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生态与联盟 | 客户成功案例

敏感数据本地化合规存储 铸造客户信息安全屏障

《中华人民共和国个人信息保护法》（后称“《个人信息保护法》”）的出台实施对企业数据安全提出了更高要求。随着业务的不断扩张，客户需要梳理现有系统功能，将用户个人信息合规存储，以提升业务体验，加强运营安全性，降低系统风险。



关于客户

客户是拥有从研发、生产、销售到售后服务的全产业链的综合型制造企业，业务覆盖全球逾百个国家和地区，并致力于因地制宜发展本土化经营。针对《个人信息保护法》和内部审计合规要求，客户希望全面梳理国内业务模块功能，将敏感个人信息数据进行本地化存储，长远上为系统及业务降低风险。

解决方案

针对业务对象繁杂，部门需求存在壁垒，现有系统功能冗余，技术方案不统一，系统架构图缺失等痛点，德勤通过对客户运营现状的深入理解和分析，制定了高效有序的项目推进方案：

梳理系统模块改造范围

- 根据《个人信息保护法》，对现有的Salesforce客户关系管理系统（CRM）售前、售中、售后模块进行分类，明确个人信息本地化所涉及的数据范围，部署技术改造及数据迁移阶段目标。

通过阿里云平台实施数据改造

- 德勤解决方案是Salesforce不存储个人敏感信息，不同业务在Salesforce录入的客户信息，加密存储到阿里云。当不同业务主体查看Salesforce CRM中的客户信息时，阿里云将对个人信息原始数据进行脱敏后返回到Salesforce；同时，经转化处理的个人信息数据能够与境内第三方系统（仓储、电商、售后等）进行集成对接。

项目整体监控及优化迭代

- 通过每周工作报告，监控迁移改造进度，定期复查代码并进行用户验证，及时发现、解决问题，分析洞察可优化空间。

实施成果



个人信息
本地合规存储

阿里云平台对个人信息进行加密、脱敏后存入 Salesforce CRM，将敏感信息合规存储在本地



无缝适用
多种数据类型

适用结构化个人信息（身份、联系方式，订单信息等）与非结构化个人信息（合同文件等附件）



保证前端
用户体验

在合规前提下，加密数据可及时在前端页面解密，为用户和业务人员打造无感操作体验



全面覆盖
业务场景

针对复杂业务功能及多个主体用户，全面覆盖售前、售中、售后所有涉及个人信息的环节



系统
安全及稳定

规范代码标准，有效控制业务数据泄露和篡改的风险，提升开发效率，实现业务安全性

德勤 × Salesforce

Salesforce平台主导着客户体验转型，双方强强联手，借助Salesforce在销售、服务、商务、营销等领域的优势，运用德勤专业的行业知识，为客户提供端到端的数字化转型服务。

敏感数据本地化合规存储，铸造客户信息安全屏障

📞 敬请联络德勤：

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因我不同
成就不凡

始于1845

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我们诚信为本，坚守质量，勇于创新，以卓越的专业能力、丰富的行业洞察和智慧的技术解决方案，助力各行各业的客户与合作伙伴把握机遇，应对挑战，实现世界一流的高质量发展目标。

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Ecosystems & Alliances | Client Success Stories

Sensitive data localized compliant storage Building customer information security barriers

The promulgation and implementation of the Personal Information Protection Law of the People's Republic of China (hereinafter referred to as the "Personal Information Protection Law") have put forward higher requirements for enterprise data security. With the continuous expansion of business, customers need to sort out existing system functions, store user personal information in compliance, improve business experience, strengthen operational security, and reduce system risks.



About Client

The customer is a manufacturing enterprise with a full industry chain from research and development, production, sales to after-sales service, covering over 100 countries and regions worldwide, and committed to developing localized operations according to local conditions. In response to the Personal Information Protection Law and internal audit compliance requirements, the client hopes to comprehensively review the functions of domestic business modules, localize the storage of sensitive personal information data, and reduce risks for the system and business.

Solution

Deloitte has developed an efficient and orderly plan to address pain points such as complex business objects, barriers to departmental requirements, redundant existing system functions, inconsistent technical solutions, and missing system architecture diagrams. Through in-depth understanding and analysis of the current operational status of customers, Deloitte has developed:

Sort out the scope of system module Upgrade

- According to the Personal Information Protection Law, classify the existing Salesforce Customer Relationship Management (CRM) pre-sales, in sales, and after-sales modules, clarify the data scope involved in personal information localization, and deploy technical transformation and data migration phase goals.

Implement data transformation through Alibaba Cloud platform

- Salesforce does not store personal sensitive information using Deloitte's solution. Different business units input customer information into Salesforce, which is encrypted and stored on Alibaba Cloud. When different business entities view customer information in Salesforce CRM, Alibaba Cloud will desensitize the original personal information data and return it to Salesforce. At the same time, the transformed personal information data can be integrated and docked with domestic third-party systems (warehousing, e-commerce, after-sales, etc).

Overall project monitoring and optimization iteration

- By providing weekly work reports, monitor the progress of migration and upgrade, regularly review code and conduct user validation, timely identify and resolve issues, and analyze insights to optimize space.

Outcome Achieved



Local compliant storage of personal information

The Alibaba Cloud platform encrypt and desensitize personal information before storing it in Salesforce CRM and **stored sensitive information locally in compliance with regulations.**



Seamless application of multiple data types

Structured personal information (identity, contact information, order details, etc) and **unstructured personal information** (attachments such as contract documents).



Ensure front-end user experience

Under the premise of compliance, encrypted data can be decrypted in a timely manner on the front-end page, creating a **seamless operating experience** for users and business personnel.



Comprehensive coverage of business scenarios

For complex business functions and multiple user entities, **comprehensively cover all personal information-related processes in pre-sales, mid-sales, and after-sales.**



System security and stability

Standardized code standards, effectively controlled the risk of business data leakage and tampering, **improved development efficiency, and enabled business security.**

Deloitte X Salesforce

Salesforce platform is leading the customer experience transformation, with both parties joining forces and leveraging Salesforce's strengths in sales, service, commerce, marketing, and other fields, applying Deloitte's professional industry knowledge to provide customers with end-to-end digital transformation services.

Sensitive data localized compliant storage
Building customer information security barriers

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始于 1845

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