



Enterprise Grade data masking solution for sensitive elements across financial, health, personal and business critical data elements .

Data Masking Drivers

- Compliance and adherence to state laws that mandate security of sensitive information including PHI.
- Outsourcing, offshoring – cost pressures necessitating optimized delivery models in outsourced, offshore driven capacities
- Increasing threats (Data thefts, application, infrastructure vulnerability attacks) across the varied technology landscape and lack of controls across legacy, mid-range systems in the Enterprise.

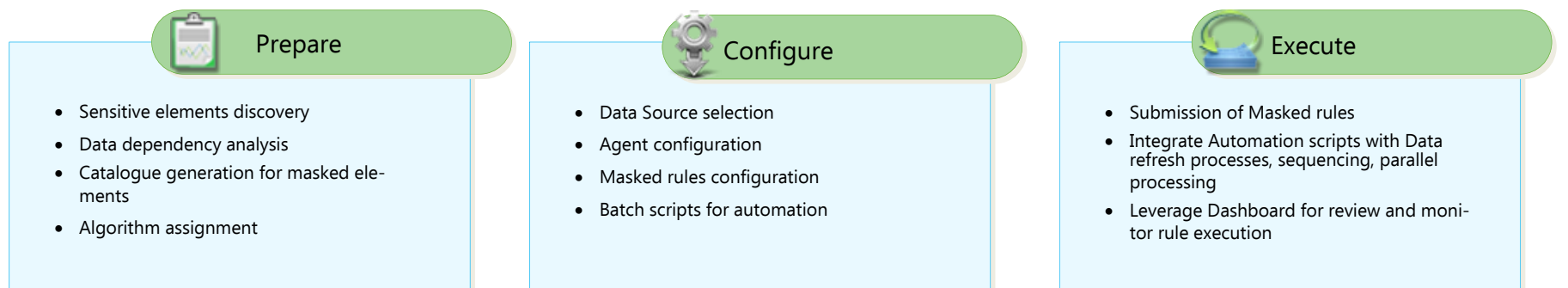
Cognizant Data Obscure

Cognizant Data Obscure helps mask sensitive information such as PHI, PII or business critical information through best of breed algorithms and across a wide of variety of technology platforms, thereby mitigating the risk of exposure at the source. This is a web-based enterprise-grade platform to configure, administer and manage the typical complexities in an Enterprise.

Solution Highlights

- **Compliance focus** – Best of breed algorithms for Data masking complementing industry grade encryption, hash routines.
- **Risk Mitigation** – Low level algorithm support for distortion of distribution across masked data, to reduce potential correlation with publicly available information. For ex. patient data could be correlated with publicly available data sources on vital records such as birth, death, marriage registers.
- **High Performance** – Extensible and Modular Agent based architecture with built in capability for multi-threading.
- **Legacy Support** – Extensive platform support matrix that includes VSAM files, flat files, EDI files, databases etc. besides indirect support for extracted files from unsupported data sources.
- **Coverage and Consistency** – Proven algorithms across a wide array of Enterprise implementations for world of sensitive elements across Healthcare, Retail, Insurance and Financial Services verticals.
- **Ease of use, access** – Web based administration console for configuration, monitoring and review.
- **Multiple deployment options** – With both on premise as well as managed services offering.

Data Masking Process



Features



Figure 2

Success Summary

Current Footprint	Volume of Records masked	Complexity of Platforms	Algorithms Implemented
Best in class masking solution delivered for customers in <ul style="list-style-type: none"> • Healthcare • Insurance • Financial Services • Manufacturing 	Large Data Sets masked with <ul style="list-style-type: none"> • Over 30 billion records • Performance consideration • Automated masking rules • Current data migration process 	Implementations across <ul style="list-style-type: none"> • Legacy, mid-range ,distributed systems • Native Databases • Extracted Database files • Industry specific Files formats- EDI 	Out of the box, custom algorithms for <ul style="list-style-type: none"> • Standard PII / PHI • HIPAA, PCI DSS Compliance needs based data types • Organization or industry specific needs

License, Price Structure

Multiple flavors of pricing are available based on the type and size of deployment.

Agent Based	Licenses based on choice of agents across files, databases or mainframe agents, bound by time
Enterprise Edition	For unlimited usage across agents, differentiated by tenure of need
Transaction Based	For targeted usage across specific agents, bound by volume

For further information, please contact DataObscure@cognizant.com or your respective Account Managers

About Cognizant

Cognizant (NASDAQ: CTSH) is a leading provider of information technology, consulting, and business process outsourcing services, dedicated to helping the world's leading companies build stronger businesses. Headquartered in Teaneck, New Jersey (U.S.), Cognizant combines a passion for client satisfaction, technology innovation, deep industry and business process expertise, and a global, collaborative workforce that embodies the future of work. With over 50 delivery centers worldwide and approximately 150,400 employees as of September 30, 2012, Cognizant is a member of the NASDAQ-100, the S&P 500, the Forbes Global 2000, and the Fortune 500 and is ranked among the top performing and fastest growing companies in the world. Visit us

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