IBM Security and Privacy Services
Enterprise Privacy Architecture

Mitigating risk while optimizing privacy
Today’s forward-thinking businesses are reinventing ways to cultivate profitable relationships with their customers. But while new technical capabilities allow organizations to capture detailed customer information, the imperative exists to maintain a steadfast commitment to privacy.

IBM, a global leader in security and privacy, offers comprehensive tools and expertise essential to alleviating risk and enhancing customer privacy. One such solution, the IBM Enterprise Privacy Architecture (EPA), provides a framework for integrating optimized privacy processes through the business and transactional levels.

Linking trust with profitable customer relationships
With the capacity to construct complex customer profiles, organizations can drive the ability to market highly personalized offerings and help ensure superior service. The resulting collection of personally identifiable information (PII), however, has generated considerable concern among consumers. By uniquely embedding customer preferences deep within the enterprise, EPA integrates policy, process, technology and choice to impart new competitive advantages as consumers align themselves with companies that proactively protect privacy. With these standards in place, open transmissions of consumer data and preferences can occur – without compromising consumer trust.

Providing a comprehensive and flexible roadmap for enterprise privacy
EPA is designed to deliver a detailed global roadmap comprised of four primary components: a management reference model, a technical reference model, a privacy agreements framework and a technical architecture.

Highlights

- **Mitigates risk while optimizing customer privacy and related business processes**

- **Helps strengthen customer relationships in a security-enhanced, information-rich environment**

- **Assists businesses in developing a comprehensive and flexible enterprise privacy “roadmap”**

- **Leverages IBM global expertise, including world-class consulting methodologies**
The management reference model focuses on assessing an organization’s current privacy strategies, controls and practices, as well as employing methodologies aimed at yielding cross-enterprise solutions. Using a “top-down” approach, IBM security and privacy consultants will work with a company’s management team to outline current privacy activities and conduct a gap analysis needed for distinguishing how best to achieve new privacy objectives, including information classification and control programs, privacy awareness education, and new designs for organizational roles and responsibilities.

IBM uses unprecedented object-modeling techniques to analyze and streamline business processes, lay the groundwork for technical implementations, and map how PII is handled at each business process level. These innovative capabilities are part of the technical reference model, which helps determine, for example, how PII can and should be de-personalized (replacing customer names with a key) and rendered anonymous (removing key and pooling with other like data). Overall, the technical reference model is designed to deliver optimized enterprise privacy processes.

Once a roadmap and privacy blueprint are developed, a technical architecture is constructed—specifying the technology required to bring privacy plans and policies to fruition. Because EPA helps to identify the most appropriate areas to apply, develop or source privacy-enhancing technology, organizations are better able to leverage current investments.

**Protecting privacy worldwide**

As organizations strive to satisfy the privacy requirements of customers and governments worldwide, they can find support from IBM. IBM security and privacy experts draw from a range of industry-leading technologies on an ongoing basis so you benefit from the most innovative and cost-effective solutions available. The people of IBM Global Services offer virtually unmatched expertise in designing and developing privacy solutions, as well as the infrastructure, integration and implementation know-how to make them operational—on a global scale.

**For more information**

To find out more about IBM Security and Privacy Services for Enterprise Privacy Architecture and other privacy-focused services, contact your IBM sales representative or visit:

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