

Democratizing Data While Maintaining Governance

Comcast Cable Chooses Privacera to Help Leverage the Telecom Provider's Vast Amounts of Data, While Ensuring Compliance with Data Privacy



Company

Comcast
Philadelphia, PA
United States

Industry

Telecommunications

"I'm very happy Privacera and other solutions like Databricks integrate so well together. Now we can democratize data while maintaining governance. That means we can put Comcast's data to work to better market our products."

Barbara Eckman

Senior Principal Software Architect
Comcast



With Privacera, data policies were enforced on EMR clusters at a scale of 2.7 million S3 reads per hour.

Comcast Cable, one of the largest video, internet, and phone providers in the United States, collects a vast amount of data in the course of its business – everything from remote-control clicks to web pages viewed. To put this rich store of information to use to improve customer experiences, marketing, and operations, Comcast launched a big data initiative, migrating structured and unstructured data to AWS. But first, Comcast needed to ensure that it could govern the environment effectively, and demonstrate compliance with consumer protection regulations and its own internal data governance policies.

The Comcast data team initially tried to create policy control layers to manage access to specific database layers within the AWS infrastructure. When this approach proved overly complex, the team turned to Privacera's SaaS-based data access and governance solution. Privacera's integrations with tools such as Databricks, AWS EMR, Kafka, and Presto enabled Comcast to build an enterprise-grade solution supporting a broad base of big data analytics capabilities, while ensuring security and governance.

The challenges

- Provide access to data while still maintaining granular control over authorizations.
- Comply with government consumer protection regulations such as GDPR and CCPA.
- Govern the big data environment effectively and demonstrate compliance.
- Replace in-house data governance solutions that were overly complex and unworkable.

The solution

- The Privacera Platform provides a single pane of glass to manage governance policies across all of Comcast's applications, controlling access down to individual database rows and columns.
- The Privacera Platform allows Comcast to extend its existing Ranger foundation to the cloud as a unified solution across both on-prem and cloud.
- Privacera allows teams and data owners to set their own rules for how data can be used within Comcast, based on criteria such as groups, roles, and data classification.

The results

- With Privacera, data policies were enforced on EMR clusters at a scale of 2.7 million S3 reads per hour.
- The Privacera solution acts as an enabling layer for data initiatives throughout the company and is a core element of Comcast's analytics foundation.
- Comcast manages access to diverse types of data from throughout its infrastructure more easily, supporting its goal of democratizing data across its organization.
- Comcast puts data to work to cross-market its offerings based on customer behavior across its services.

To learn how Privacera can help your business master both data and compliance, visit privacera.com.