



Industry

**Financial Services / Investment Platform**

Headquarters

**Bengaluru, India**

Founded

**2016**

KEY FEATURES USED

Cloud Data Security Scanning

SaaS Visibility

Jira Integration

Database Activity Monitoring

Egress Workflow

Compliance Reporting

# Customer Overview

Groww is a high-growth investment platform operating across a complex, multi-entity financial services ecosystem. Navigating a rapidly expanding footprint of distributed business units and internal stakeholders, the company requires an enterprise-grade data security posture that matches its scale. To sustain its growth safely, Groww partnered with Matters.AI to establish continuous data governance, secure its multi-surface environment, and seamlessly align with strict institutional and regulatory security benchmarks.

## Core Challenges

- **Fragmented Visibility**

Decentralized cloud layers and internal tooling created critical blind spots across structured and unstructured data repositories.

- **Actionless Alert Noise**

High-volume, unstructured security signals lacked context-aware filtering, creating severe triage bottlenecks for lean security teams.

- **Friction at the Edge**

Meeting strict regulatory audit timelines while simultaneously satisfying internal SRE performance benchmarks and AppSec hardening gates.

- **Blind Data Propagation**

Multi-entity data movement made tracking data flows difficult. Without end-to-end lineage, the team wasted hours manually mapping the context, intent, and impact radius of shifting data.

## What Changed with Matters.AI

- **Unified Posture Control**

Replaced fragmented scanning with a phased onboarding framework that surfaces petabyte-scale visibility across all data environments with zero impact on production performance.

- **Continuous End-to-End Lineage**

Implemented deep data-layer tracking that automatically maps data flows from user endpoints straight to databases, visualizing the exact impact radius without human overhead.

- **Operationalized Telemetry**

Integrated alert filtering, silencing, and automated workflow synchronization directly into engineering pipelines to turn noise into high-fidelity action.

- **Audit-Ready Compliance**

Embedded automated data classification and contextual tagging, transforming compliance from a manual fire drill into a persistent, verifiable state.

# Matters' Impact

- **Multi-Terabyte Scale Mapped**

Brought distributed, multi-entity cloud environments under unified security guardrails, uncovering shadow assets across dozens of core infrastructure projects.

- **Real-Time Awareness**

Maintained a stable Mean Time to Detect (MTTD) of under 2 hours across all monitored surfaces, instantly flagging unauthorized data exposure.

- **90%+ Reduction in MTTR**

Driven by automated engineering workflows that routed high-fidelity alerts directly to remediation paths, resolving critical exposures within 24 hours.

- **Eliminated Manual Drills**

Saved 50+ manual engineering days annually through automated compliance tagging and continuous, audit-ready reporting.

- **Instant Radius Mapping**

Replaced manual context-building with automated lineage paths. The team can now trace data from user devices to the cloud, identifying the exact impact radius of any data movement instantly.

# Strategic Takeaway

Securing a modern financial services platform demands a shift away from legacy feature checking toward unified, continuous data resilience. By neutralizing visibility blind spots and embedding compliance-grade telemetry directly into our operational workflow, Matters.AI has allowed us to scale our security architecture at the speed of business innovation.

**See Matters live on your own data.**

Book a 30-minute walkthrough

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