Statice

Unlock the value of your data and drive innovation with synthetic data

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Your data challenges

Your company has collected and stored a large volume of sensitive customer data. Most likely, its **processing presents significant challenges**.

Strict data protection laws constrain your ability to use your data effectively by hindering access and sharing, for example, even within the company.

90%

of companies had to stop innovative projects due to data protection requirements.»
- Bitkom

And on the one hand, processing and **analyzing your company's data has become crucial** in the era of digital transformation and data-driven innovations.

$4.2M

was the global average total cost of a data breach in 2021.»
- IBM

Indeed, evolving technology, **new consumer demands, and increasing competitive pressure** make it mandatory for companies like yours to make the most out of the data they collect.

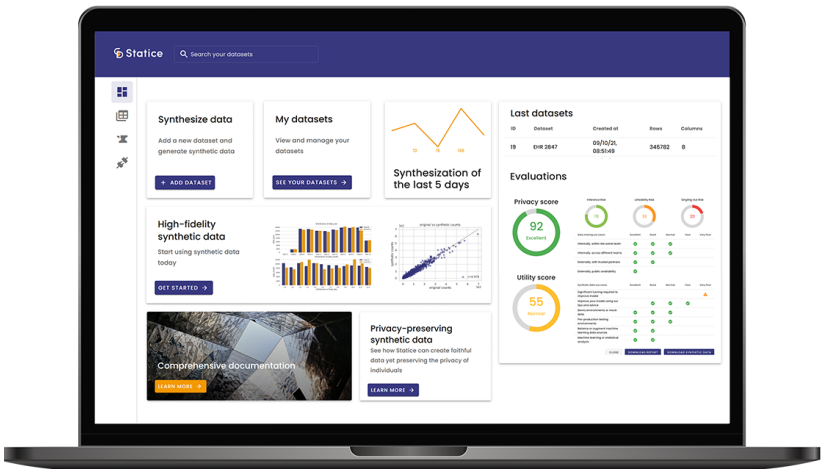
On the other hand, failure to comply with **regulatory requirements and privacy breaches** come with drastic penalties.

Our synthetic data solution

To help you **solve data access challenges,** Statice developed a solution to **generate anonymous synthetic data** that looks and behaves just like your original data and can be used without the restrictions associated with personal data.

The synthetic data generated by Statice contains statistical properties almost identical to the real data but irreversibly **breaks any relationships with actual individuals**, making it a compliant and safe-to-use asset.

This data can be used for **behavioral, predictive, or transactional analysis**, allowing your teams to leverage data safely while complying with data regulations.



Statice's solution is built for enterprise environments with **flexibility and security** in mind. Its features guarantee the utility and privacy of all data while maintaining usability and scalability.

Key features

• With the Statice software, you can anonymize synthetic data and work without the restrictions associated with sensitive data.

• The resulting anonymized synthetic data is compliant with the requirements of the GDPR for data anonymization.

• The solution offers easy-to-interpret results and helps you evaluate the quality of your data.

• The software supports structured data formats and can work with all common data types.

•A flexible integration model and two different user interfaces make the implementation and usage of the Statice solution convenient.

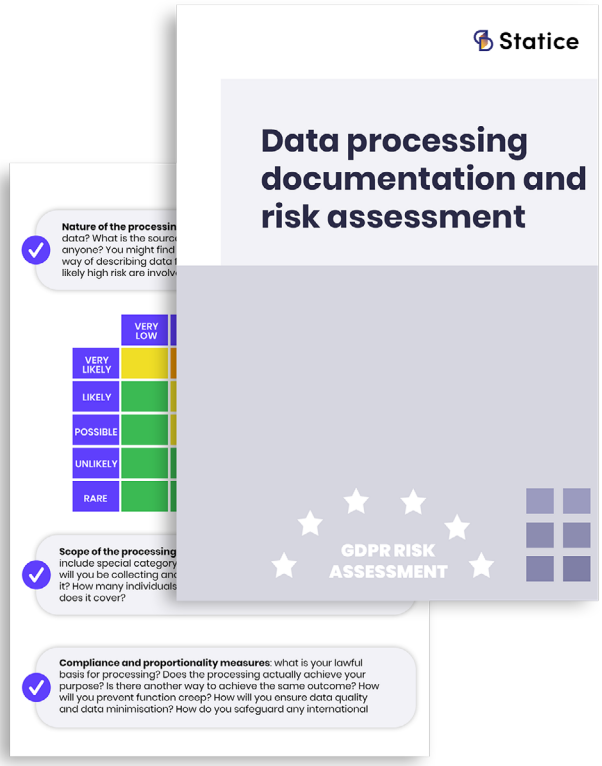
GDPR-compliant data anonymization: what we do to ensure your synthetic data privacy

We support your technical and compliance teams in **validating the robustness of our anonymization method and the privacy of your synthetic data.**

The GDPR requires compliance teams to demonstrate that their anonymization methods are robust. More specifically, they must demonstrate that the anonymization process has reached a point where it has become reasonably **impossible to re-identify individuals.**

First, we reduce re-identification risks with an anonymization method that breaks one-to-one relationships with the original data. Unlike other anonymization methods, this is **irreversible and minimizes re-identification risks**.

