FORTY 8 FIFTY LABS
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CASE STUDY

CCPA Compliance Solution with Jira Service Desk and SmartHandler

Major German Sports Car Brand Rapidly Addresses New Compliance Regulations with Forty8Fifty Labs' SmartHandler – Email Logic for Jira

Success Highlights

- ✓ Automation of ticket creation in response to consumer data requests
- ✓ Agile service management environment to accommodate changing CCPA compliance regulations
- ✓ Detailed traceability and visibility to prove compliance for auditing requirements across multiple business stakeholders responsible for customer data
- ✓ Achieved compliance by original CCPA January 1, 2020 date mandate

Overview

As an iconic German automobile manufacturer which specializes in high-performance sports cars, SUVs and sedans, this major sports car brand is the exclusive importer of its German vehicles for the U.S. market. Recognized as the world's most successful brand in sports car racing, this automobile manufacturer strives to maintain a standard of excellence, commitment and distinction synonymous with its brand.

Industry

Automobile Manufacturer and Importer

Use Case

Innovative email ticketing solution to automate consumer responses in accordance with CCPA governance and compliance regulations.

Products

- Forty8Fifty Labs Atlassian consulting and professional services
- Atlassian Jira Service Desk
- Confluence
- Forty8Fifty Labs' SmartHandler – Email Logic for Jira

⊗ Challenge

Underscoring its commitment to excellence in product and customer experience, the German auto brand importer is a proactive champion of supporting the world's rapidly changing privacy compliance regulations, specifically as they relate to managing customer data. Facing the pending deadline imposed by the newly implemented California Consumer Privacy Act (CCPA), the German auto maker needed to enable an agile ticketing solution to ensure that consumer requests for information on retained data could be efficiently and effectively handled.

CCPA is a state bill that applies to any business that collects consumers' personal data and performs business in California. Much like the European General Data Protection Regulation (GDPR), CCPA provides strict guidance for how consumer data is protected, requiring organizations to "implement and maintain reasonable security procedures and practices." As a new regulation, CCPA's requirements were, and continue to be, fluctuating. Thus, the German auto maker needed a way to quickly become compliant while being able to adjust easily to any new changes enacted by the governance board.

The company wanted a streamlined and automated process that would take external request from customers and trigger the appropriate creation of tickets across multiple teams which could engage the needed internal resources responsible for customer data across different business units such as finance, marketing, dealer services, etc. The company's IT team wanted to leverage Atlassian tools but needed additional expertise to build and launch the solution. The German auto maker looked to their trusted partner, Forty8Fifty Labs, as the source for this expertise. Building on an existing multi-year support relationship, the auto maker and Forty8Fifty Labs were able to partner quickly to tackle the business challenge.

❗ Solution

Working swiftly to meet the CCPA deadline, Forty8Fifty Labs presented the German auto maker with an agile IT service management (ITSM) solution leveraging Atlassian Jira Service Desk, Confluence and two additional third-party Atlassian addons, including Forty8Fifty Labs' SmartHandler – Email Logic for Jira tool. SmartHandler turns emails, even external emails, into actions by automating the creation and updating of tickets for infrastructure operations teams. In this implementation, it triggers the appropriate ticket creation and automatically assigns the internal resource engagement into action.

The overall solution uses Atlassian Jira Service Desk to address intake processes, request reviews, and provide response to external consumer requests with custom-branded emails. The solution also offers detailed traceability and visibility for compliance auditing requirements of adherence to CCPA guidelines. In addition, the solution provides access for the German auto maker's legal team and coordinates the appropriate assignment and remediation tasks in the event of a breach.

✔ Results

The German auto maker is pleased to report that they are one of only a small subset of competitors to achieve CCPA compliance by the original mandated date of January 1, 2020. With the innovative design and implementation provided by Forty8Fifty Labs, and the use of SmartHandler – Email Logic for Jira, the sports car brand also has the flexibility needed to easily adjust the solution as new CCPA requirements are released by California law makers.

Ultimately, based on the success of this "out of the box approach" to solving their CCPA compliance needs, the German auto maker is now envisioning new use cases for their Atlassian suit of tools that were previously deemed outside the scope of a Jira Service Desk.