



BTP Information LifeCycle Management – Sneak Peek

Vandana Mansharamani, Sharath Jois
SAP Sept, 2021

Public

Agenda

- Sample Use Case Scenario
- Information Lifecycle Management on BTP - Sneak Preview

Sample Use Case Scenario:

Use Case scenario

Sample Clothing Company is an international clothing retailer with 600 retail outlets across the world, with headquarters in Frankfurt, Germany. They carry designer brand clothing, shoes and accessories for men, women and children. Since they operate internationally, they must comply to respective data protection regulations.

Customer Loyalty Program:

They offer a **customer loyalty program** in the form of a credit card which customers can use at Sample Clothing Company outlets with a perk of getting 20% discounts with each use and a 60-day return window (instead of 30 days) for purchased items. A customer can sign up for the loyalty program at any of the 600 stores.

Customer Amy Smith decides to sign up for the loyalty program at a store in California where the customer representative at the Point of Sales asks her to punch in her Social Security Number on the credit card pin pad. The credit card account is instantly created and activated with a credit limit of 500 dollars only. Based on Amy's purchasing and payment behavior, the limit shall get extended over time.

Amy provides consent for marketing content, so she can be notified on special offers and discounts.

Employment:

Bonnie Clyde is hired as an assistant buyer in the Sacramento, California office. Her job is to decide what should be sold in stores and how the item should be priced.

After 3 months in her job, Bonnie gets promoted and starts working in San Francisco. Before she starts, she needs to be onboarded and therefore attends some trainings. 6 months later, Bonnie gets married and moves to a new home. She now has a new last name, marital status, address and new bank account.

After 5 years Bonnie Miller decides to resign. FCC should now decide which data they would like to retain and delete along with retention times. The lifecycle of this data should be managed consistently across various applications.

Multiple applications used for managing processes such as Marketing, Sales, Finance, Hiring, Staffing !

Consumer rights and Company's Obligations .. to only name a few!

Consumer Rights:

- Right to request for her data
- Right to request rectification of her data
- Right to request deletion of her data
- Right to withdraw consent

Company's Obligation:

- Retain data based on industry regulations.
- Delete data while ensuring data integrity.
- Process data subject's data for specific **Purpose(s)** only.
- Extract data from applications not in use.
- Ensure that only local subsidiaries get access to data subject and employee data as applicable.
- Ensure that they conduct marketing campaigns with Amy because they have her consent. If the consent is withdrawn, the marketing activities should stop.
-

