Brochure

Data Clean Room
Privacy Enhanced Customer Engagement in a Post-Cookie World

Overview

Organizations engaged in digital marketing must share data within and outside their organizations securely. The diminishing availability of traditional identifiers like browser cookies and the need for regulatory compliance has led to new privacy-preserving technologies. According to Interactive Advertising Bureau (IAB) State of Data 2023 report, 85% of companies leveraging privacy-preserving technologies are using or considering the usage of data clean rooms. However, it may take two years to get them up and running. This is because 54% of users are struggling to prove ROI, 39% cite data operability/customization challenges, and 38% struggle with internal resources.

Business Challenges

Snowflake has become a popular choice as an interoperable Data Clean Room platform. Snowflake addresses data security and governance bottlenecks by having a single copy of data that can be accessed across different organizations. However, providing access to data sets and implementing differential privacy remains an important challenge as it takes a lot of skilled human resources. Furthermore, organizations will need to develop joint insights that require multiple back-and-forth communications, which can lead to more friction and implementation delays.

Our solution

LTIMindtree provides a data clean room implementation accelerator for Snowflake that helps to:

- Set up cleanroom between multiple parties: Minimize manual work related to cleanroom platform setup and administration through 60% automation.
- Set up access controls using query rules across thousands of data sets: It consists of defining rules, validating access requests against the rules, and notification of approvals/rejections.
- Facilitate collaboration using workflows and notifications.
- Accelerate use case definition with some pre-built use cases like match or overlap on certain join conditions, aggregated segment enrichment, the definition of joint actions, and measurement of results.

The LTIMindtree Advantage

- LTIMindtree is an elite services partner of Snowflake and our accelarator can help you to build your clean rooms faster

- LTIMindtree was a proud partner at the launch of Snowpark day and seamlessly combines application development expertise with knowledge of Snowflake Data Cleanroom framework

- LTIMindtree can help get rid of operational bottlenecks during migrating data from legacy platforms to Snowflake Data Cloud

Lets get to future, faster. Together

LTIMindtree is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 700+ clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by nearly 90,000 talented and entrepreneurial professionals across more than 30 countries, LTIMindtree — a Larsen & Toubro Group company — combines the industry-acclaimed strengths of erstwhile Larsen and Toubro Infotech and Mindtree in solving the most complex business challenges and delivering transformation at scale. For more information, please visit **www.ltimindtree.com.**