Pharmaceutical companies

CASE STUDY

"As a company in a vigilantly regulated industry like pharmaceuticals, keeping sensitive data safe is the bread and butter of our organization's reputation and smooth operations.

PretonPrintSecurity really helps us take the next step in protecting our sensitive data inprinted documents across the entire organization."

Alex, DPO, Regulated Pharmaceutical Corporation.

Product: **Preton PrintSecurity**
industry: **Pharmaceutical**
No. of employees: **5,000**
Country: **Europe**

Pharmaceutical companies

CASE STUDY

Pharmaceutical companies worldwide develop patents and trade secrets, maintain compliance via strict regulatory requirements and documentation, with databases and IT system printing dozens of confidential and highly sensitive data daily. The CEO of a leading pharmaceutical brand has become imminently aware of the potential threats and repercussions that can arise from critically sensitive and confidential printed data reaching the wrong hands. With the help of PPS, Preton Print Security, he and his entire company, team of developers, researchers and the entire brand was able to identify a threat to discretion of the product launch data, with the printing of just one document and notification to the DPO.

Two months prior to the incident, the pharmaceutical company's quick acquisition, installation, adoption and use of PPS, (Preton Print Security – the leading enterprise software for protection of sensitive printed data), allowed the DPO and CEO to gain full vision and transparent access to the leading global pharmaceutical firm's printed information. As patents and regulatory documentation carry tremendous weight in the success of product launches, particularly in highly regulated sectors like pharmaceuticals, intense efforts, time, manpower, are invested in developing all that's required for a new product to hit the market. It's vital for the CEO and DPO to be aware of any possible concerns that can affect the success of the product launch at all times.

Just weeks before the announcement of the new product, a document was printed from the company's printer network, and the DPO was immediately notified, as PPS identified the document as sensitive by picking up predefined keywords that indicate the information printed is highly sensitive. Within minutes of receiving an automated

email notification stating that the document was printed by a specific internal user, the DPO was able to notify the CEO and ensure the data was not distributed to the prying hands or eyes that could lead to legal ramifications, brand reputational damage, breach of privacy and GDPR regulations, and potential crash and bankruptcy in some extreme cases.

With PPS' robust algorithms scanning the enterprise printer network continuously for potentially sentive and confidential print jobs based on the data they maintain and carry, the DPO was able to prevent any escalation of issues that the distribution of such a document, (if distributed to competitors or malicious parties), could have incurred.

The internal user was called to the DPO, asked of their intentions in printing the document and further investigations then took place. The pharmaceutical company was able to pinpoint an internal weak link that may have led to the failure of the product launch, while also potentially leading to the reveal of sensitive trade secrets to a competitor. With PPS, the pharmaceutical company's response time to the incident and the user's activity and intentions to maliciously use the sensitive printed documents was exponentially faster, more precise and administered with necessary action immediately.

**With PPS,
the company's response time to the data breach and
the user's activity and intentions
to maliciously use the sensitive printed documents
was fast.**

*(Details of the pharmaceutical brand are protected by NDA and discretion and privacy laws company and brand).