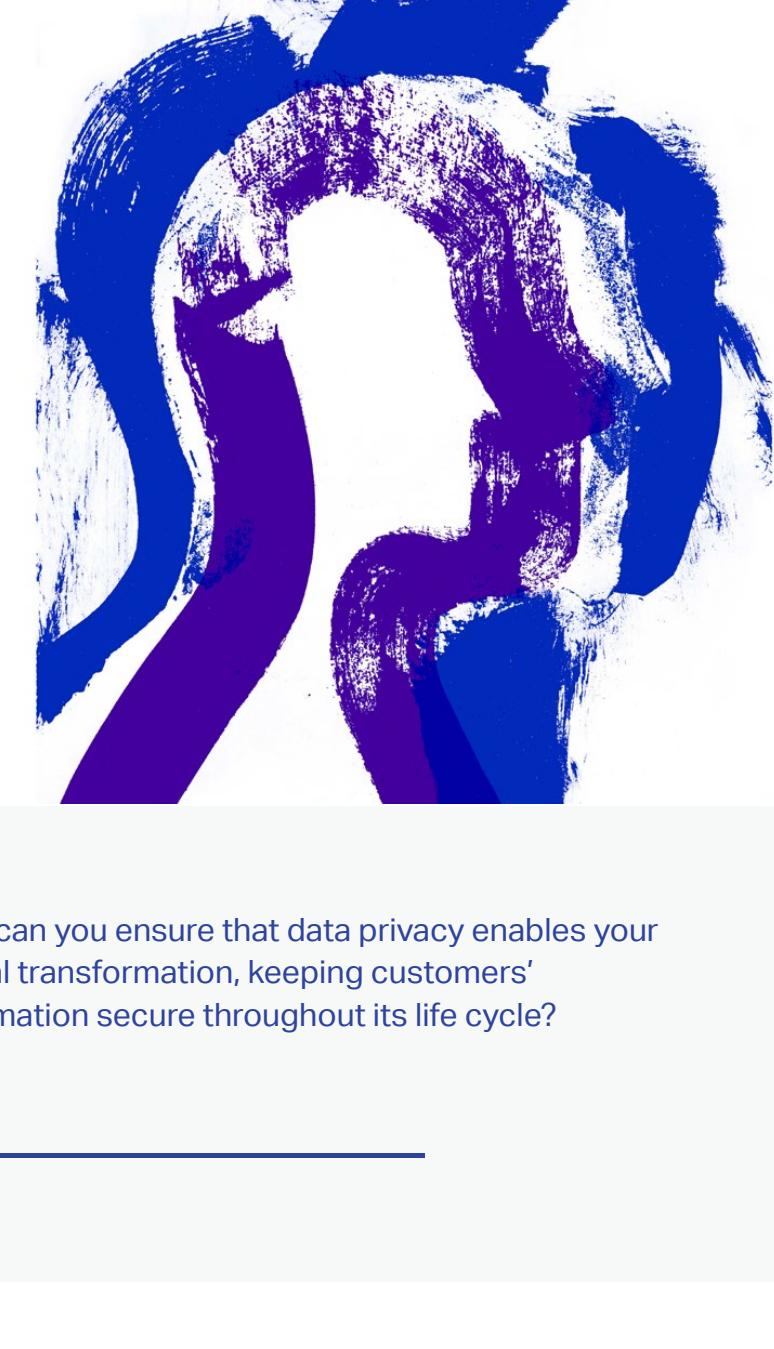


Digital transformation

Data privacy's role in digital transformation



As digital transformation becomes an essential for business success, vast quantities of data are acquired by organizations in order to get to know their customers better.

How can you ensure that data privacy enables your digital transformation, keeping customers' information secure throughout its life cycle?

Digital transformation has evolved to become an essential business concept

By 2023, digital transformation spending of all IT investment will rise...ⁱ 36% 50%

2022
\$331b

The amount the public cloud services market is set to grow to by 2022.ⁱⁱ

Estimated % of organisations now using multiple cloud providers in their business.ⁱⁱⁱ

85%

What are the benefits of digital transformation?

Executives say the top benefits are:

40%
improved operational efficiency

36%
faster time to market

35%
ability to meet customer expectations^{iv}

What are the risks of Digital Transformation?

More data - more risk.

3,800 BREACHES

reported in the first half of 2019 alone.^v

Human error.

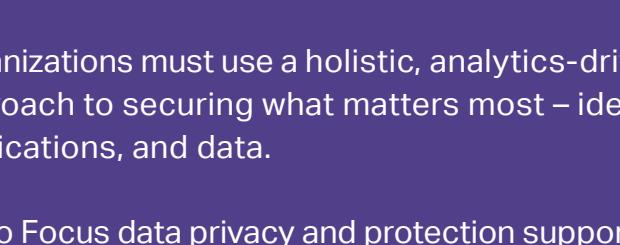
78,000,000 DATA RECORDS

reportedly stolen or leaked in 2018 due to poorly configured AWS S3 cloud storage buckets.^{vi}

Of the **\$1.3 trillion** spent on digital transformation in 2018, an estimated **\$900 billion** was wasted when initiatives didn't meet their goals.^{vii}

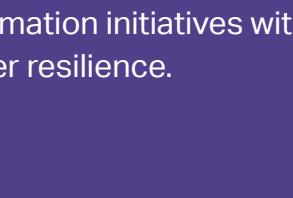
22% of organizations feel that current DX initiatives are designed as short-term solutions.^{viii}

Data privacy as an enabler to digital transformation



It's vital to *bake in* data privacy by default – providing encryption that allows the usability of data in its protected form.

The Need for Cyber Resilience



77%

of organizations don't even have an incident response plan...

66%

of SMBs would shut down if hit by a data breach

50%

of organizations were implementing new technology/automation to improve cyber resilience in 2017.

This fell to **47%** in **2018**.

Contact us at Micro Focus - Voltage →

Strengthen your cyber resilience.

Intelligently adapt your security.

Protect.

Detect.

Evolve.

Sources:

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v. <https://pages.riskbasedsecurity.com/2019-midyear-data-breach-quick-view-report>

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viii. <https://www.thesslstore.com/blog/the-rise-of-cyber-resilience/>