

DedupeYourData Secures Client Data with ezNcrypt

Case Study

Overview

Gazzang ezNcrypt leads data encryption efforts for DedupeYourData.

"If anyone needs data encrypted at rest and are using LAMP, then this [ezNcrypt] is the way to go."

-Peter Keane, DedupeYourData Founder

Company Overview

[DedupeYourData](#) is Software as a Service (SaaS) that finds duplicate records in lists of data, e.g. duplicate names and addresses in sales and marketing lists, etc. DedupeYourData is aimed at marketing professionals with lists of greater than 100,000 rows of data that make it difficult to manage in text files.

“The alternative as I saw it was to build my own encryption. The cost for doing that far outweighed the cost for purchasing ezNcrypt and installing and configuring it.”

Challenge – Securing Data

**-Peter Keane, Founder
DedupeYourData**

While the service provided by DedupeYourData is invaluable to sales and marketing organizations, earning the trust of those clients to handle their sensitive data can be a challenge. They are very wary of allowing a 3rd party to upload their personal, customer data to the cloud. Clients need to know that there is no threat of their data getting into the wrong hands.

DedupeYourData had taken precautions to ensure that their web traffic for the application was encrypted (https). Since the company is based in Ireland, DedupeYourData also had to register with the Irish Data Protection Commissioner as a “Data Processor” which in turns required specific requirements around data protection. To fulfill these requirements, DedupeYourData was in search of software that could quickly, easily and effectively transparently encrypt their client data.

Solution – Gazzang ezNcrypt

Keane discovered Gazzang ezNcrypt. Since all of DedupeYourData’s client data is stored on MySQL databases, out-of-the-box ezNcrypt could quickly and easily encrypt all of their data, while storing the encryption key away from the encrypted data in Gazzang’s hosted key storage system.

When asked “Why choose Gazzang ezNcrypt?” Peter Keane, Founder of DedupeYourData said, “It was the only product I could find to encrypt MySQL databases, with an out-of-the-box solution. I was also worried about speed. My application does a lot of looping through data, updating, writing rows to tables etc., so I thought this would slow it down – but it hasn't done so. I like the way it just sits there between MySQL and my application – it's pretty much plug and play,” said Keane. “I also like the way the key is elsewhere – adds that extra layer of security.”

Cost was another concern for Keane as he explored his options. “The alternative [to Gazzang ezNcrypt] as I saw it was to build my own encryption,” he said. “The cost for doing that far outweighed the cost for purchasing ezNcrypt and installing and configuring it.”

Starting at just \$999 per year, per server, ezNcrypt is a unique and effective alternative to clunky, expensive solutions that require hardware and an army of consultants to configure and install.

About Gazzang

Gazzang makes cloud computing enterprise-ready. The company’s secure Platform-as-a-Service (PaaS) solutions help organizations address the inherent risk associated with open source software tools, providing transparent data encryption for the entire LAMP stack, including any data, logs or files created or managed by any Linux application or service. With customers in financial services, healthcare, higher education and technology, Gazzang delivers secure, compliant business services well-suited to today’s uncertain cloud environments. Gazzang is backed by Austin Ventures with offices in Austin and Houston, Texas. For more information, visit www.gazzang.com.

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