



Sertainty Technology Enables Transformations, Inc. to Assure End-to-End Security

CLIENT PROFILE

Transformations, Inc. (TI) is a CCM (Critical Communications Management) software provider to Print Service Providers, Business Process Outsourcers and Enterprises. Uluro[®], the TI CCM platform for print, mail and web presentment of transactional documents, is used by customers in a variety of sectors including healthcare, financial, utilities, insurance and legal. The Uluro platform streamlines the production and distribution of regulated business and consumer communications (PCI, HIPAA, etc.) such as invoices, statements and policies where assurances of privacy are paramount.

Most CCM providers offer just composition or variable data documents (bulk yet customized e.g. name, individualized detail, etc.) to their customers. To differentiate themselves, TI has added an Automated Data Factory (ADF), Electronic Bill Presentment (EBP) and Electronic Bill Presentment and Payment (EBPP) capabilities that allow companies to retrieve archived information and present it to customers and then make payments. No other provider currently offers this comprehensive (B2B2C) approach to CCM.

THE CHALLENGE

Highly regulated information contained in a single large file needed to be accessed multiple times by multiple users within a high-performance workflow. Often, it was necessary to make duplicates. Due to the burden and limitations of encryption key management along with productivity pressures, sensitive data was often left in the clear, assumed protected by the enterprise security fabric.

THE STRATEGY

With Sertainty, data-files can be safely stored, transported and accessed, end2end2end, without a dependency on the enterprise security fabric.

THE RESULT

Transformations developed a persistent, selective decryption methodology, ensuring the right information was decrypted for the right user at the right time, without exposing any other information in the file. This workflow solution keeps data secure throughout the entire production and communications process in a manner that is simple, economical and productive.

THE CHALLENGE

Healthcare, financial, public utilities and legal companies all deal with vast amounts of data, much of which is personally identifiable information, highly sensitive, valuable and regulated. In both the SMB and Enterprise markets of these industries that data is often processed "in-the-clear" and left vulnerable. The number, frequency and scope of data breaches in these industries is growing. TI/Uluro customers, be they enterprises to whom they sell services directly or together with partners, or partners that provide services to their customers, are under considerable pressure to protect this information. The costs associated with data breaches is mounting; ranging from actual data lost to loss of customers, not to mention law suits, inbound communications and other incidentals.

The challenge TI customers face was to assure their customers that communications shared within the Uluro platform were not at risk for compromise. The only way to protect this data was persistent end-to-end encryption. However,





It's very difficult to come up with products that change markets, but *Data: Empowered* does just that. With Sertainty, we have a partner that works with us to fulfill our mission of giving our customers innovative solutions with significant competitive advantages."

- Bill Tidwell
CEO Transformations, Inc.

at multiple points in the Uluro workflow, the data needed to be decrypted and re-encrypted again or, an even worse alternative, left 'in the clear' for processing due to the limitations of encryption technology. At best, this left the data temporarily exposed and vulnerable to potential theft or tampering; at worst, permanently exposed and vulnerable. Also, with multiple users decrypting and re-encrypting the data, the probability of duplicate data files increased, which meant an increased possibility of inefficiency and miscommunication.

TI customers were left to manage their own encryption keys, which was a tedious process with many opportunities for error. TI needed a more efficient way to secure the data, so it could deliver higher assurance to its customers that their data's integrity was intact.

THE SERTAINTY SOLUTION

Transformations, Inc. partnered with Sertainty Corporation to develop a persistent, end-to-end, B2B2C workflow security solution for its Uluro offering. Using the Sertainty™ Software Development Kit, Transformations built industry first software solutions (uProtect and uSecure) implementing the Sertainty *Data: Empowered* technology. A Sertainty *Data: Empowered* file has an ability to act and react to its environment – to protect itself.

With the uProtect software solution, TI makes it easy for the customer to embed the Sertainty Intelligence Module into their data-file – specifying and implementing their own access, protection and governance policies before it leaves their network. The embedded Sertainty Intelligence Module enforces those policies for the life-cycle of that data, from beginning to end. This *Data: Empowered* file can now travel safely beyond the network for secure sharing and archiving.

With the uSecure software solution, TI breaks through the complexity of ensuring the safety of sensitive information while in process. TI utilizes the embedded Sertainty Intelligence Module to selectively decrypt only the information in

the data-file that an authorized and legitimate user needs without exposing any other information in that file. TI makes it possible for their customers to assure the confidentiality and privacy of their patrons before and during processing, composition and presentment.

Data: Empowered provides the Uluro platform the following benefits:

- ◆ Governance: the embedded Intelligence Module contains the policies that ensures the right application or user has access, at the right times. *Data: Empowered* monitors itself and enforces compliance in real time. If an authorized user attempts an illegitimate act, the data can react and self-destroy.
- ◆ Provenance: a *Data: Empowered* file maintains an irrefutable log of ownership, access attempts and event occurrences. This equips data owners with independent monitoring, collecting and reporting of all activity.
- ◆ Protection: the embedded Intelligence Module manages the multiple, dynamic encryption keys – eliminating the burden of external key management services.

THE RESULTS

Sertainty adds measurable value to the Uluro platform, allowing Transformations customers to likewise significantly benefit. Transformations is able to keep the data secure throughout the entire production and communications process – from end-to-end, from beginning-to-end – in a manner that is simple, economical and productive.

Transformations has assumed the lead in embedding security into the data workflow itself. TI's visionary standing enables their customers to avoid unneeded investments in either human capital or network infrastructure. Transformations, Inc., by implementing the Sertainty *Data: Empowered* technology, has enabled their customers, and customers' customers to attain a competitive advantage in highly regulated markets that are under constant and intense pressure from cyber attacks.



sertainty.com
sales@sertainty.com