



Simple Data Masking™ Product Features

Have your test and development teams been using live customer data? If so, you run the risk of incurring large fines for non-compliance with industry regulations, which state that all sensitive records must be de-identified for use in non-production environments.

Simple Data Masking™ is a fast, simple-to-use masking engine that enables users to de-identify and protect your sensitive data to ensure full regulatory compliance.

Simple Data Masking™ is a powerful, universal data masking engine that enables users to de-identify data for all major database types across multiple projects. Boasting a flexible approach to masking and de-identifying test data, Simple Data Masking™ can be installed as a stand-alone solution for small or medium-sized projects, or as part of our more holistic Enterprise Data Masking™ suite for larger projects.

As the name suggests, Simple Data Masking™ provides a simple-to-use data masking engine that is powered by the award-winning Datamaker™ tool. Simple Data Masking™ uses spread sheets to define and store masking rules, before masking them using the built-in, industrial strength masking algorithms, or calling out to your own procedures.

Each algorithm is fully automated, and applied across all data sources, tables and executions for consistent masking that ensures full referential integrity is maintained across all your projects. With Simple Data Masking™, you'll be using high-quality, fully compliant, meaningful test data within minutes!

Ensure compliance

Eliminate risk


Improve processes

Improve test data

Speed-up projects

Reduce test cycles

Rapidly provision environments



The growing number of high-profile incidents, in which sensitive and confidential data, has been lost, stolen or leaked has created a panic within the industry. As strict regulations and guidelines, such as HIPAA, the PCI DSS, GLBA, and EU Data Protection Directive, continue to put pressure upon organizations, greater consideration is being given to managing patient health records, HR data and financial data. Data breaches can no longer be swept under the rug, and organizations require data masking solutions to help them protect sensitive records for use in non-production.

Data masking is used to de-identify specific data within a database table or flat file, ensuring that data security is maintained and sensitive customer information is not accessible to non-authorized individuals. By applying masking algorithms across all data tables, sources and executions, referential and business integrity can be maintained. This means that you can ensure regulatory compliance, yet still provision usable, meaningful sets of data.

Simple Data Masking™ is a universal, simple-to-use data masking solution, which offers flexible, repeatable methods for securing sensitive data. Masking rules are stored in spread sheets, and executed using our powerful, built-in algorithms or customised rules which can be quickly added. You'll be using fully compliant, high-quality, meaningful test data within minutes!

“The de-identification features of the Grid-Tools software removed headaches for us. We can now easily demonstrate compliance with data protection rules.”

Watson Wyatt

Product Features

Simple to implement

Supports all major database types, flat files and mainframe data sources

Mask consistently across different RDBMSs and databases

Works against any ODBC data source

Auditing of old and new values

Provides multiple built-in routines to mask data

Easy to include your own custom masking routines

Allows the addition of your own seed tables to ensure data looks ‘production like’



About Grid-Tools

Grid-Tools are the leading test data management vendor internationally, specializing in data generation, test data management and provisioning of agile data for Agile environments.

We have revolutionized the way test data is being provisioned by developing innovative software solutions for synthetic test data creation, data masking, subsetting, design and archiving.

Our innovative solutions, Datamaker™ and Enterprise Data Masking™, offer companies of any size and market sector the ability to provision high quality test data for their testing, development and training environments, as well as outsourcing both off-shore and near-shore.

Grid-Tools have been working with some of the largest government agencies, financial institutions, telecoms, insurance providers and media and communications corporations around the globe. We strive to promote better processes and best practice methods for provisioning compliant test data that is fit for purpose.