

Ecommerce Funding Platform Establishes Data Governance and Protects Business Agility with Laminar

A Case Study

Payability

Payability empowers eCommerce sellers with flexible funding and tailored cash flow solutions. Since its founding in 2015, Payability helped thousands of eCommerce sellers scale their businesses by providing over \$5 billion in funding.

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As the leading funding platform for e-commerce businesses, Payability understands the importance of agility. Payability eliminates the wait time associated with marketplace payouts so sellers can get the cash flow they need to buy more inventory, launch new products, and get the best possible deals from suppliers. When Payability recognized the need to improve data governance processes in the cloud to maintain its own agility, the company took action and deployed Laminar.

"Like all e-commerce companies, we have some challenges. The development and operations teams run really lean, and we are all busy doing a lot of things. Security is just one of my responsibilities. I need full visibility of our cloud data so I can see where we're at risk, remediate those issues, and get back to developing," says Gevorg Khangeldyan, Payability's data program manager.

Good data governance is important to maintaining a cloud environment that fosters agility and innovation. Without data governance, the accumulation of redundant, obsolete, or trivial (ROT) data not only clutters the cloud environment but can also increase cloud costs and the risk that bad data is accidentally used during the software development process. "When it comes to building software, you don't want to rely on data that's outdated. Just because someone put it there a few years ago doesn't mean it's usable," says Khangeldyan.

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To obtain the visibility required for data governance in the cloud, Payability implemented Laminar, the first agile data security platform that provides organizations the visibility and control they need to support their cloud security, privacy, and governance initiatives. The cloud-native data security posture management (DSPM) platform provides autonomous and continuous data discovery, classification, and protection across multi-cloud environments via a unified console.

Laminar gives Payability full and continuous visibility of its cloud data — without requiring connectors, access credentials, or any other input from the team — so Khangeldyan always has access to current information about where data is stored, what type of data it is, who has access to the data, how and where the data is being used, and how the data flows through the cloud environment, whether it is in S3, EC2, dynamoDB or RDS. The platform also alerts Khangeldyan to data at risk. Because Laminar prioritizes sensitive and regulated data based on its sensitivity level, security posture, volume, and exposure, he can be rest assured that he's addressing Payability's most critical data first.

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"Laminar does a great job of showing what we should do and where we are, what our problems are and what we should work on — and all that information is in one central place, so I'm not going back and forth between tools," says Khangeldyan. "I can make real improvements in our data security posture in less time."

Other data security tools were tedious to navigate and made it difficult to find information. "It took me three times longer to find the information I need in other tools, and I can trust the results I see thanks to a really low false positive rate, false alarms could become very annoying over time and the Laminar team is doing a good job here," says Khangeldyan. "In Laminar, the UI is consistent and coherent. It's easy to find what I'm looking for, and that's outstanding."

With the context Laminar provides, Payability has also been able to identify ROT data that can be safely archived or deleted. "It's an added value that no one really expects because you can clean up and reduce costs by removing data you don't use, but it also feels good to get rid of the clutter that can get in the way when you're developing in the cloud," says Khangeldyan.

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See Laminar's Cloud-Native DSPM in Action

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