Technical requirements validated with customers

Integrated Information Lifecycle Management with retention rules

- *Deletion*
- *Blocking*
- *Archiving*
- *Destruction*

Legal Hold, Restriction Of Processing

Consolidated Information reports to fulfill DSARs

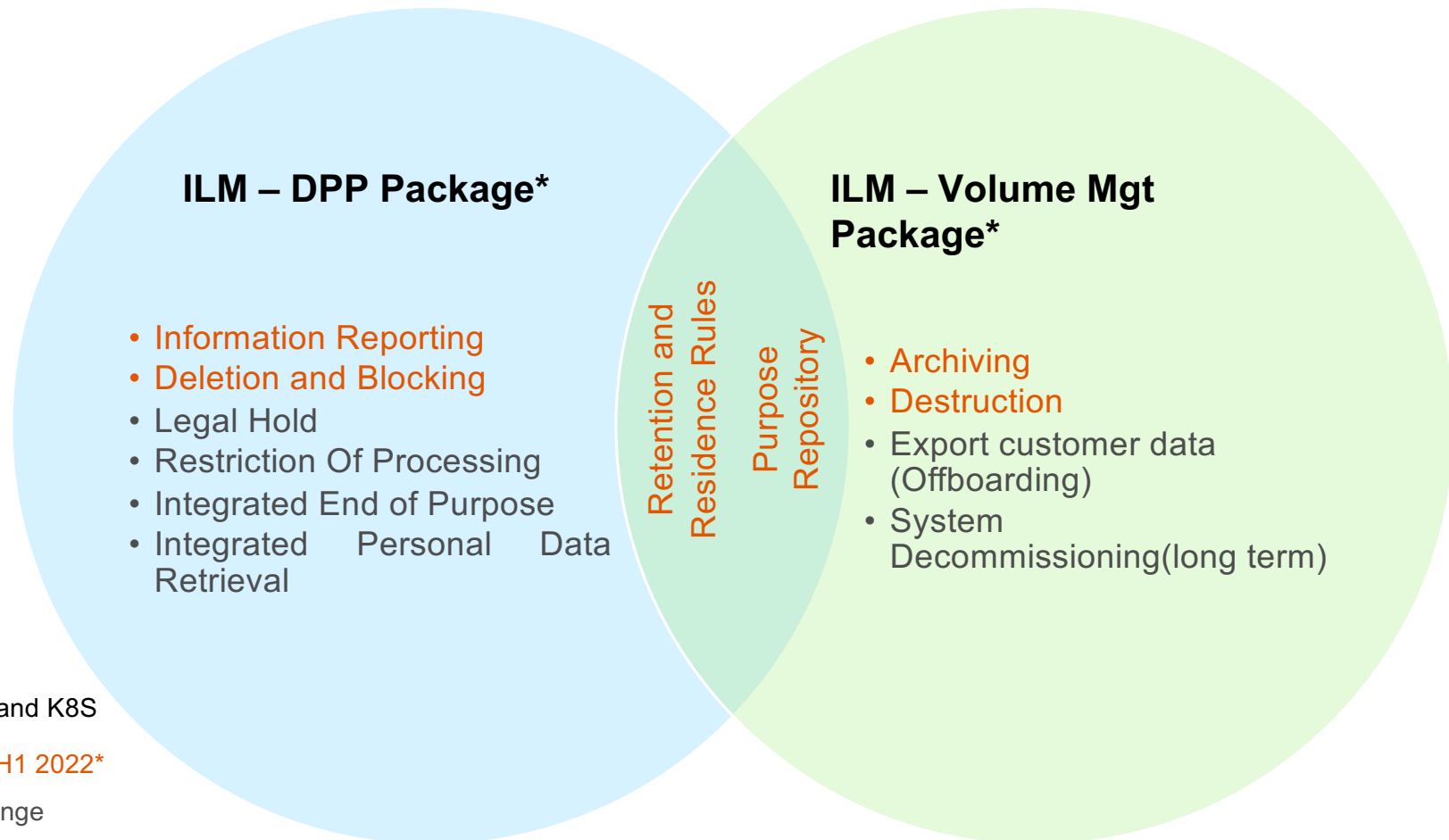
Export customer data from BTP Solutions

Purpose association, orchestration and disassociation

