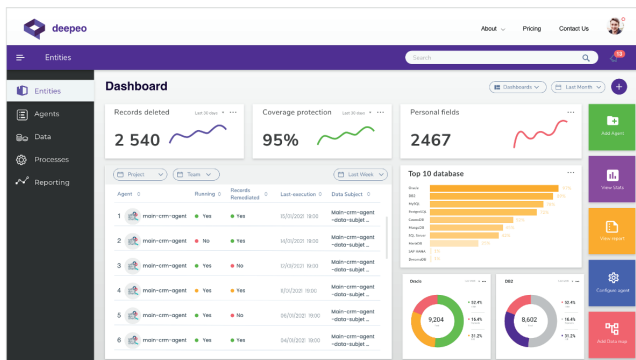
Deepeo has provided a quick, manageable, and user-friendly solution that saved us significant revenue and resources while ensuring we remain compliant with global data protection laws.”

*A representative from the global automotive manufacturer*



### CUSTOMER CHALLENGE

The client, a global entity, needed a provider focused enough to understand the information governance and compliance task at a global level, and who could also support all worldwide locations. They were able to rely on Infotel, a global software manufacturer and consultancy, and its follow-the-sun support. Additionally, with Infotel's resource augmentation approach to project management, the customer was provided a team with specific experience across both distributed and mainframe platforms which was critical to the success of deployment.



**Our platform empowers you to manage your entire data lifecycle, from visualizing key insights to automating tasks and ensuring compliance.**



## CUSTOMER OBJECTIVES

With global manufacturing plants and distribution outlets, the automotive manufacturer required visibility into all customer data worldwide to ensure compliance with GDPR and other regional data compliance standards. Deepeo was implemented to facilitate compliance with GDPR by enabling market-leading data deletion capabilities. The global auto manufacturer had accumulated thousands of consumer records, necessitating the ability to delete personal data post-service lifecycle or contract expiry, with an audit trail to comply with corporate retention policies and consumer protection laws.

The primary business objective was to identify consumer data for defensible deletion and remove customer records containing personal information that the company was not legally required to retain. This process aimed to realize cost savings from reduced data storage and monitoring needed for security and compliance.



## INFOTEL SOLUTION

Infotel's deepeo™ is an Information Governance solution designed to ensure compliance with GDPR and other U.S.-based data protection regulations. Deepeo offers a market-leading data deletion tool that provides:

**Database-Agnostic Compatibility:** Works efficiently across various database environments without requiring complex integrations.

**Defensible Deletion:** Identifies and removes customer records containing personal information that is no longer needed or legally required to be retained.

**Audit Trail:** Ensures all deletion actions are logged and auditable, maintaining compliance with corporate retention policies and regulations.

**User-Friendly Interface:** Reduces the need for extensive training, allowing staff to manage data deletion processes efficiently.

**Cost and Resource Savings:** Streamlines data management, reducing storage costs and minimizing the time and resources spent on data compliance tasks.



## BENEFITS REALIZED

### Compliance Assurance:

- Avoidance of large fines associated with GDPR non-compliance.
- Ensures adherence to global data protection laws and corporate retention policies.

### Operational Efficiency:

- Streamlined and less daunting data management and cleansing processes.
- Significant reduction in the time and effort required to manage and delete consumer records.

### Cost Savings:

- Reduction in data storage costs by removing unnecessary data.
- Lowered expenses associated with manual data management and bespoke software solutions.

### Resource Optimization:

- Minimized need for extensive staff training due to a user-friendly interface.
- Efficient bulk record deletion process, saving both revenue and resources.

### Future-Ready Infrastructure:

Preparedness for future migration to a cloud environment with ongoing support from Infotel.