



InfoSum reinvents privacy-first data collaboration with Google Cloud Confidential Space



The challenge

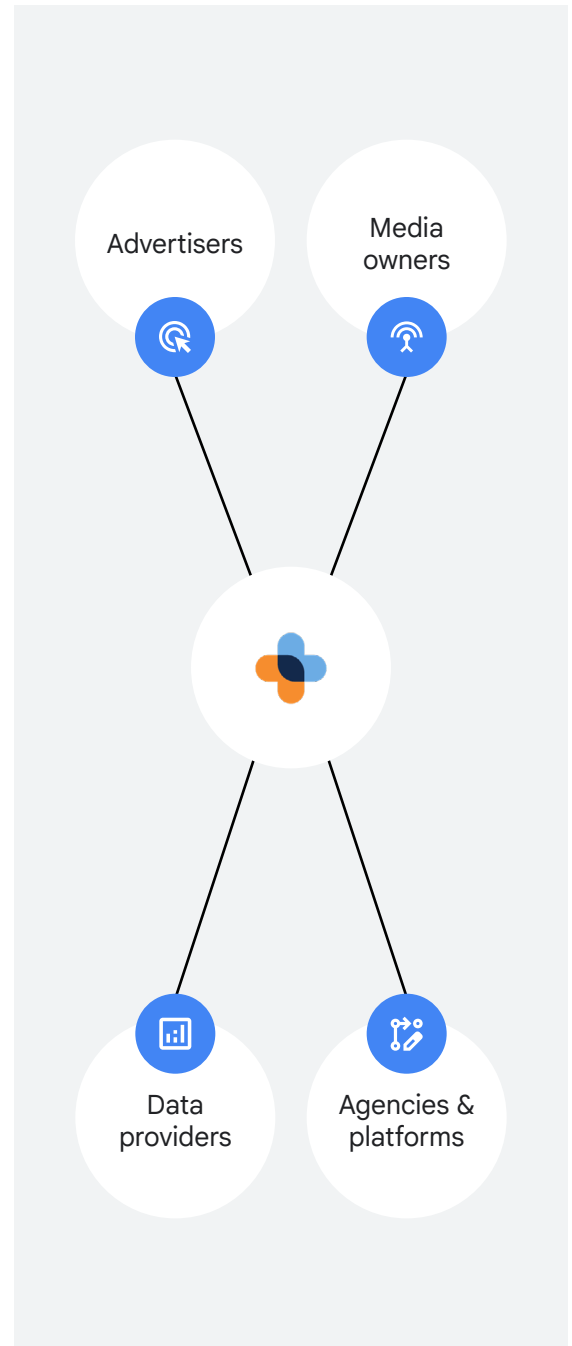
Collaboration across environments.

Adoption of data collaboration is accelerating across marketing and advertising, but with growing investment comes rising expectations.

Speed, scalability, flexibility, and interoperability are paramount to creating business value, yet privacy, security, and confidentiality must be maintained.

Traditional solutions are often bolted onto existing systems and can potentially co-mingle organizations' most valuable asset - their data. With more organizations looking to collaborate, data collaboration workflows can no longer be treated as an afterthought. Integrated design that promotes collaboration without compromising privacy is pivotal for the next wave of innovation.

To address the challenge, InfoSum partnered with Google Cloud and reinvented the data collaboration playbook. InfoSum is a pioneer collaboration platform that uses Google Cloud Confidential Space, combining a patented decentralized matching engine with speed and self-service operations that power the most secure, connected, and accessible data networks.



The solution

“No data movement, ever with InfoSum Beacons.”

To solve the integration puzzle, without compromising on privacy or performance, InfoSum’s next-gen native cloud deployment, Beacons, brings the technology to the data’s original location, while enabling collaboration across any cloud or warehouse.

“The market has been asking for true interoperable data collaboration without movement, and Beacons deliver exactly that,” said Lauren Wetzel, CEO at InfoSum. “Unlike existing solutions that force data sharing and compromise control, security, and privacy, Beacons represent a fundamental shift.

