

CONSUMER DATA WARS

NOT SO LONG AGO IN A GALAXY NOT TOO FAR AWAY...

Digital Transformation and IoT emerged. Consumer data became much more accessible and became a force – a force that was used for good and evil.

In order to help balance this, GDPR was created to help govern the universe – enabling both growth and consumer protection.

GROWTH VS. COMPLIANCE

To achieve business growth and protect consumer privacy we must balance the tension between data accessibility and control.

GROWTH & ACCESSIBILITY

Personalized product offerings, location based services and more.

VS.

CONTROL & COMPLIANCE

Fines, brand reputation

Business Growth

Control

CONSUMER DATA

Accessibility

Regulatory Compliance

THE GDPR:

A BATTLE YOU MUST WIN

75%

of U.S. companies have budgeted at least **\$1 MILLION** or more for GDPR readiness

50%

of C-level executives say that GDPR is a **TOP PRIORITY**

By the end of 2018, over

50%

of companies affected by GDPR will not be in full compliance with its requirements

A leading company was recently fined

\$700K

for a data breach

Under GDPR, the fine would have been

\$420M

(4% of annual revenue)

Sources:

1. Forrester Research: Assess Your Data Privacy Practices With The Forrester Privacy And GDPR Maturity Model, April 2017
2. Forrester Research: Predictions 2018: A Year of Reckoning
3. The Digital Guardian, November 2017

WINNING THE BATTLE

How can you effectively navigate GDPR and ensure the success of your enterprise?

DEVELOP A FRAMEWORK AND THE OPERATING APPROACH WHICH MUST...

Reconciles diverse stakeholder needs:

- Business/Executive team
- Legal/Compliance team
- Systems/IT team

Meet the following requirements:

- Align data to business value
- Identify key metrics and create controls to measure and report on compliance
- Identify and organize compliance resources
- Analyze capability gaps and compliance risks

CRITICAL SUCCESS FACTORS

It's not just standards and policies. Make sure your GDPR plan focuses on the **data** and provides:

- "Demonstrable due diligence": Transparent and defensible practices aligned with GDPR requirements
- The location of personal information (PI)
- The data volume, velocity and variability
- User accountability
- Lineage which shows how data moves through the organization

Need help to ensure the successful completion of your GDPR mission?

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