Integration with all SAP Cloud Products

- *iEnd Of Purpose checks*
- *iPersonal Data reporting*

Integrated Data Privacy and Data Volume management



Cloud Foundry and K8S

V1 planned for H1 2022*

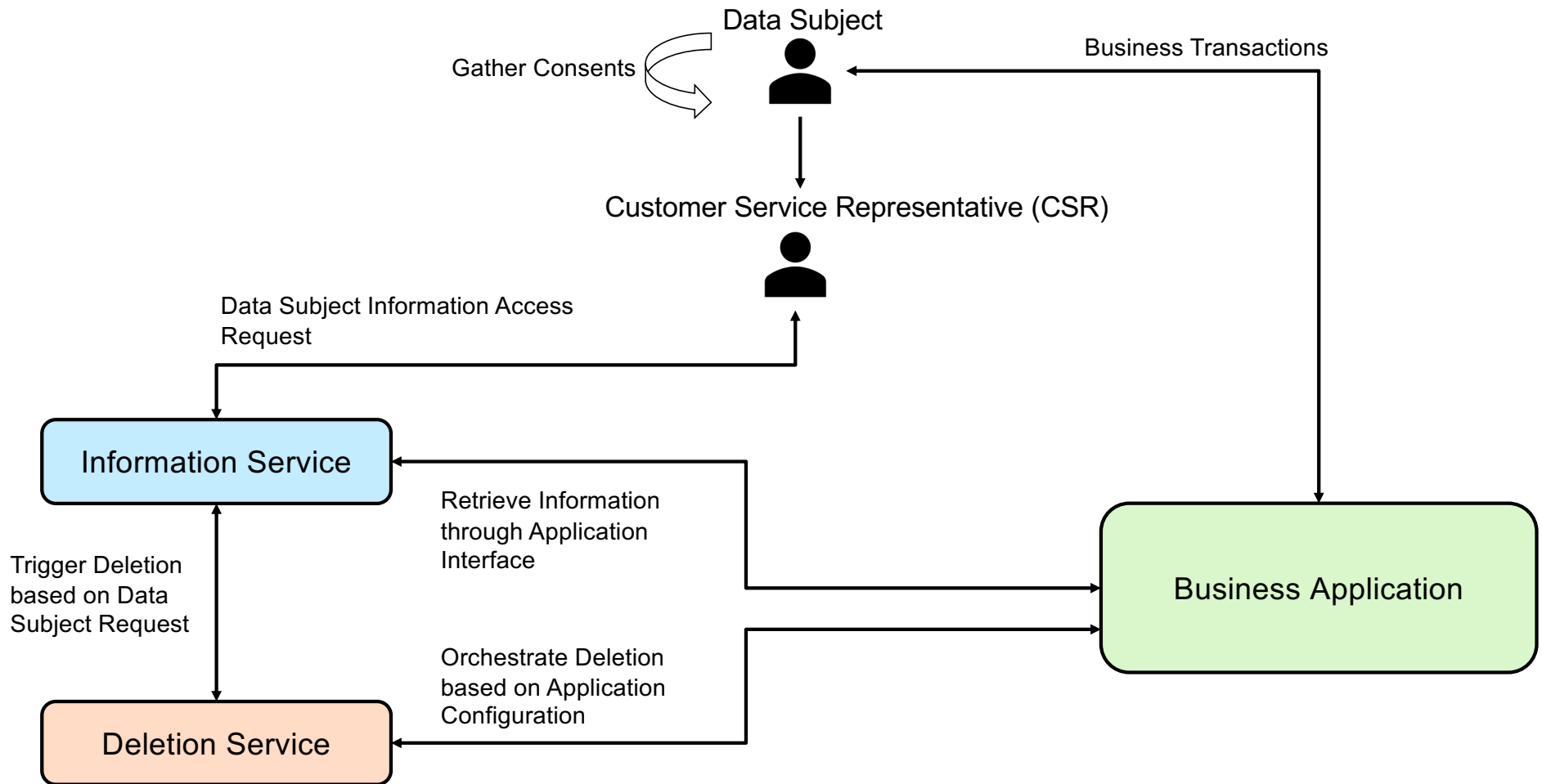
* Subject to change

Vision

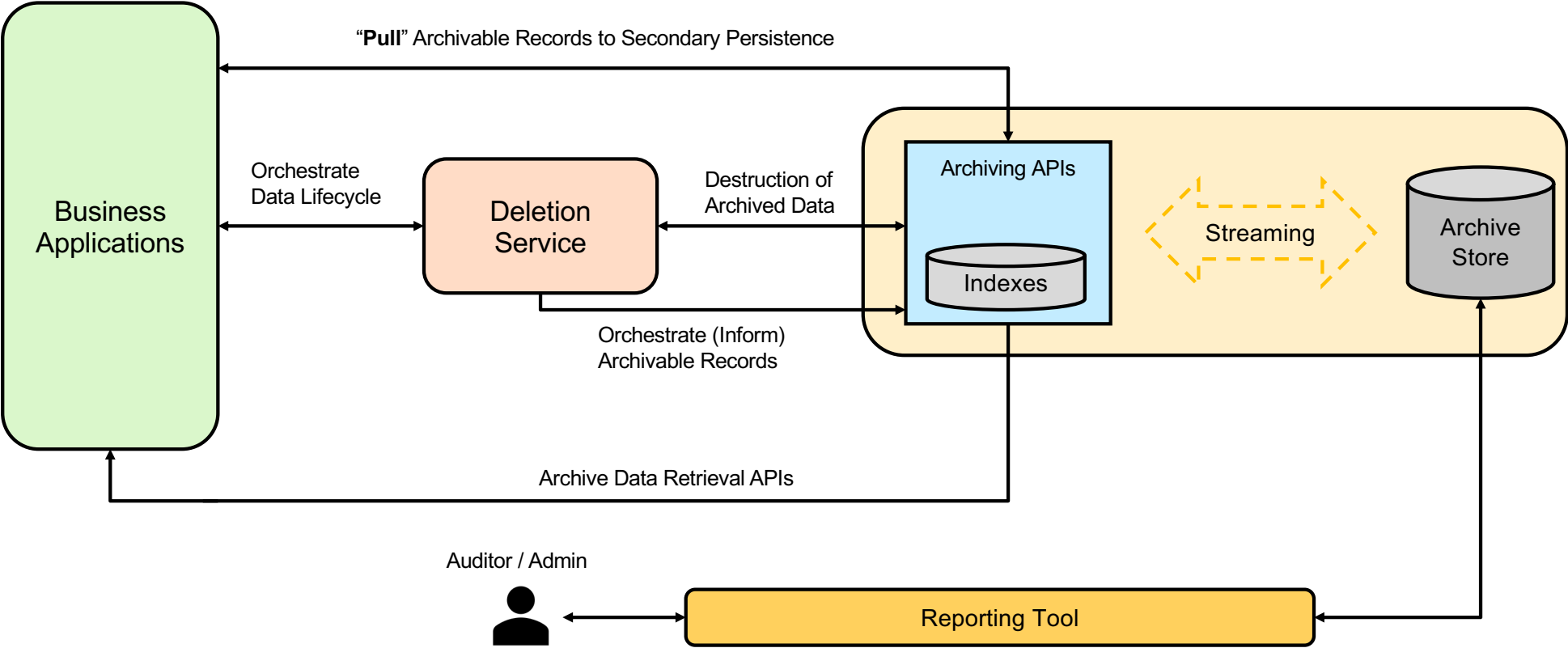
Integrated Data Protection and Information Lifecycle Management across the enterprise !