With the help of Google Cloud Confidential Space, they securely light the way from identity-based marketing to intelligence-led growth while prioritizing control and privacy.”

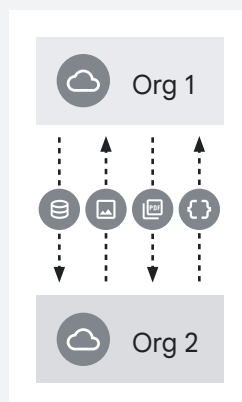
Deployed as a native app directly into a company’s cloud or warehouse infrastructure,

Beacons enable secure, scalable, and always-on collaboration without copying or sharing data.

By moving the compute and the technology within a company’s owned and operated domain, secured by Google Cloud Confidential Space, organizations can unlock more marketing and advertising use cases while protecting their most valuable asset: its data.

The challenge

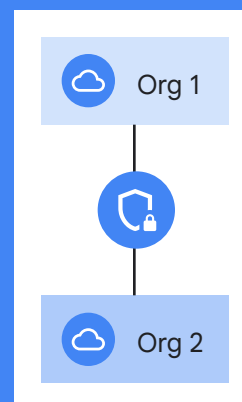
Data collaboration across any tech stack.



The industry needs an integrated design that promotes ease of collaboration without compromising privacy.

The solution

No data movement, ever with Beacons.



InfoSum brings the technology to the data with a cloud native app.

Google Cloud Confidential Space ensures the security and integrity of data.



Security and performance with Google Cloud's Confidential Space

InfoSum has partnered with Google Cloud to deliver this cutting-edge technology for all WPP and InfoSum clients and ensure the integrity of data collaboration across client accounts and environments with hardware-enforced privacy.

Beacons are designed to give companies clear visibility and direct control over how, when, where, and with whom they collaborate, with clear separation of duties between data preparation and data collaboration. Confidential Space provides a secure environment that keeps this execution completely isolated. Moreover, it delivers verifiable proof that neither the data nor the queries can be accessed, intercepted, or manipulated by a third party, the collaborating partner, or the underlying infrastructure insiders.

Google Cloud Confidential Space plays a critical role in ensuring the security and integrity of data and workload execution across the collaboration lifecycle.

Setup

Easy as 1-2-3.



01 Project preparation

Access the Beacons app in Google Cloud Marketplace and establish the connection with the InfoSum Platform. **Google Cloud Confidential Space** provides a secure enclave to protect and isolate clients' collaboration data and activity from their general use of the Google Cloud account.

Benefits: Separation of duties, zero access, zero data movement.

02 Data collaboration

Data is protected and isolated within Google Cloud Confidential Space, ensuring the integrity and confidentiality of queries. Neither the data, the query, nor the results can be accessed, intercepted, or manipulated by a third party or the underlying cloud infrastructure.

Benefits: Collaboration across partners without compromising data privacy.

03 Data activation

Google Cloud Confidential Space secures third-party credentials and end-platform details available for pre-authorized workloads while keeping them inaccessible in all other contexts. Data designated for export is sent directly from the Beacon to the approved target platform and is never sent to or through the InfoSum platform.

Benefits: Operational security and downstream workflow control.

Lighting the way to growth with Beacons and Google Cloud

By unlocking protected, decentralized collaboration on the original location of the data, Beacons remove one of the industry's biggest barriers - platform fragmentation - and seamlessly integrate with major cloud platforms, connecting the world's data without sharing it.

As a cloud-native app, Beacons also sets InfoSum customers ready for the AI era by:

- 01 Supporting new formats that move beyond identity-based customer records, to include image, text, video, audio and any data format that you can store in Google Cloud
- 02 Using vector-based matching to unlock richer insights and higher match rates
- 03 Providing the ability to bring your own models or run models on connected data in a decentralized way, fully isolated via hardware-enforced Confidential Space enclaves.



Ready to build?

[Deploy InfoSum Beacons via Google Cloud Marketplace](#)

Explore InfoSum products

[Learn how Beacons work](#)

Secure your data

[Discover Google Cloud Confidential Computing](#)

Google Cloud

