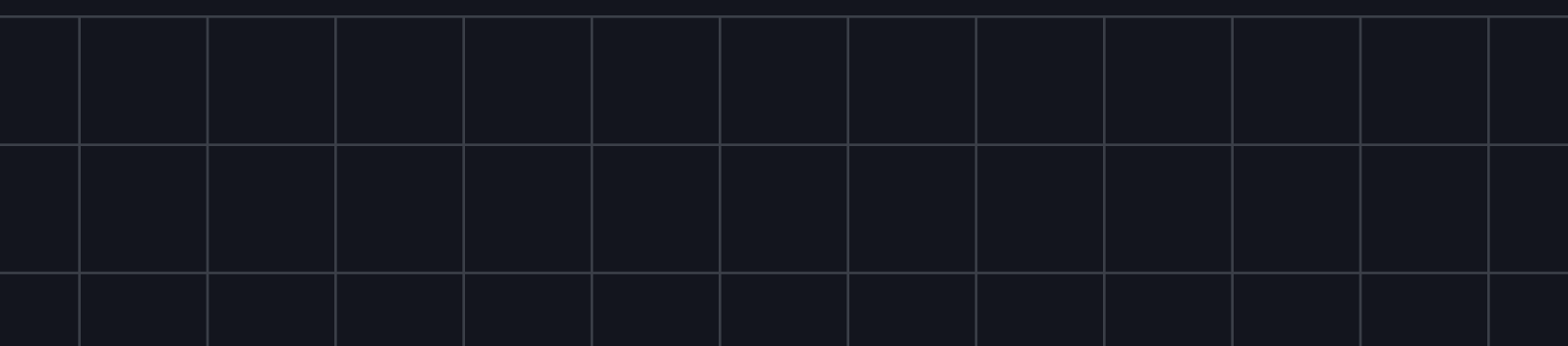




CASE STUDY

# How a Top Manufacturer Unlocked Employee Data for HR Analytics



# About the Top Manufacturer

A multinational manufacturer of consumer products that are sold in more than 180 countries has recently begun a strategic transformation.

The company, which employs more than 70,000 people worldwide, is transitioning to provide products with healthier options that drastically reduce environmental impacts.

## Key Takeaways

- Unlocked up to 80% of HR data for analytics
- Reduced the number of published data sets by nearly 50%
- Simplified data management and decreased risk of unauthorized exposure
- Saved time and money by reducing reliance on manual processes

“Doing a true employee 360 would have been impossible without Immuta. Immuta’s automated data access changed the game and helped us evolve into the cloud. That Immuta has advanced capabilities like PETs with k-anonymization is an added bonus.”

– Senior Solutions Architect,  
Top Manufacturer

## Architecture

 IMMUTA

 snowflake

 Power BI

 qualtrics<sup>XM</sup>

 SAP

## Industry

Manufacturer

# Challenge

In support of the strategic transformation, this organization's human resources function conducts quarterly engagement and culture surveys. These surveys collect tens of thousands of responses on questions about job satisfaction, manager effectiveness, and other engagement metrics.

The HR analytics team collates and distributes the survey results to executives and line managers – a total of roughly 9,000 data consumers – using the strategic data visualization capability from the company's chosen business intelligence tool, PowerBI, which is connected to the corporate cloud data technology ecosystem.

To safely access the data, data users and stakeholders had to manually log into five different systems, requiring several additional steps to derive holistic insights. To enable self-service data use, the analytics team needed a way to centralize the data. Simultaneously, preserving individual respondents'

privacy in accordance with internal HR policies, as well as the GDPR or European Work Councils guidelines, was imperative.

With eight surveys generating thousands of new data sets each year, the company needed a way to safely ingest anonymized survey data in Qualtrics alongside data from other HR systems, including SAP. This required anonymization plus advanced anonymization techniques, such as k-anonymization, to comply with internal policies and regulations.

# Solution

The analytics team assessed several data governance vendors, as well as consultancies, to find the right capabilities. A critical need was the ability to slice and dice anonymized data for any combination of eight indirect identifiers, including gender, location, and job title. This capability was built into Qualtrics, but was difficult to extend to the rest of the data ocean ecosystem.

Immuta's privacy enhancing technologies (PETs) and dynamic policy enforcement enabled the company to tackle the issue, addressing the challenge of enabling anonymization across corporate data ocean technologies, such as Snowflake and Power BI.

Immuta's applied mathematics team and solutions architects demonstrated how the company could use Immuta to securely scale employee data analytics. Automated sensitive data discovery classifies and tags data containing direct, indirect, and sensitive attributes, so the data can easily be mapped

to appropriate policies that enable attribute-based access controls. The policies are enforced at query time to implement PETs, like k-anonymization, and safely combine data sets with less risk of inference attacks.

Immuta's approach to data access was considered the most modern, dynamic, and scalable, and it is now a global solution in the company's enterprise architecture framework.

# Results

As the company continues its transformation and identifies new use cases for data across domains, its leaders will have near-real time insights to help drive initiatives forward while ensuring employee engagement and productivity remain high.

**Immuta has enabled the company to:**

- Unlock up to 80% of its HR data for analytical use by using PETs to safely de-identify and combine sensitive data sets in Snowflake. Now, the HR team is able to provide 360 degree data and insights for all of its employees.
- Reduce the number of data sets being published for each survey type by nearly 50% — from 500 to 256 — by using dynamic privacy controls.
- Simplify data management and reduce risk of exposing sensitive data by decreasing the number of published data sets.
- Save money on operating expenses, as well as time to data access and insights, by reallocating FTE resources previously focused on manually cleaning a single organization-wide survey.

# About Immuta

Immuta is the **market leader in Data Access**, providing data teams one universal platform to control access to analytical data sets in the cloud. Only Immuta can automate access to data by discovering, protecting, and monitoring data. Data-driven organizations around the world trust Immuta to speed time to data, safely share more data with more users, and mitigate the risk of data leaks and breaches. Founded in 2015, Immuta is headquartered in Boston, MA.

