

12.04.2018

GDPR: turning burden into business advantage

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Informatica™

GDPR compliance is about protecting personal data but also about to fuel your future business through facilitating your digital transformation.

GDPR



What

May 2018, GDPR

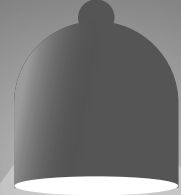
Enhance protection of personal data



Who

Worldwide impact

Any business that processes personal data of EU data subjects



Why

Penalties

Cost of non-compliance could be as high as 4% of global revenue

Tendency 1: consumers mistrust

Gigya¹

68% don't trust brands to handle their personal information appropriately.

¹Gigya The 2017 State of Consumer Privacy and Trust

Eurobarometer²

69% of people say that their explicit approval should be required in all cases before their data is collected and processed.

²Data protection Eurobarometer Factsheet 2015

Deloitte³

Younger consumers surveyed were more likely to provide fake information on websites & take more protective actions

³Deloitte University Press - Deloitte SSI 2016 Consumer Survey

Lesson to the business

Through 2020, enterprises that actively promote digital trust will be able to participate in 20% more digital ecosystems, and to attract and retain 40% more customers than those that don't.

Gartner "Be Trustworthy in Every Customer Digital Interaction to Drive Business Results"

by Penny Gillespie, Dale Kutnick, Frank Buytendijk, Bard Papegaaij, Anthony Mullen, Nadine LeBlanc.

Published: 1 June 2017

GDPR business motivation



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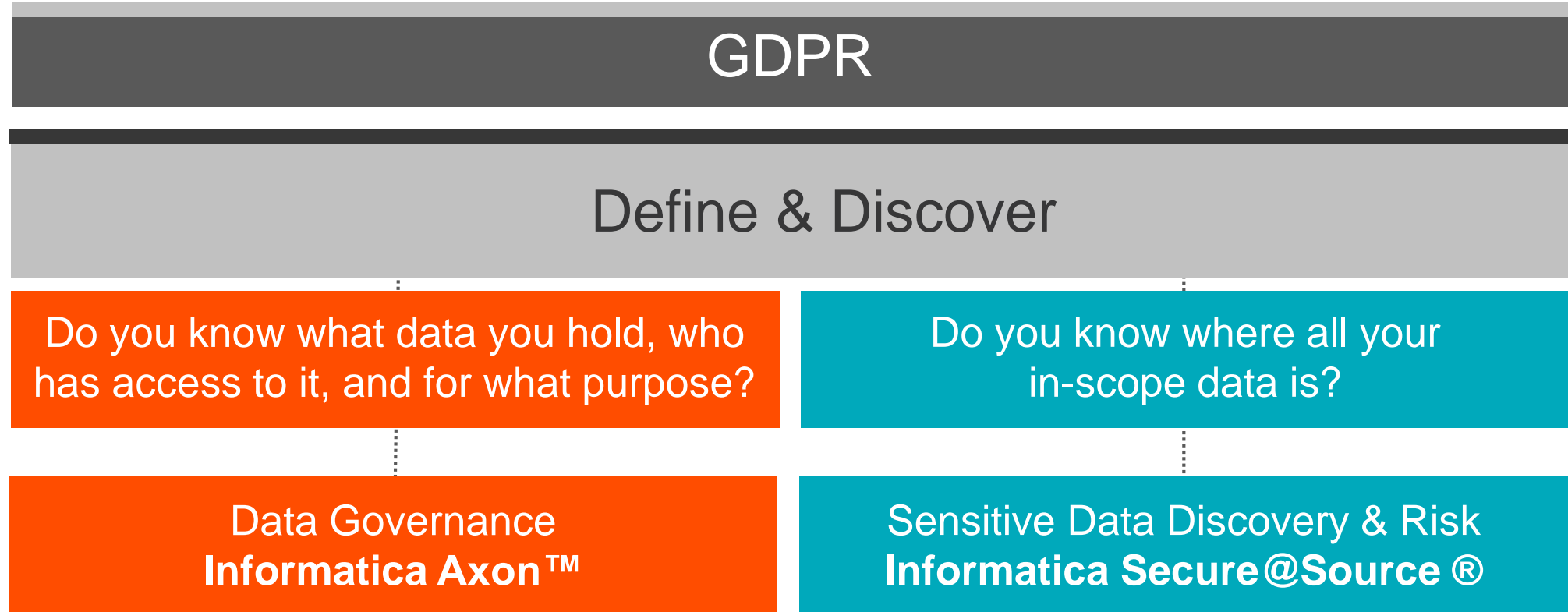
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Why

Reputation

Retain loyal customers who share *accurate* personal data for mutual benefit

The most popular entry points to date



Beyond May 2018, the Focus will Shift to Execution

GDPR

Execute: Manage, Protect & Monitor

Do you know how you will protect your data and apply appropriate controls?

Do you know how you will manage consents and enacting rights?

Archiving & Anonymization
Informatica Data Masking & Archiving

Consent Mastering & Enacting Rights
Informatica Master Data Management

What Does Data-Driven Digital Transformation Look Like

Internet of Things



New business models: pay based on uptime & usage

Analytics



Holistic enterprise-wide decision support system

Hybrid Cloud



Real-time cloud-based sales processes, incl. mobile.

Digital Transformation



Closer to goal of 80% self-service delivery

Customer Centricity



Reduce time to market with real-time interaction between systems

Personalized Experiences



WALT DISNEY
Parks and Resorts

Deliver immersive and personalized experiences

GDPR as an Enabler of Digital Transformation

Data-Driven Digital Transformation

New
Business
Models

New
Processes

New
Users

New
Applications

New
Infrastructure

New
Regulations

Data is the foundation for digital transformation

GDPR provides a once in a generation opportunity to invest in the building blocks for data-driven digital transformation

If chosen correctly, technologies for GDPR compliance will power your digital transformation

Informatica provides capabilities for GDPR compliance, protects personal data *and* fuels your digital transformation initiatives.

Thank You

