



Bild: Mybrand

## SUCCESS STORY

# MYBRAND

“Thanks to SNP Data Provisioning & Masking, we can create many more system copies with the same team and thus generate further revenue growth.”

Roel Knoppers, myBrand Branch Director

# SNP Software Enables Offer Expansion and Greater Growth

## About myBrand

myBrand is a Dutch company that emerged from the idea of designing an SAP service provider by putting yourself in the customer's shoes. This is also clearly reflected in the myBrand mission: to become the best-valued service provider for its customers. myBrand offers an integrated SAP service portfolio with an attractive price/performance ratio and hosts SAP landscapes for many organizations. The company employs about 350 people and has been part of the consulting firm Conclusion since 2018.

## The Challenge

In order to optimize its own services, myBrand wanted to be able to perform SAP system copies more efficiently, provide additional functionality to its customers and also offer these services in a more cost-effective manner. In light of the new EU General Data Protection Regulation (GDPR), the company should at the same time be able to include the corresponding options for anonymization (masking and scrambling) in its service portfolio.

## The Solution

myBrand acquired SNP Data Provisioning & Masking (SNP DPM) as software as a service. The company can thus benefit from the advantages of SNP DPM without having to buy the full license, as it is billed on a pay-per-use basis. This was an important criterion for myBrand when choosing the SNP software product. It can now create system copies of its customers' SAP systems with anonymized data in accordance with GDPR specifications. Moreover, copies with subsets of data (data slices) are also possible, which leads to reduced costs for the respective customer.

myBrand's consultants have received thorough SNP DPM training and are now able to deliver the corresponding services within a very short time.

## The Benefits

- Expansion of the myBrand service portfolio
- System copies can be created faster and cheaper
- Ability to create data slices
- Compliance with the GDPR
- Competitive advantages
- Additional revenue growth

## Key Facts

<b>Project type:</b>	Software as a service
<b>Duration:</b>	Introduction: 3 months; contract period: 3 years
<b>Scope:</b>	Refresh of non-productive SAP systems
<b>Affected countries:</b>	The Netherlands