



# Aadhar Housing Finance Ltd. (India)

CASE STUDY | Non-Banking Financial Company (NBFC)

## PROFILE

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### Industry

Non-Banking Financial Company  
(NBFC)

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### The Challenge

Managing insider threats, closely monitoring employee activity related to data transfers, and offering an additional layer for data security.

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### The Solution

Endpoint Protector

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### Why Endpoint Protector?

Aadhar Housing Finance Ltd. has chosen Endpoint Protector because it is a 4th Generation Data Loss Prevention solution with many features first of its kind with cloud deployment.

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## About Aadhar Housing Finance Ltd. (India)

Aadhar Housing Finance Ltd. (Aadhar) is one of the largest affordable housing finance companies in India, servicing the home financing needs of the low-income sections of society. Aadhar endeavors to empower underserved millions to own their first homes. Established in 2010, it has served more than 166,758 customers through 292 branches across the nation.

## The Challenge

Aadhar Housing Finance Ltd. was looking for a DLP solution that helps to manage internal data security threats and can closely monitor employee activity related to data transfers.

They were also searching for a DLP solution as an additional layer for data security. The company wanted a product that can be easily deployed and has a user-friendly interface.

## The Solution

Aadhar Housing Finance Ltd. is using our Device Control and Content Aware Protection modules.

With Endpoint Protector, Aadhar Housing Finance Ltd. protects sensitive data such as personally identifiable information (PII), financial information, and other key documents. The solution also helps the company with RBI compliance.

## CASE STUDY

Non-Banking Financial Company (NBFC)

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„The relationship with CoSoSys has been great so far. They helped us with the initial deployment, and the local partner has offered great local support.”

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Mr. Rajesh K L,  
Deputy Vice President IT Infrastructure  
at Aadhar Housing Finance Ltd.

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### About Endpoint Protector

Endpoint Protector is an enterprise-grade Data Loss Prevention (DLP) software for Windows, macOS, and Linux computers, Thin Clients, and Desktop-as-a-Service (DaaS) solutions. It is an ideal choice for companies running on multi-OS networks, and the solution’s modular format allows them to mix and match the right tools to serve specific needs. The solution puts an end to data loss, data theft, and data leaks by monitoring and blocking all data transfers to cloud-based services and applications such as web browsers, email, or Skype. It also monitors the use of portable storage media such as USB sticks and memory cards. Strong security policies prevent data from leaving the company unlawfully or accidentally.

The Device Control module offers a number of tools that allow organizations to control or block unauthorized devices. Besides blocking transfers of confidential data to removable media, it also prevents malware proliferation, which is a leading cause of data corruption and data loss.

Our solution helps financial institutions become compliant with the RBI regulation by setting policies to prevent sensitive customer data from being transferred over the web. These policies are often predefined, especially when it comes to PII that has to be protected under most data protection regulations. With our product, removable devices such as USB storage devices, printers, and ports like WiFi, Bluetooth can be monitored and managed. Endpoint Protector’s granularity offers companies more setting options for the type of data they want to protect.

In the Content Aware Protection module, filters can be enabled based on file type, predefined content, custom dictionaries, Regular Expressions, etc. Filters based on predefined content block documents containing sensitive information like credit card numbers, and other PII.

Endpoint Protector can be deployed using various cloud service providers such as Amazon Web Services (AWS), Microsoft Azure, or Google Cloud Platform (GCP). Besides its easy deployment and management, it has a short learning curve and a user-friendly interface.

Aadhar Housing Finance Ltd. rated Endpoint Protector’s features, granularity, and staff availability when calling or asking for assistance as very good; ease of installation, ease of use, and support and updates as excellent.

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