bigbasket

BigBasket Reduces Risks and Costs in AWS with Sentra

BigBasket

Industry
Retail

Region
India

As a prominent player in the Indian online retail space, BigBasket is at the forefront of addressing the unique challenges posed by the country's dynamic digital landscape. With the recent enactment of India's Digital Personal Data Protection Act (DPDPA), rigorous requirements mandate a comprehensive approach to secure Personally Identifiable Information (PII), additionally to the existing need to uphold Payment Card Industry (PCI) standards as an online retail company. BigBasket, in collaboration with Sentra, has found a strategic solution to navigate these challenges seamlessly, ensuring full visibility and control over their data assets.

About BigBasket

BigBasket stands as a leading online grocery and retail platform in India, providing customers with a diverse range of products delivered to their doorstep. Operating in a highly competitive and rapidly evolving market, BigBasket is committed to leveraging cutting-edge technology to enhance customer experience and maintain the highest standards of data security and compliance.

Customer Challenge

BigBasket faces a pivotal challenge in the online retail sector — safeguarding customer data against potential threats while adhering to the mandates of the DPDPA and PCI requirements. With the majority of their operations hosted on AWS, the need for a robust data security solution that offers clear insights into potential risks is paramount. Customer trust, financial data integrity, and compliance with regulatory frameworks are critical components that BigBasket cannot compromise on.

Sentra Solution

BigBasket has adopted Sentra to proactively address their data security and privacy concerns. Sentra's automated data discovery and classification, prioritized risk assessment, and policy enforcement capabilities offer a scalable solution tailored to BigBasket's unique requirements. The platform provides comprehensive visibility into sensitive data no matter where it travels, ensuring that potential vulnerabilities are identified and remediated promptly.

Sentra's Solution Highlights for BigBasket:

- Automated data discovery and classification, with zero needed customization
- Prioritized risk assessment and scoring
- Policy enforcement for regulatory compliance
- Audit preparation and compliance reporting
- Navigating compliance in the Indian digital landscape

With the implementation of Sentra, BigBasket has achieved a holistic understanding of their sensitive data landscape. The platform's capabilities extend to the diverse multi-cloud environment, that includes AWS data-containing services such as RDS (with MySQL and PostgreSQL), S3 buckets, DynamoDB, ElasticSearch, OpenSearch, Redis, Redshift, and EC2. This vast infrastructure handles millions of both structured and unstructured data assets, a significant portion of which is sensitive and crucial for facilitating online retail transactions.

> "Sentra has played a pivotal role in bolstering our data security defenses. We now have the capability to protect our data effectively, ensuring compliance with regulatory mandates. Additionally, Sentra has been instrumental in reducing our risk of data breaches and optimizing our cloud storage costs."

Rakshit Daga | Chief Product and Technology Officer, BigBasket

Results and Benefits

Since integrating Sentra, BigBasket has realized tangible improvements in their data security posture, achieving compliance readiness for Indian regulatory frameworks and international standards. The key benefits include:

- Enhanced compliance readiness for Indian Digital Personal Data Protection Act (DPDPA), PCI-DSS, and other relevant regulations.
- Reduction in data storage costs through the identification and cleanup of shadow data, measured at 20% of the cloud storage.
- Proactive identification and remediation of potential risks, including improvements in shadow data management, access control, and reduction of exposed data.

Testimonials from BigBasket affirm that Sentra has significantly enhanced their cloud security posture, enabling effective data protection, regulatory compliance, and cost savings.