Information Lifecycle Management on Business Technology Platform

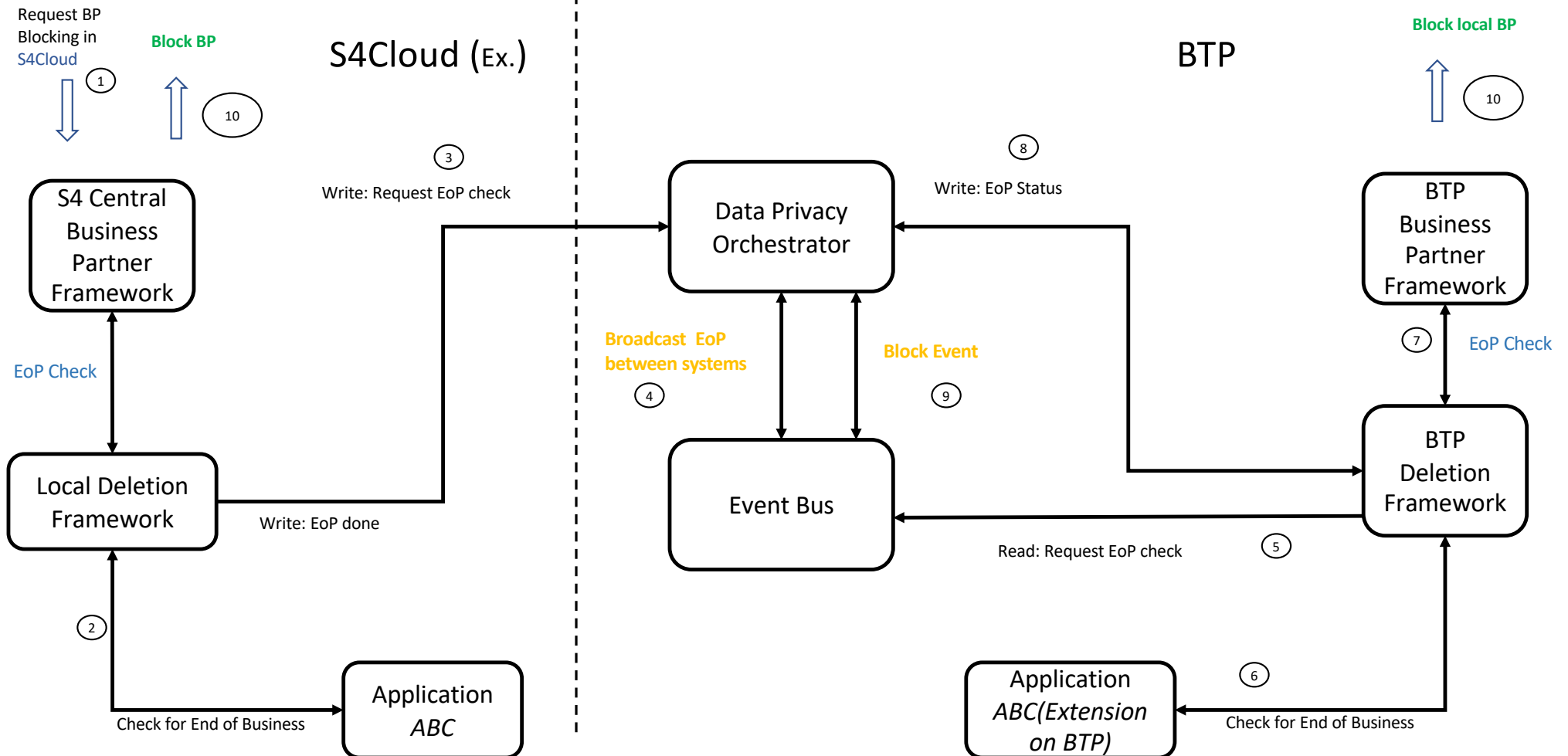
Data Privacy Use Case



Archiving Capability – Process Flow



iEoP – Integrated End to End EoP Check



Thank you.

Vandana Mansharamani
Product Manager – BTP Compliance Services
Vandana.mansharamani@sap.com

Sharath Jois
Product Owner – BTP Compliance Services
Sharath.jois@sap.com

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