

InfoObjects builds strong customer trust and strengthens Data Security Posture with Lightbeam

Case Study | Customer Success Story

Overview

InfoObjects, a leading digital transformation consultancy, leverages cutting-edge technologies to help companies of all sizes achieve their digital goals. Managing a vast clientele, InfoObjects previously faced challenges in organizing customer data at scale, which hindered their teams' visibility into shared client information.

Recognizing the need for a comprehensive solution, the InfoObjects team sought to integrate sensitive data discovery, classification, and compliance across their data infrastructure. Their goal was to ensure that every employee was responsible for securing client data with appropriate security and privacy measures. Enter Lightbeam.

Challenge

InfoObjects is unwavering in its commitment to protecting its clients' critical data, securing applications, and safeguarding against data breaches.

This dedication fortifies client relationships, establishing a foundation of trust.

Data breaches pose significant risks to both clients and InfoObjects, with the potential to cause irreversible damage to client trust. In evaluating their data privacy landscape, the InfoObjects team identified three primary challenges.

Additionally, the team needed to address concerns about their customer data's security:

- Were documents in their environment adequately protected?
- Was the data located appropriately?
- InfoObjects required a method to locate, organize, and manage critical client information effectively, especially as their client base continued to expand.

Furthermore, as InfoObjects aimed to scale in the European market, they needed a seamless way to comply with the General Data Protection Regulation (GDPR).

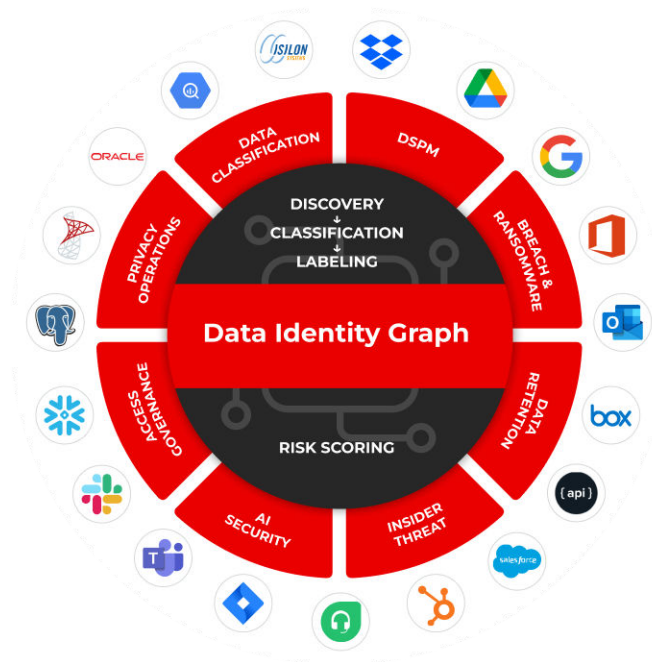
Solution

InfoObjects had been attempting to address its challenges manually, but many were too complex and time-consuming to manage effectively.

The team would check different folders to ensure sensitive data was appropriately stored, but this approach was neither scalable nor efficient for protecting their clients' data.

Lightbeam emerged as an ideal answer to:

- Their challenges, capable of safeguarding sensitive data,
- Providing visibility into the data shared with partners,
- Helping the team comply with GDPR.



"Lightbeam provides the utmost peace of mind for our team, because we know it's doing all the hard work for us behind the scenes. It helps us enhance credibility with clients and uphold our reputation as a world-class digital transformation consultancy."

- David Eddings, President of InfoObjects

Results

One unified platform for data security posture management (DSPM) and data privacy improves credibility with customers

Lightbeam offers automated cataloging of client data, delivering 360-degree visibility of sensitive information across both structured and unstructured applications. With this solution, InfoObjects' customer data is cataloged and is securely accessible with appropriate safeguards.

Compliance with client NDAs is now seamless, alleviating concerns about managing sensitive client data. Simple GDPR compliance (and compliance with future laws)

Lightbeam offers workflows that assist organizations in adhering to state, national, and international privacy regulations such as GDPR, CPRA, and Quebec Law 25. This solution ensures that complying with GDPR, and any future regulatory requirement will be seamless

Data organization paradigm creates organization-wide responsibility while reducing manual work

The entire InfoObjects team benefits from using Lightbeam, which has introduced a new paradigm in data management across the organization. Every employee is now responsible for data sensitivity and proper classification (automated by Lightbeam), rather than overloading this critical task onto a single person. Lightbeam also significantly reduces manual work by handling the heavy lifting of continuous data monitoring. This automation frees up time for InfoObjects team members to focus on complex, business-critical tasks that drive growth and innovation.

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Ongoing customer success the Lightbeam team provides enables strong partnership.

Conclusion

The customer support provided by the Lightbeam team exceeded expectations. Their ability to assist with specific use cases was a standout feature, and the InfoObjects team was highly impressed with how quickly the Lightbeam team responded to their needs and deeply engaged with product requirements. The onboarding process was also seamless, and the product was immediately easy to use — meaning InfoObjects could start seeing success right off the bat. With Lightbeam, InfoObjects could consolidate data security, privacy, and governance tools into one unified platform. This partnership has empowered InfoObjects to maintain its reputation for excellence while expanding into new markets with confidence.

"It's easy to use, easy to onboard, and enables everyone to be an owner of client data privacy. This ensures accountability and enables us to always provide the best experience possible for clients."

- David Eddings, President of InfoObjects



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 or visit us at <https://lightbeam.ai>