

100x ROI with automated subject rights fulfillment

Smartsheet provides businesses with collaboration software and work management tools and is used by over 75% of the Fortune 500. Smartsheet maintains rich data integrations with mission critical applications from Microsoft, Google, Salesforce, Atlassian, and many others.

The Challenge

The volume of Data Subject Requests (DSRs) is growing across the globe, driven by increasing consumer awareness of their data privacy rights and the availability of automated tools to initiate these requests on behalf of consumers. At Smartsheet, the fulfillment of DSRs is labor-intensive and complex, with costs multiplying with the volume of requests and the number of systems where data resides.

- Smartsheet is experiencing **fast growth in DSRs, up 65% YoY**, putting significant strain on the privacy office
- The time to manually fulfill each request was 3-5 hours, and touches up to **26 data systems**—primarily sales and marketing systems such as Salesforce, Marketo, and LinkedIn
- Today, the cost to manually comply with these requests is staggering, primarily in FTE hours in the privacy office and across the business

Manual compliance is unscalable and costly. It involved reaching out to and following up with all internal stakeholders who have access to the relevant data systems in order to fulfill the request. This pattern was time consuming, prone to human error, and meant individuals across Smartsheet had to scour, and be exposed to personal customer data.

The Solution: scalable subject rights fulfillment to grow with the business

Ketch infrastructure automates the data request fulfillment process from intake to execution. Unlike first-generation tools that just manage workflow, Ketch uses its privacy protocol to communicate with data systems to search, access, and respond appropriately to the data rights afforded to citizens under consumer privacy laws such as GDPR and CCPA.

Businesses can save millions in compliance costs with Ketch automated privacy orchestration—while ensuring privacy choices are respected and enforced across the broad ecosystem of partners and service providers.

Privacy Program Manager,
Smartsheet:

“Ketch is critical to operationalizing privacy, helping Smartsheet significantly reduce compliance costs and DSR fulfillment times.”

PLATFORM CAPABILITIES

Consent and preference management

Subject rights fulfillment

Rights orchestration