

DataLab establishes strategic partnership with MENTIS

DataLab to distribute MENTIS's Data Masking solution in Portugal

DataLab established a partnership with MENTIS to bring their solutions to the Portuguese market. MENTIS's solutions will enable companies to create realistic-looking data to hide or anonymize sensitive data in a way that cannot be distinguished by applications and unauthorized personnel.

February 19, 2021 – DataLab, a company specializing in Data Quality, and MENTIS Inc., an independent software vendor specializing in the development of data masking solutions, announce a new strategic partnership based on the distribution of Data Masking solutions, in Portugal.

Through this partnership, DataLab will distribute MENTIS's solutions, which enables companies to create realistic-looking data to hide or anonymize sensitive data in a way that it cannot be distinguished by applications and unauthorized personnel.

One of the biggest challenges around big data right now is that it is not secure. Data is on premise, data is in the cloud, data is in social media, data is everywhere. So where is the boundary? Most customers recognize that they need to take another look and ask themselves what it is that they are trying to secure. If you look at data privacy in Europe, there are EU regulations and they are mandated to abide by those regulations, otherwise the compliance costs would become extremely high for them. Obviously, in an organization you do not want data to be available to everybody and anybody. At the end of the day, the most important IT asset is the data, so customers are increasingly becoming aware that they need to have an inside-out approach to data security, and they must secure data at the source.

“This partnership with DataLab enhances our capabilities in delivering data masking solutions to new clients in Portugal, and some PALOP countries as well” said Rajesh Parthasarathy, Founder and CEO MENTIS, **“We are committed to providing data privacy solutions with leading global IT solutions and service partners, and we are excited to be working with DataLab and continuing to expand our presence internationally.”**

“The MENTIS Solutions are a natural addition to our offering” said Carlos Guerreiro, COO at DataLab. **“Partnering with MENTIS enables us to extend our data management solutions offering, by having one of the most comprehensive data masking technologies on the market today. MENTIS's robust technology and ample experience in the market made them an easy choice, and we felt confident in offering their technology to our clients.”**

About MENTIS

Founded in 2004, MENTIS was one of the first companies in what was then a fledgling data-security market. Guided by a visionary founder with a deep grounding in both business and technology, MENTIS immediately began to innovate and has never since stopped. Known for its responsiveness to the moving target that is risk and compliance, MENTIS continues to bring powerful products to the market, the result of the company's deep analysis of new trends in risk, along with a collaboration with its customers to assess and weigh their current challenges.

MENTIS helps protect the data of some of the most iconic industries and institutions in the world. Its customer roster includes internet commerce pioneers and national airlines; higher education institutions ranging from the Ivy League to Land Grant schools; international industrial behemoths and retail giants; and global leaders in the highly regulated financial services and healthcare industries. For additional information please visit www.mentisinc.com

About DataLab

DataLab is a multidisciplinary team with over 14 years of experience and know-how in the fields of Data Quality and Data Management, having taken part in the implementation and management of database cleansing systems, data integration projects and CRM projects, among others. The company has a proven track-record based on successful projects in the areas of Insurance, Banking and Logistics. The company's mission is to provide innovative and 100% customizable enterprise data treatment solutions, with the goal of increasing data quality and add business value. For more information, please visit www.datalab.pt

DataLab

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MENTIS

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