Then, we provide privacy metrics and features that enable data teams to **test the synthetic data against re-identification attacks** to ensure maximum security.



With our out-of-the-box re-identification risk assessment tools, you effortlessly verify that your synthetic data is safe from known privacy threats.

Our metrics and empirical privacy evaluators measure and document residual risk for the **three main re-identification attacks**: singling out, linking, and attribute inference.

99%
Inference score

94%
Linkability score

99%
Singling Out score

Compliant AI operations in insurance: how Die Mobiliar used synthetic data to model churn prediction

As an insurance company, Die Mobiliar strongly relies on its **ability to collect and process customer data**.

This data allows the company to develop better risk assessment measures, uncover fraud, improve the customer experience, and discover new insights into client behaviors.

A revision of the Swiss regulatory framework **endangered the agility of the company's data operations**.

Die Mobiliar had to take action and decided to embed privacy protection directly into its data processing activities to future-proof its operations.

In **less than two weeks** and with the help of Statice, Die Mobiliar anonymized customer data and generated highly granular, compliant synthetic data modeled after the original.

Their data science team could instantly use the **data to train ML models to predict customer** churn behavior successfully.

The resulting model performance shows that insurance companies can future-proof data-driven innovation activities without compromising customers' privacy.

Privacy-preserving innovation in healthcare: how Roche shared synthetic data to foster clinical research

The healthcare company Roche collects **clinical and patient data** to diagnose new diseases, empower the development of personalized medicine, and foster research on drug efficacy.

But patient data and medical information are sensitive and **cannot be processed or shared without consent** from the patient for a secondary analysis such as research.

This becomes challenging when several institutes want to **collaborate in a research project or when teams are distributed.**

Together with Roche, Statice worked to generate synthetic data from health data so it could be used for further research and shared with other teams within the company.

It was possible to successfully **synthesize laboratory result data sets.** It contained new synthetic patients, realistic in terms of statistical distribution but without any possible connections to real individuals.

This data was then used to conduct the research, and **confirmed that synthetic data is a reliable alternative** for healthcare companies instead of using real patient data.

Internal data sharing in banking: aggregating synthetic financial data for internal usage

Like many enterprises in the finance and banking industry, this institution **produces large volumes of transactional data**.

This data is crucial to the organization's activity. It contains information about customer behaviors with insights to **develop new products**.

However, this enterprise **cannot allow other departments to conduct analysis** or share the data with external entities due to its sensitive nature.

It results in a significant loss of economic and business opportunities.

With the help of Statice, synthetic data generation was i**ntegrated as a part of this financial enterprise's data pipelines.**

Their data teams now can **quickly generate synthetic data with strong privacy guarantees**, enabling multiple branches and departments to access the datasets to maximize their insights.

It also l**owers the complexity of sharing data with external partners,** such as third parties offering, for example, AI-powered tools for next-best-offer or churns prediction.

FAQs

What is synthetic data?

Synthetic data is **artificially-created datasets** consisting of entirely new data points generated by an algorithm. Synthetic data looks and behaves just like real data. It can be used in the same way as real data and does not contain information about real people. With the proper privacy protection mechanisms, the **GDPR considers it anonymous data.**

Why is synthetic data relevant for my company?

Established companies that have been in the market for a long time have ample data resources. However, with the introduction of the GDPR, many use cases that were previously an option can no longer be implemented. The hurdles in compliance are too significant, and **some data is no longer available for secondary analysis**. Anonymized synthetic data falls outside of the scope of the GDPR and **can be used for many use cases** without the constraints associated with personal data processing.

What are the central use cases in the market?

Use cases in the market can be grouped into three categories:
1) Improving **data availability for ML or data analysis** within a company by reducing operational hurdles when working with data.
2) **Sharing data,** either within the company, between affiliated companies, or with external third parties. Secure data sharing also enables greater use of cloud services and allows outsourcing, even for complex product developments.
3) **Monetizing anonymized data**, for example, by making the company's synthetic data available to the market for a fee.

Can I test the Statice software?

Yes, of course. We will happily enable you to **test the software** on your projects with real data in your infrastructure with support from our experts.

Statice

About Statice

Statice develops state-of-the-art data privacy technology that helps companies double-down on data-driven innovation while safeguarding the privacy of individuals.

With Statice, companies generate privacy-preserving synthetic data compliant for data integration, processing, and dissemination.

Enterprises from the financial, insurance, and healthcare industries drive data agility and unlock the creation of value along their data lifecycle with Statice.

To discover more about synthetic data visit
www.statice.ai