



INDUSTRY Retail

USE-CASE Customer 360+



To personalize the experience you provide to each customer, your teams need to combine and mesh raw data sets from both internal and external data owners. Sharing raw sensitive customer data has been overly complex, and without the right mix of data from the right sources, achieving a 360° understanding of your customer is impossible. Myngl's Concordance™ empowers your teams to accelerate Customer 360+ initiatives by removing the barriers to sharing sensitive data within and across organizations.

The Problem

Customer 360 initiatives require sharing and commingling sensitive data

Achieving Customer 360 should be the goal of any modern business that wants to market to and engage with customers and potential customers in an optimal way. However, from a technical perspective, Customer 360 projects are highly problematic.

First, Customer 360 projects involve analyzing highly sensitive and regulated raw data meshed from both internal and external sources. Data completeness, quality, recency and provenance are paramount, and removing sensitive elements makes it impossible to generate highly accurate analytics.

Second, teams need to commingle shared data

in a single point of analytic access while adhering to the security and governance policies of each data owner simultaneously.

Third, conventional systems are ill suited to commingle raw sensitive data. Designed to protect one data owner, not many; conventional systems require trust among all sharing parties because certain users can extract data belonging to other owners.

In the real world, trust is never assumed by those responsible to protect sensitive data from misuse or breach. Commingling raw sensitive data from multiple owners has been so complex, many teams simply give up.

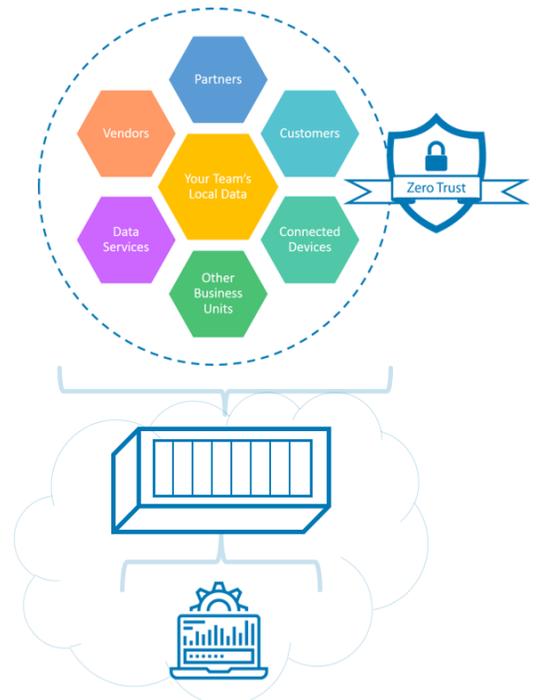
Customer 360+ with Concordance™

Finding an Different Approach

Myngl invented Concordance™ Secure Analytic Containers to simplify the process of sharing and commingling raw sensitive data sets for analytics and monetization. Our point of view is different: “With Data, Trust No One”

Unlike conventional systems, Concordance™ containers decentralize security and governance to data owners, granting each data steward sole control over how and by whom their data is used. We call this Self-Governing Data Security.

Concordance™ containers use Zero-Trust cybersecurity processes to prevent any user – even Myngl staff - from directly exposing or extracting commingled data. Removing the need for trust to share sensitive data simplifies and accelerates “Customer 360+” initiatives.



Secure Data Commingling

Accelerating Customer 360+ Projects

Deployed in private and SaaS clouds, Concordance™ Secure Analytic Containers let data analysts utilize popular open-source web notebooks and languages to perform advanced analytics or machine learning on securely commingled data.

Business teams, analysts and data stewards use Concordance™ in a collaborative workflow delivering secure data sharing and commingling 50x faster than conventional alternatives.

