

# Funcional HealthTech Gains New Customers by Leveraging Thales CipherTrust Platform to Protect Millions of Sensitive Health Records

Funcional HealthTech is a unique healthcare technology company that combines technology, more than 20 years of expertise, and data-driven care to deliver the intelligence necessary to better manage healthcare programs.

Funcional HealthTech helps over 475 clients manage increasingly complex healthcare programs for millions of people in Brazil. The company's clients include some of the world's largest pharmaceutical companies, leading healthcare insurance plans, and drugstore chains. It processes over 17 million transactions a year and is connected to over 40,000 pharmacies across Brazil.

The programs that Funcional HealthTech offers its clients include loyalty programs to provide customers with discounts on medicines, direct payroll discounts, and data analysis to help monitor the health of patients. All of these programs require that millions of sensitive healthcare and personal records flow through and be stored on the company's Hybrid IT systems.

## Challenge

In order to provide the best service for its customers, Funcional HealthTech is a leading adopter of innovations such as cloud, Artificial Intelligence (AI) and Big Data. Funcional HealthTech was looking for a cyber-security solution that could help simplify and automate the protection of sensitive healthcare data across its increasingly complex Hybrid IT footprint.

Funcional HealthTech was also looking to remain compliant with the new Brazilian General Data Protection Law (LGPD), which mandates strong safeguards for sensitive personal data and prescribes strict penalties for data breaches.

## Solution

Due to Funcional HealthTech's advanced digital transformation, perimeter defense was deemed insufficient to protect sensitive data flowing through on-premises and cloud-based systems. The company's directive was to protect the sensitive data itself, wherever it may be.

During a rigorous request for proposal (RFP) process, Funcional HealthTech compared multiple data security and encryption products, looking for a solution that could:

- Secure sensitive data across multiple on-premises and cloud environments
- Protect both structured and unstructured sensitive data
- Deploy transparently without re-writing applications
- Automate and simplify protection across systems
- Leverage global standards-based security for data protection

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" Thales solutions provided strong safeguards against cyber-attacks on sensitive data that were key in Funcional HealthTech's ability to close multiple new customer deals."



First Tech, a financial and cybersecurity provider with 25 years of experience, introduced Funcional HealthTech to Thales, emphasizing its long history and track-record on cybersecurity and payment security solutions. After a thorough evaluation, Thales CipherTrust Platform was chosen as the best solution to protect sensitive healthcare data across the enterprise.

### **CipherTrust Transparent Encryption with centralized key management**

CipherTrust Transparent Encryption delivers data-at-rest encryption with centralized key management, privileged user access control, and detailed data access audit logging. This combination protects data wherever it resides, on-premises, across multiple clouds, and within big data and container environments.

Agents are installed at operating file system or device layers, and encryption and decryption are transparent to all applications that run above the agents. CipherTrust Transparent Encryption is designed to meet data security compliance and best practice requirements with minimal disruption, effort, and cost.

### **CipherTrust Tokenization with dynamic data masking**

CipherTrust Tokenization provides protection for structured data in databases. This solution enables the pseudonymization of sensitive information in databases while maintaining the ability to analyze aggregated data without the exposure of sensitive data during analysis or in reports. RESTful APIs enable quick implementation with minimal changes to existing applications.

“ Thales CipherTrust Platform automated and simplified protection across multiple environments including Amazon Web Services (AWS), Microsoft Azure and Google Cloud, without performance impact and helping the customer achieve quick time-to-compliance.”

## Results

### **Simplified protection of Hybrid IT**

The CipherTrust Platform automated and simplified protection across multiple environments including: Amazon Web Services (AWS), Microsoft Azure, Google Cloud, and Equinix datacenter.

### **Quick time-to-compliance**

Quick implementation enabled by agents and RESTful APIs was essential for quick compliance with LGPD, SOC 3, ISO 27001 and GDPR.

### **No Impact on performance**

There was no perceptible impact on performance from encryption and tokenization of sensitive data on production systems.

### **Gain new customers**

Thales solutions provided strong safeguards against cyber-attacks on sensitive data that were key in Funcional HealthTech's ability to close multiple new customer deals.

## About Thales

The people you rely on to protect your privacy rely on Thales to protect their data. When it comes to data security, organizations are faced with an increasing number of decisive moments. Whether the moment is building an encryption strategy, moving to the cloud, or meeting compliance mandates, you can rely on Thales to secure your digital transformation.

Decisive technology for decisive moments.