

## Use Case for Financial Services & Insurance: GDPR Compliance

Supporting the application of rules around personal data protection

### CUSTOMER PROFILE

- Global Financial Services and Insurance company
- Serves customers directly and through a network of brokers
- More than 30 million customers in 9 European countries

### CHALLENGES

The General Data Protection Regulation (GDPR) is intended to provide greater protection to EU citizens with regards to how their personal data is stored and used. Any personal data that allows an individual to be identified is impacted and the legislation extends to the export of personal data outside the EU.

The company recognised they needed a solution that could meet the 2018 deadline for GDPR compliance in a first phase, while allowing for additional development and modifications once the regulation came into force and its impact on their business was better understood.

### SOLUTION GOALS

The company wanted to ensure it could address all aspects of the regulation, including the right to data portability, data erasure, restriction of processing, and more. And they knew that auditability would be a fundamental requirement.

Ensuring compliance was further complicated by the scale of their operations processing customer data and their complex legacy landscape of different systems across multiple countries and in multiple languages.

The client decided on a platform approach using Appian, which would:

- Ensure consistent service levels across different entities and geographies with one solution
- Support multi-language capability
- Support their omni-channel strategy
- Deliver the correct level of visibility into processes, decisions and outcomes for management and the regulator, and
- Meet deadlines for GDPR compliance

### RESULTS

In the first iteration of the solution, the Appian GDPR application includes communication with 'System Owners' who are responsible for the data within their specified systems. Four main query types are supported relating to data retention, data access, portability, and data erasure.

### The GDPR application provides:

- Fast application implementation to meet GDPR compliance deadlines
- Visibility of requests covered under GDPR
- Controlled processes to assess and act upon the request
- SLAs to manage and ensure evaluations happen in a timely fashion
- Agile delivery of new functions and capabilities as the regulation evolves and changes due to legal test cases
- Visibility and auditability of processes, evidence, decisions and outcomes as required by the regulation



### FOCUS

Focus your efforts to meet your GDPR compliance challenges. With Appian, you can:

- Manage basic cases and more complex scenarios within the same process
- Create comprehensive views across events, departments, products and regions
- Conduct ongoing screening with reasonable review and escalation of exception cases

### TAKE CONTROL

Quickly build, deploy, and scale compliance initiatives with enterprise solutions, including:

- Anti-Money Laundering (AML)
- Know Your Customer (KYC) / Enhanced Due Diligence (EDD) / Customer Identification Program (CIP)
- Enterprise Risk Management
- Fraud Investigations
- Regulatory Monitoring & Action
- Sanctions Case Management
- MiFID II Compliance
- Stress Test Management

### PREPARE FOR THE FUTURE

Pressure is mounting to deliver innovation in the financial services and insurance sector.

It takes speed and power to deliver transformational solutions. The Appian low-code application platform provides both, while leveraging your legacy IT investments

With Appian, financial services and insurance companies can build web and mobile apps faster, run them on-premises or in the cloud, and manage complex processes, end-to-end, without limitations.

### LEADING ORGANIZATIONS TRUST APPIAN:



# Appian

Appian provides a leading low-code software development platform that enables organizations to rapidly develop powerful and unique applications. The applications created on Appian's platform help companies drive digital transformation and competitive differentiation.

For more information, visit [www.appian.com](http://www.appian.com)