

DataMasque for Guidewire Cloud

Insurers need realistic policyholder data to develop new capabilities and improve digital experiences, analytics and AI. However, using real data outside of live environments introduces significant privacy and compliance risk.

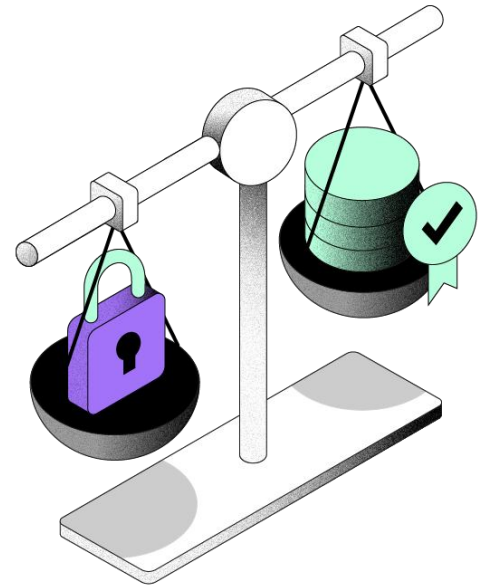
DataMasque generates synthetically identical policyholder and claims data that can be safely used across testing, analytics and AI use cases.

With the DataMasque for Guidewire Cloud solution, insurers can create realistic, de-identified copies of Guidewire data and securely return them to sandbox environments.

The result is high-fidelity data that supports delivery, AI experimentation and transformation without any of the privacy risks.

DataMasque can also be deployed beyond Guidewire across other enterprise systems, enabling consistent de-identification that preserves data relationships.

Insurers no longer have to choose between innovation and data protection – DataMasque enables both.



How it works

Before data leaves your secure zone, DataMasque simply and irreversibly replaces the customer data with synthetically identical customer data that is realistic, functional, and consistent.



1. Deploy

Guidewire Cloud customers deploy DataMasque within their AWS environment.



2. De-identify

Pre-configured automation takes a secure snapshot of the Guidewire instance and using the pre-defined Guidewire Cloud ruleset, DataMasque replaces sensitive information with synthetically identical data.



3. Use with confidence

Masked copy is available in non-production, and can now be used for testing, analytics and AI initiatives – without exposing customer information.

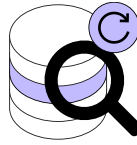
Why DataMasque for Guidewire?



The integrated solution for Guidewire Cloud

DataMasque delivers a dedicated, purpose-built solution for Guidewire Cloud environments, available through both the Guidewire and AWS marketplaces.

**Requires the Guidewire Snapshot export service.*



Maintains integrity across Guidewire and other core systems

DataMasque preserves referential integrity across Guidewire and other core systems. Policies, claims, customers and related records remain connected and consistent, ensuring full utility and fidelity for end-to-end insurance workflow testing.



From 5 days to 30 minutes

Manual masking processes that once took days are completed in around 30 minutes. Automation accelerates development and UAT cycles, reduces operational overhead and removes reliance on custom-built solutions.



Enables compliant innovation

With realistic, de-identified data readily available, insurers can confidently support AI initiatives, modelling and analytics while maintaining privacy and compliance standards.

DATAMASQUE IS TRUSTED BY LEADING GLOBAL INSURANCE COMPANIES



Spotlight on: EMPLOYERS

EMPLOYERS focuses on workers' compensation insurance and services for America's small businesses. EMPLOYERS selected DataMasque to protect their sensitive claims data in AWS.

The masked data was realistic and representative of EMPLOYERS claims data meaning that their development and testing teams "won't be able to tell the difference" between masked and unmasked data.

"DataMasque enables our team to conduct comprehensive testing and if they know there are certain test cases that exist in production, they can find these in non-production," said one of EMPLOYERS Sr. Database Administrators.