

# From Operational Noise to Aviation Precision: Optimizing Data Governance for a Leading Global Airline from India



## Summary

One of India's leading airline carriers transformed a stalled, high-friction Microsoft Purview deployment into a streamlined security framework. By partnering with Paramount to fine-tune existing configurations, this aviation giant eliminated systemic false positives and regained organizational trust, significantly boosting SOC efficiency and ROI without a costly redeployment.

Converted a high-friction security rollout into a trusted, efficient framework that enhanced SOC performance and maximized ROI.

<p><b>Noise Level</b> <b>25% Reduction</b></p> <p>Eliminated 1-in-4 false alerts, reclaiming SOC bandwidth.</p>	<p><b>Detection Logic</b> <b>Context-Aware</b></p> <p>Accurate differentiation between Personally Identifiable Information (PII) and internal strings.</p>	<p><b>User Experience</b> <b>Frictionless</b></p> <p>Restored business trust by reducing incorrect blocks.</p>	<p><b>Investment Value</b> <b>Optimized ROI</b></p> <p>Transformed shelfware into high-performance assets.</p>
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## Overview

For a premier aviation giant and market leader based in India, a successful digital transformation had reached a frustrating plateau. Operating in a cloud-first Microsoft 365 environment, the airline had deployed Microsoft Purview via a leading Big 4 consulting firm. However, the organization soon faced a common enterprise paradox: the platform was live, yet its operational value was dead on arrival. Overly aggressive, generic policies had flooded the system with systematic inaccuracies, rendering a strategic security asset ineffective and turning it into a source of friction. Faced with rising alert fatigue and a breakdown in user trust, the airline turned to Paramount. As the specialist value-optimization partner, Paramount was tasked with a surgical mission: not to redeploy the technology, but to bridge the gap between a baseline configuration and an optimized, high-performance governance framework that respected the unique workflows of the aviation industry.

## The Challenges

The initial assessment by Paramount revealed that while the technical plumbing was in place, the logic governing it was misaligned with the complexities of a global airline's operations.

<p><b>Systemic Alert Fatigue and False Positives</b></p> <p>The baseline DLP policies were far too generic for an enterprise of this scale. This "one-size-fits-all" approach triggered an avalanche of alerts that overwhelmed SOC analysts, making it nearly impossible to distinguish between a genuine security breach and a routine business transaction.</p>	<p><b>Context-Blind Classification Logic</b></p> <p>A critical pain point emerged in data identification. The system frequently misclassified 16-digit numeric strings, often internal aviation references or credit card numbers, as Aadhaar (A sort of social security number) data. This lack of context-aware detection frustrated business users and led to the repeated blocking of legitimate communications.</p>
<p><b>Erosion of Institutional Trust</b></p> <p>Because the security controls were perceived as aggressive yet inaccurate, business users began to view data protection as a hindrance rather than a help. This friction reduced trust in the security team and tempted staff to find workarounds, inadvertently increasing the organization's risk profile.</p>	<p><b>The Expertise Gap</b></p> <p>Despite having a world-class toolset, the internal teams lacked the specialized, granular expertise required to fine-tune Microsoft Purview. There was a pervasive fear that loosening the generic rules to reduce compliance vulnerabilities might inadvertently weaken the organization's overall compliance posture.</p>

## The Solution

Paramount's intervention was built on the principle of Value Optimization. We focused on precision engineering of existing rules to ensure the platform spoke the language of the aviation business.

<p><b>Deep-Dive Rule Assessment</b></p> <p>Identified specific patterns causing over-classification, mapping every alert back to real-world business risk.</p>	<p><b>Context-Aware Logic Tuning</b></p> <p>Refined SIT detection using keyword proximity and confidence levels to distinguish national IDs from aviation-specific strings.</p>	<p><b>Aviation-Aligned Policy Design</b></p> <p>Introduced custom keywords and rule conditions specifically tailored to streamline global airline workflows.</p>	<p><b>Risk-Prioritized Enforcement</b></p> <p>Rebalanced auto-labeling thresholds to focus on high-risk egress while allowing low-risk, high-velocity data to flow unimpeded.</p>
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## The Impact of the Implementation

By transforming Microsoft Purview from a rigid baseline setup into a fine-tuned governance engine, the national carrier realized immediate gains across its security and operational landscape.

**Drastic Reduction in Operational Human Tax:**

<p><b>25% Reduction in Alert Fatigue:</b></p> <p>By silencing the non-actionable alerts, Paramount enabled SOC analysts to reclaim a quarter of their bandwidth, allowing them to focus on sophisticated threats rather than false positives.</p>	<p><b>Optimized SOC Efficiency:</b></p> <p>The security team transitioned from reactively handling generic alerts to proactive threat hunting and strategic defense.</p>
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**Restored Business Velocity and Trust:**

<p><b>Precision Accuracy:</b></p> <p>The elimination of Aadhaar misclassification restored the flow of business communications, directly improving the experience for thousands of employees.</p>	<p><b>Cultural Alignment:</b></p> <p>Security moved from being an obstruction to an enabler, as controls were finally seen as accurate and contextually relevant to aviation workflows.</p>
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**Financial and Strategic ROI:**

<p><b>Unlocking Sunk Costs:</b></p> <p>The airline achieved a demonstrable improvement in ROI by finally extracting the full value of its existing Microsoft Purview licenses without the need for an expensive reimplemention.</p>	<p><b>Sustainable Governance:</b></p> <p>Paramount delivered a repeatable, optimized DLP framework that provides long-term, audit-ready compliance for a high-pressure regulatory environment.</p>
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## Why Choose Paramount as Your Partner for Managed Expertise and Value Optimization?



Paramount specializes in the Last Mile of cybersecurity; the space where complex tools meet real-world business operations. For large enterprises and national carriers, we don't just install software; we operationalize it. Our methodology targets the maximum friction points that stall enterprise deployment, using deep domain expertise to tune platforms like Microsoft Purview for maximum precision. We help organizations move beyond shelfware and baseline configurations to achieve a state of high-performance governance where security and business productivity exist in perfect harmony.

## Microsoft Purview

Microsoft Purview serves as the central intelligence for unified data governance, risk management, and compliance across a sprawling aviation estate. It offers deep visibility into the data landscape, enabling automated labeling and protection that flows through the SharePoint, Teams, and complex international communication channels. For global airlines, Purview's sophisticated Data Loss Prevention (DLP) and Information Protection capabilities enable the enforcement of cross-border data mandates with precision. When properly optimized, it transforms from a passive monitoring tool into a proactive shield, ensuring that sensitive flight, crew, and passenger data remain secure without interrupting the high-velocity requirements of airline operations.

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