Customer Success Story

IMS Marketing use Wizuda Compliant File Share to comply with strict GDPR requirements for marketing organisations.

As Ireland's only dedicated technical marketing company, IMS Marketing have worked with internationally focused companies from early stage start-ups to multinationals since 2007.

The Challenge

The GDPR poses a very difficult challenge to businesses from all industries, especially marketing. With a significant amount of data being transferred between marketing companies, clients, third party suppliers, and others on a daily basis, it was crucially important for IMS Marketing to ensure that stringent data protection systems were in place to avoid a data breach. "We transfer large amounts of personally identifiable data internally and externally on a daily basis, so it was extremely important for us to ensure we were sharing these files compliantly under the GDPR," explained Kevin Moran, Managing Director of IMS Marketing.

Another challenge faced by IMS Marketing was the sharing of large files such as images, videos and designs. Email was unreliable due to the limitations on

Simple Implementation

"Wizuda's CFS was implemented with ease and the Microsoft Outlook plug-in option creates further efficiencies in letting you share files through Wizuda CFS without having to login through the portal."

Custom Branding

"The white labelable solution is a great feature of the CFS solution which enables us to demonstrate our compliance credentials to employees, clients, and partners."

Impact Assessments

"We can put more stringent data protection processes in place. With impact assessment checks, if a highly sensitive file needs a further level of approval to ensure everything is compliant, we are confident our process is robust and secure."
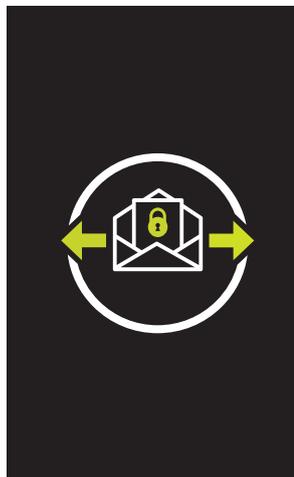
file size. It was important for IMS to change their method of sharing files to enable them to share files of unlimited size quickly and securely. Karagh Kelly, Operations Manager at IMS Marketing added, "We share large files within the organisation and to our client's every day, so the need to implement a fast and compliant file share solution was pivotal to the effective running of our organisation. We were having difficulty finding a platform to share large files securely and within a reasonable time frame. Wizuda has solved that problem."

The Solution

Wizuda's Compliant File Share solution provides IMS Marketing with an easy to use alternative to email for file sharing. The Secure File Share features coupled with a multitude of compliance features empowers IMS to share files in accordance with the GDPR requirements.

"Wizuda's CFS solution was implemented quickly and flexibly, and our employees were up and running straight away. The audit trail availability simplifies data protection audits, providing us with an understanding of our own compliance and how we can prove we are sharing files compliantly under the GDPR in the event of a data protection audit. As well as this, no file size limitation adds real value to the running of our business, and indeed to any marketing agency, allowing us to send and receive unlimited sized files to internal and external parties," added Kevin Moran.

Karagh Kelly added, "The ability to custom brand the Wizuda platform was a big advantage for us, allowing us to reskin the platform with our own branding and demonstrate our compliance credentials to our customers. We have seen an increase in trust among our customers since the implementation of Wizuda's CFS system, as our customers are assured that we are taking GDPR compliance seriously."

About Wizuda

Developing IT Solutions to Make Businesses Better

At Wizuda we focus on developing IT solutions that help businesses grow and empower people to collaborate and stay connected securely and compliantly.

Headquartered in Dublin, Ireland, our ethos is, "Because Data Deserves Privacy." Our Compliant File Share (CFS), Compliant Data Transfer (CDT) and Digital Subject Access Requests (DSARs) products, simplify GDPR compliance and enable secure file transfers for companies throughout the world, every minute of every day.

Wizuda is the innovation leader in providing software solutions that allow organisations to take control and track all data flows, internally and externally, to create an environment of compliance and data privacy.

Wizuda customers have peace of mind that their data transfers are secure, compliant, visible and audit ready at all times.