



Control and Protect Regulated Financial Data in the Cloud with ALTR and Snowflake

Financial institutions (FIs) have a long history of dealing with strict regulations around sensitive data. The industry was also one of the very first to recognize the potential significance of data to operations. This led to conflicting forces: the urge to hold sensitive data in highly secure, on-premises databases owned and managed by the organization's IT and security teams versus the drive to move critical data to a centralized cloud store to cut costs, increase scalability and, most importantly, better enable analysis and insight.

ALTR and Snowflake resolve this by helping FIs comply with the strictest financial regulations while also making data available across the business. Together we enable firms of all sizes to follow the [Cloud Data Management Capabilities \(CDMC\)](#) framework for protecting sensitive data in a cloud/hybrid cloud environment. ALTR automates away the configuration and enforcement of access, data masking, usage limits, and tokenization policy so you can spend less time worrying about data and more time making data work for you, all seamlessly integrated with Snowflake.

Personalize Customer Experiences with a 360 View

Serving financial customers is about customizing their experience, leveraging a complete view of the customer on a single platform to power analysts, data scientists and applications. Inevitably PII and PFI will be used together to provide services and products that lead to customer growth. ALTR helps you automate and scale access to and protection of your customers' data without having to write, test, and maintain intricate policies.

- By extending ALTR's security and governance layer to newly migrated Snowflake Data Cloud, FIs can feel comfortable with analysts and data scientists accessing data in Snowflake.
- Without ALTR, FIs would have to manually replicate the highest levels of protections using Snowflake's code-based governance and security features. ALTR automates these tasks away and streamlines data protection wherever it needs to go within the organization.

Automate Enterprise-wide Data Governance

Moving to the Data Cloud can help FIs meet regulatory requirements, while sharing live access to data through a single platform. Snowflake Data Cloud is [CDMC-compliant](#), and with ALTR as a PCI DSS Level 1 Service provider that is Soc 2 Type 2 certified and highly available across multiple regions, you can automate away policy enforcement headaches and make enterprise-wide data governance, once a just a goal, a reality.

- Multiple integration methods allow ALTR to protect customer data from creation to on-premises and cloud data warehouses to multiple banking applications – from start to finish the data is covered by ALTR.
- A single pane of glass across all the touch points which store or process sensitive data means there is always a single view of truth about data access and security.
- SaaS-based delivery means data can flow in and out of the company walls, from data center to Snowflake, without any hiccup in service or protection.

Monitor Security Controls in Real-Time

FIs can monitor compliance against enterprise security controls like NIST, ISO, CIS or others, using Snowflake with ALTR. Security teams can send ALTR's rich data usage and event information back into Snowflake to provide the backbone for security analytics and auditing.

“Through their native cloud integration with Snowflake's platform, ALTR's approach to providing visibility into data activity in Snowflake's Data Cloud is providing a solution for customers who need to defend against security threats,” according to Omer Singer, Head of Cybersecurity Strategy, Snowflake.

- A leading mortgage firm loads all alerts and signals to Snowflake Security Data Lake – regardless of source – enabling the security team to bring all enterprise data stores under surveillance.
- According to the firm's CISO, “With ALTR's integrations and scalability, I'm not just solving for this problem on Snowflake. We're starting with and building on Snowflake, but we're embracing a solution that can solve this problem across the enterprise for us.”

Data control and protection across your data ecosystem

ALTR has expertise providing industry-leading data governance and security to financial services enterprises, like digital banking leader Q2. With Snowflake, we can help FIs of all sizes, wherever you are in your journey, control and protect regulated financial data in the cloud as securely as you do in your own datacenter.

Complete data control and protection



ALTR is the only automated policy enforcement and data security solution that allows you to easily and powerfully control and protect sensitive data, wherever it is, to minimize risks sooner and unlock value faster. Start today at get.altr.com/free