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Antsomi CDP 365 FAQ



FAQs on
“Data Security”

Antsomi CDP 365 FAQs on

| Data Security

Introduction:

"How can we empower our teams with data while ensuring it remains completely secure?"

Customer data is the engine for business growth. But for the IT managers responsible for that data, this creates a critical challenge: **balancing marketing's need for flexible access with the absolute necessity of maintaining robust security.**

To unlock the true value of your data, a foundation of "Trust" is paramount. It's essential to have a platform that acts as both a "shield" to protect your data and an "engine" to accelerate marketing activities.

This document is specifically designed to answer common questions about **"Data Security and System Integration."** We encourage you to read on to understand the robust and reliable foundation Antsomi CDP 365 provides for your data strategy.



FAQ at a Glance

Use this table to get a quick overview of each topic. Feel free to jump to the relevant section by clicking on the clickable page number for more details.

	FAQ	Answer Summary	Page
	How is our first-party data protected?	Through a multi-layered approach , including a secure infrastructure on AWS , advanced encryption , and strict segregation of access roles to protect your data.	p.4 
	Is data integration real-time or batch?	It supports both real-time and batch processing to offer flexibility. Real-time is best for instant actions using APIs , while batch processing is used for scheduled data syncs from systems without APIs.	p.5

The Foundation of Your Data Strategy: How to Ensure Security and Seamless Integration?

Leveraging customer data is key to growth, but this strategy relies entirely on a foundation of trust. The real challenge is **managing valuable customer data securely while ensuring it can be integrated smoothly with your existing systems.**

Rest assured, Antsomi CDP 365 is designed to provide a robust and flexible data infrastructure, giving you peace of mind. Let's address some of the most common questions about **"Data Security and Real-time Integration"** raised in our webinars.



Q1: How do you ensure the privacy of the client's first-party data?

A: We prioritize the protection of your valuable first-party data through a multi-layered security strategy. Your data is protected by the following key measures:

- **🛡️ Robust Infrastructure:** Our platform is built on **AWS**, providing an industry-standard level of security that covers everything from physical data centers to network protection.
- **🔒 Advanced Encryption & Access Control:** The platform features advanced **encryption** capabilities. This allows us to set strict controls so that only specific, authorized users can access particular data.
- **👥 Segregation of Access Roles:** We enforce a strict **segregation of permissions based on user roles**. For example, a marketing team can be limited to campaign features while a data analyst is limited to reporting, minimizing data exposure and enhancing security.



Q2: Can data imported/exported in real-time or via batch processing?

A: Antsomi CDP 365 supports **both real-time integration and batch processing**. We offer the flexibility to choose the best method that aligns with your systems and marketing needs.

⚡ Real-Time Integration

- **When to use it:** Ideal for platforms with **available APIs** (like Shopify) and for triggering immediate marketing actions.
- **How it works:** Customer actions (e.g., product clicks, purchases) are **pushed to the CDP instantly via API**. This enables timely and automated responses, such as sending an abandoned cart email the moment a user leaves your site.

🔄 Batch Processing

- **When to use it:** Perfect for internal systems that lack real-time APIs or when you need to integrate large volumes of data reliably.
- **How it works:** Data is shared via files on a regular schedule (**e.g., daily or weekly**) and then ingested into the CDP. This ensures that even without direct API access, your data can be consistently and reliably integrated.

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Conclusion:

Thank you for reading this far. As we've seen, Antsomi CDP 365 is is **both a "shield" that protects your valuable customer data and an "engine" that accelerates your marketing activities.**

It is precisely this "Foundation of Trust"—**built on data security and flexible system integration**—that allows marketers to confidently focus on creative and bold marketing initiatives.

If you are interested, please feel free to contact us anytime.

- **Request a demo**
- **Request an individual consultation**
- **Request more information**

We look forward to hearing from you.



If you have any questions,
contact us any time!

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