

Success Story | Conair GDPR ILM

# Your curls, your way – your data, your privacy

**Nativion drives digital transformation at Conair  
by implementing GDPR compliance.**

General Data Protection Regulation (GDPR) implications are not only affecting European companies, but those operating in them as well. Operating in ten European Union countries, Conair IT needed to determine a plan to address GDPR compliance. Nativion stood at the ready to provide the desired outcome, ultimately ensuring full data protection at Conair.



Conair CIO Jon Harding has worldwide responsibility for the company's IT and digital services in support of both day-to-day business operations and future business growth. In this role, he acknowledges the importance of the customer relationship as it lays the foundation for sustainable business and growth. A harmonious customer relationship also includes trustworthy handling of customer data. In the EU, GDPR ensures that customer data is properly protected. Therefore, meeting GDPR requirements was an essential goal for Jon Harding – a case for the security and GDPR experts from Nativion.

## Providing a clear path to compliance

Prior to the transformation, the risk of exposure to legal matters in regards to consumer privacy posed a threat. For global companies, the focus is not only on product innovation and development, but also the need to attend to customer demands and concerns. However, the IT environment of Conair was not yet suited to take on the challenge. But Nativion was! Nativion has provided the required expertise in the form of personnel and tools to complete the transformation at Conair.

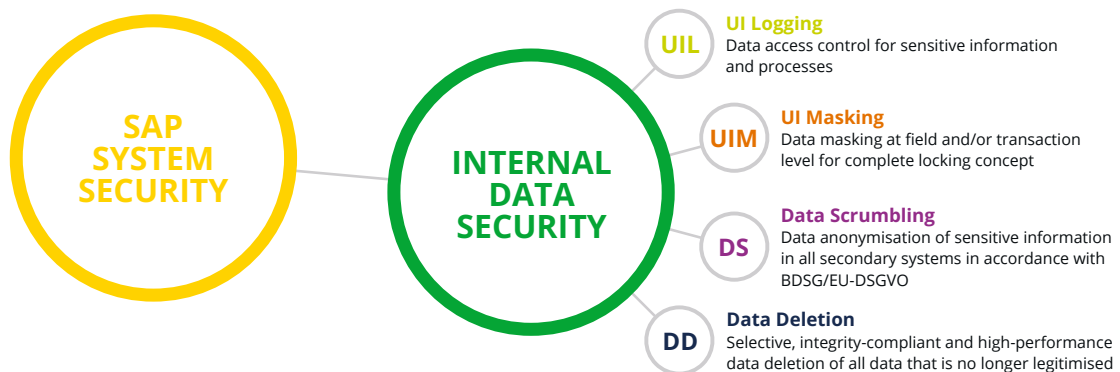
To achieve this, Nativion's DCS Analyze tool was used in addition to SAP Information Lifecycle Management. DCS Analyze is the key solution needed to identify and analyze any personal data in the entire system landscape, while SAP ILM is used to manage the blocking and archiving of specific data. Together, the Nativion approach makes it possible to balance cost, risk, and compliance, and manage all data aspects effectively through automation.

## Data breach risks were minimized

After a successful system landscape optimization and introduction of GDPR compliance, the risk of potential brand and financial damage has been addressed. Measurable results include a significant reduction in TCO. Furthermore, continuous analysis reports the data volume which is affected by data privacy protection measurements. Positive side effect: GDPR also allowed for this unique opportunity to drive digital transformation at Conair by moving away from legacy systems to a new common system platform. “You need a partner that understands what GDPR is and what its impact on the system is. Nativion has been that partner for our landscape”, Jon Harding exclaimed with satisfaction.

Under Jon Harding’s leadership, the global rollout of one centralized SAP ERP system replaced 25 different legacy systems. The global business integration leverages a standardized IT network; eight acquired businesses have been seamlessly integrated, and support has been extended to seven new businesses. Future plans include further automation of data management processes, and the introduction of tools to centralize activities of GDPR administration and compliance reporting.

## Security in your SAP system landscapes



**You want to learn more about ILM and GDPR?  
Contact us!**

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## About Conair



Conair Corporation is a multi-billion-dollar consumer product company focused on personal care products, counter-top kitchen appliances, and health and beauty products used by professionals and consumers.

## About Nativion



Nativion is a digital moving company that moves business-critical data and processes from one technology platform to another. Nativion experts are called in when medium-sized and large enterprises want to modernize, optimize, separate, merge, or restructure their IT systems. With its exclusive expertise in technical transformation, Nativion enables its customers to run their data and processes on

the most modern and innovative technologies available. To support data transformations, Nativion leverages its proprietary software solution, Nativion DCS. Nativion is a founding member of the SAP S/4HANA Selective Data Transition Engagement Community and has been part of NTT DATA Business Solutions AG, a leading global SAP consultancy, since 2022.

### Hard Facts

**Company**

Conair Corporation

**Headquarters**

Stamford, CT

**Industry**

Consumer Products

**Products & Services**

Household and personal products (small appliances, and personal care, health and beauty products)

**Website**

[www.conair.com](http://www.conair.com)

[www.cuisinart.com](http://www.cuisinart.com)

[www.babyliss.com](http://www.babyliss.com)

[www.scunci.com](http://www.scunci.com)

**Nativion Packages**

DCS Analyze & Services for SAP ILM



## Nativion Offices

### Germany

#### Nativion GmbH

Altrottstraße 31  
69190 Walldorf (Headquarter)

- Berlin
- Munich
- Leipzig

### Austria

#### Nativion Austria GmbH

- Vienna

### Switzerland

#### Nativion Schweiz AG

- Winterthur

### Slovakia

#### Nativion Slovakia s.r.o.

- Bratislava
- Zvolen
- Košice
- Žilina

### USA

#### Nativion Americas Inc.

- Miami (Florida)
- Malvern (Pennsylvania)

### Australia

#### Nativion Australia & New Zealand Pty Ltd

- Sydney

