

# MonetizeNow automates GDPR readiness with Lightbeam

**Case Study** | MonetizeNow ([monetizenow.io](https://monetizenow.io))

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## Company Overview

**MonetizeNow is an integrated quoting, billing, and usage platform built for the B2B SaaS enterprise.** The platform streamlines and automates these critical business processes, enabling companies to manage their financial operations more efficiently and accurately.

To extend their reach into the European Union (EU) and other regions, they needed to ensure compliance with GDPR (General Data Protection Regulation) and various other regulatory standards. MonetizeNow required a tool that could simplify and streamline the compliance process — enabling them to manage their financial operations more efficiently and accurately.

## Challenge

**The MonetizeNow team had an ambitious growth vision, however, due to their committed team size, they encountered notable obstacles in achieving compliance with the rigorous demands of GDPR and other local regulations. The complexity and resource-intensive nature of GDPR compliance was an obstacle.**

They needed a robust tool and expert support to enhance their capabilities, enabling them to manage compliance. Their timeline for achieving GDPR certification added another layer of urgency.

While the standard certification process typically spans 2-3 months, MonetizeNow aimed to accelerate this timeline and complete the certification in approximately 45 days. This expedited schedule was crucial for their strategic expansion plans. Finding a solution that could streamline and expedite the compliance process was essential.

# Solution

**To address their urgent compliance and expansion challenges, MonetizeNow turned to the *Lightbeam solution*.**

Achieving GDPR certification in just 45 days was like hitting the fast-forward button on our growth strategy. Lightbeam's team navigated the complexities of compliance with precision, making the process seamless and efficient. Their expertise and dedication were instrumental in faster compliance than we could have expected." - Sandeep Jain, CEO of MonetizeNow Lightbeam offers comprehensive workflows designed to assist organizations in adhering to GDPR and a wide range of other state, national, and international privacy regulations, such as the California Privacy Rights Act (CPRA), including:

- **Record of Processing Activities (RoPA)**

The Lightbeam solution automated the generation of RoPA reports, offering near-realtime visibility into all data within MonetizeNow's repositories. This included detailed insights into the purpose of the data and active data maps, streamlining the compliance process.

- **Privacy Impact Assessment(PIA)**

As MonetizeNow onboarded new processes, the Lightbeam platform visualized the data within the system of record and identified who had access to it. This functionality was crucial for maintaining transparency and accountability, key components of GDPR compliance.

- **Data Subject Requests (DSR)**

MonetizeNow automated its DSR, with Lightbeam, which offers a comprehensive framework for DSR handling, from reception to finalization, and its advanced algorithms identify data subjects and categorize personal data types to speed up data location and compilation. MonetizeNow can ensure compliance through continuous monitoring and change detection.

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**- Sandeep Jain, CEO of MonetizeNow**

# Results

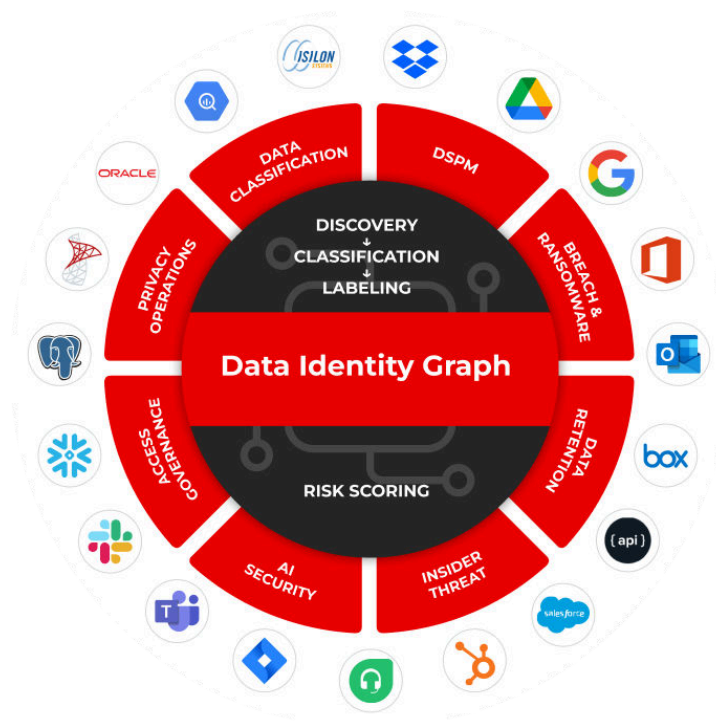
## Achieved their goal of GDPR certification with Lightbeam in less than 45days:

MonetizeNow successfully completed its GDPR certification with Lightbeam in less than 45 days, showcasing Lightbeam's expertise and efficiency in navigating complex regulatory compliance. This rapid implementation allowed them to stay on track with their ambitious expansion plans.

## Leveraged minimal MonetizeNow team resources to comply, resulting in productivity gains.

Lightbeam's robust service ensured minimal resource allocation from MonetizeNow. With only two team members dedicated to the compliance project, Lightbeam demonstrated its capability to handle the heavy lifting, enabling the rest of the MonetizeNow team to focus on other vital initiatives. This arrangement allowed MonetizeNow to maintain operational efficiency while ensuring comprehensive regulatory compliance.

## Gained a long-term strategic partner in Lightbeam MonetizeNow's consider the Lightbeam team an extension of their own.



## Conclusion

The MonetizeNow team's decision to streamline their compliance efforts with Lightbeam not only accelerated their GDPR certification process to under 45 days but also created sustained operational efficiency and scalability.

Lightbeam's role extended beyond compliance as the team became integral to MonetizeNow's operational fabric.

By automating GDPR policies and procedures, Lightbeam positioned MonetizeNow for agile adaptation to future regulatory landscapes and geographic expansions.



### About Lightbeam

Lightbeam is an identity-centric data security platform that reduces breach risks, ransomware costs, and regulatory penalties by unifying DSPM, privacy, and governance. Using patented Data Identity Graph technology, it discovers and maps sensitive data—including shadow data—across structured, unstructured, and semi-structured sources, enabling precise governance, automated privacy workflows, and enhanced data security. For any questions or suggestions, please contact us at: [sales@lightbeam.ai](mailto:sales@lightbeam.ai) or visit us at <https://lightbeam.ai>

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