HELIOS DATA

Secure Telecom Subscriber Data Monetization

Eliminate Data Usage Risk With Truly Secure Data Collaboration!

Data may be well-protected at rest … but **completely vulnerable, uncontrolled, and ungoverned** when it is shared, processed, analyzed, and monetized. D**ata usage risk** is killing your company growth, and it's time to fix the problem. The solution? *SHARE INSIGHTS, NOT DATA!* Helios Data's new **Secure Data Collaboration Platform** ensures that data is never shared, always governed, and its insights can power all your big data, AI, and other digital and analytical initiatives, with full safety, privacy, and control!

CLIENT CASE: MOBILE TELECOM

Problem: A 70-million-handset telecom's fast-growing subscriber data and digital analytics business was threatened by new data privacy laws. Management needed to solve its revenue crisis, and the data "owner", the Data Engineering team, was charged to find a "back to business" solution that eliminated data usage risk. "No solution, no business, … no revenue!"
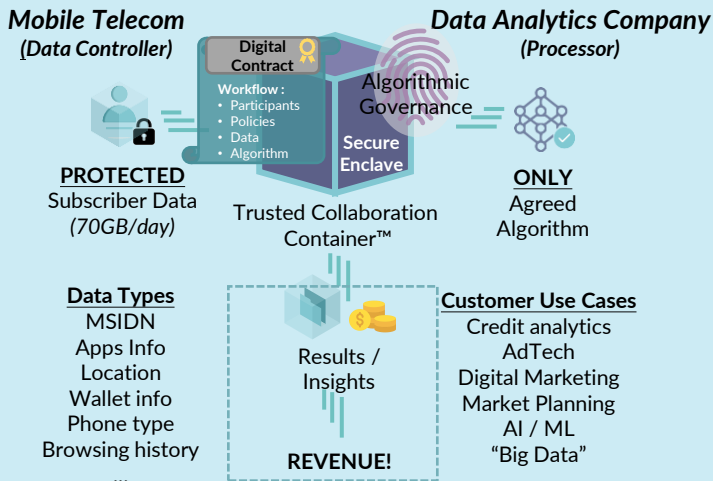
While data was well-protected "at rest" and "in use", they know no means of protecting data "in use".

Solution: The Business Solutions team, together with Data Engineering, chose **Helios Data** because its

Helios Data
Secure Data Collaboration Platform

Mobile Telecom
(Data Controller)

Digital Contract
Workflow :
• Participants
• Policies
• Data
• Algorithm

Secure Enclave

Algorithmic Governance

Data Analytics Company
(Processor)

ONLY
Agreed Algorithm

PROTECTED
Subscriber Data
(70GB/day)

Trusted Collaboration Container™

Data Types
MSIDN
Apps Info
Location
Wallet info
Phone type
Browsing history
…

Results / Insights

REVENUE!

Customer Use Cases
Credit analytics
AdTech
Digital Marketing
Market Planning
AI / ML
"Big Data"

approach eliminated data usage risk entirely. Its process governance technologies of data contract-governed secure enclave policed by algorithmic detection meant only insights were delivered, and then only for agreed-upon analytics. No data is disclosed – only the resultant insights - so no risk reputationally, legally or financially! The DPO signed off!

Outcome: Business Solutions easily deployed the **Secure Data Collaboration Platform** and began insight sharing with its fintech, digital marketing, and AI partners, who now carry out both model building/training and operations on the platform. Data processing has increased >20x in the platform's first year! And the telecom is expanding its new insight sharing model across its entire data partner ecosystem!

Features of Secure Data Collaboration

The **Secure Data Collaboration Platform**'s automated process controls and governance eliminate data leakage and loss from every step of personal data processing and monetization, from data access and on-boarding through distribution of insights.

Whatever the data management platform, use Helios Data to carry out - with full governance and no data usage risk - all your data analytics and monetization at scale, transparently, and efficiently.

Features of Secure Data Collaboration

- Simple-to-use, easy to deploy with any data platform
- Easy-to-explain technologies
- Real-time enforcement of processing terms
- No rewrites of analytics or algorithms
- On-premises/Cloud/Hybrid/Multi-Cloud
- Comprehensive audit-quality reporting

Share Insights, Not Data!