

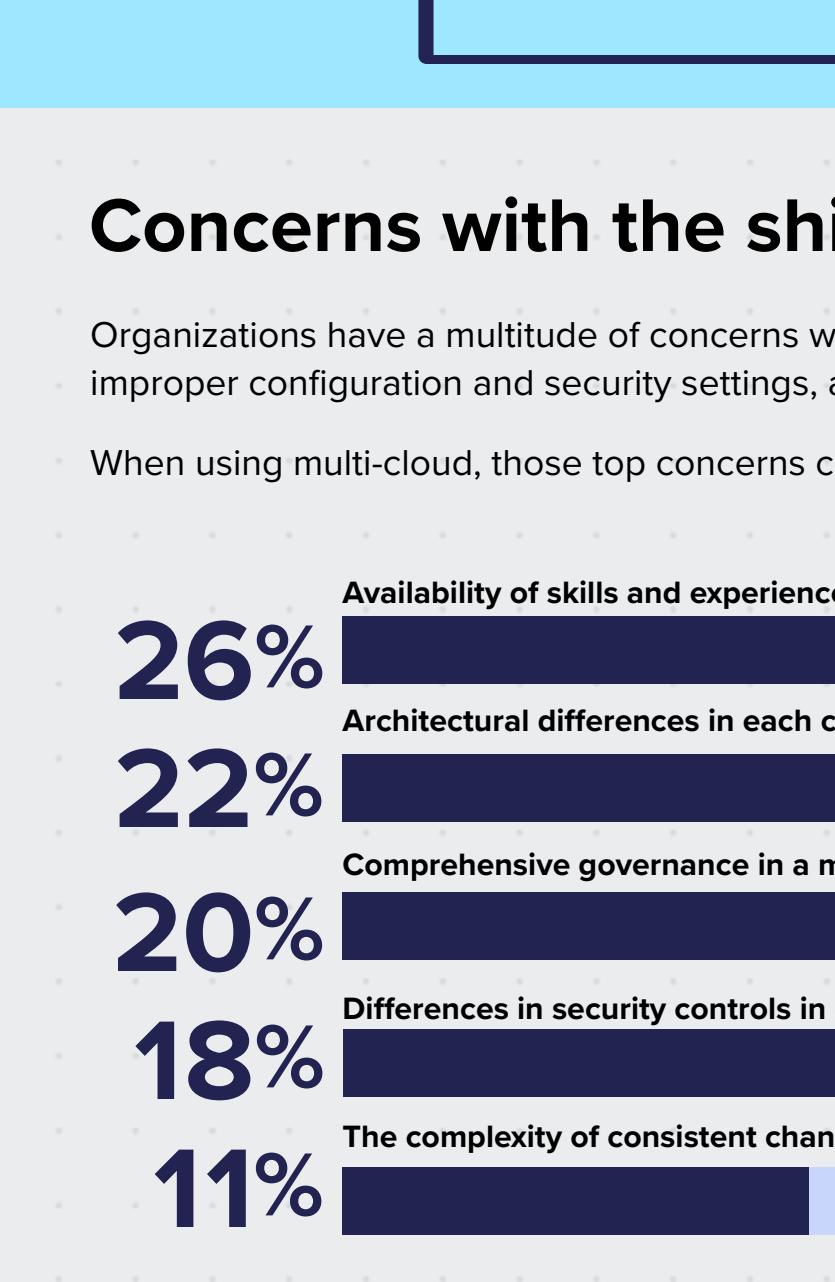
# Securing Sensitive Data for Cloud Analytics

Run analytics at scale with privacy by default.

## The explosion of data

In 2020, every person on Earth created 1.7 megabytes of data.

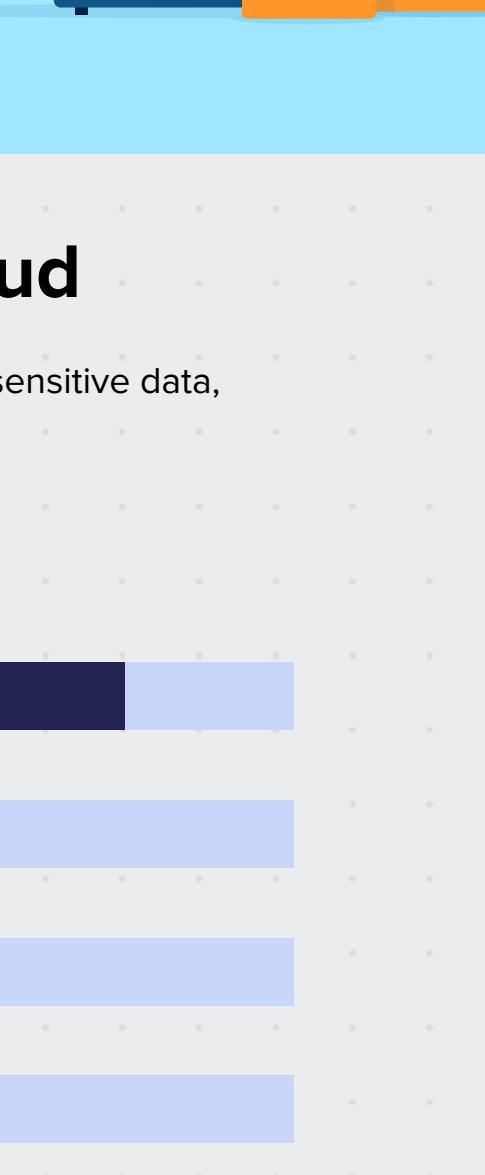
(Source: McKinsey & Company)



## Acceleration to the cloud

By 2025, 85% of organizations will embrace a cloud-first principle.

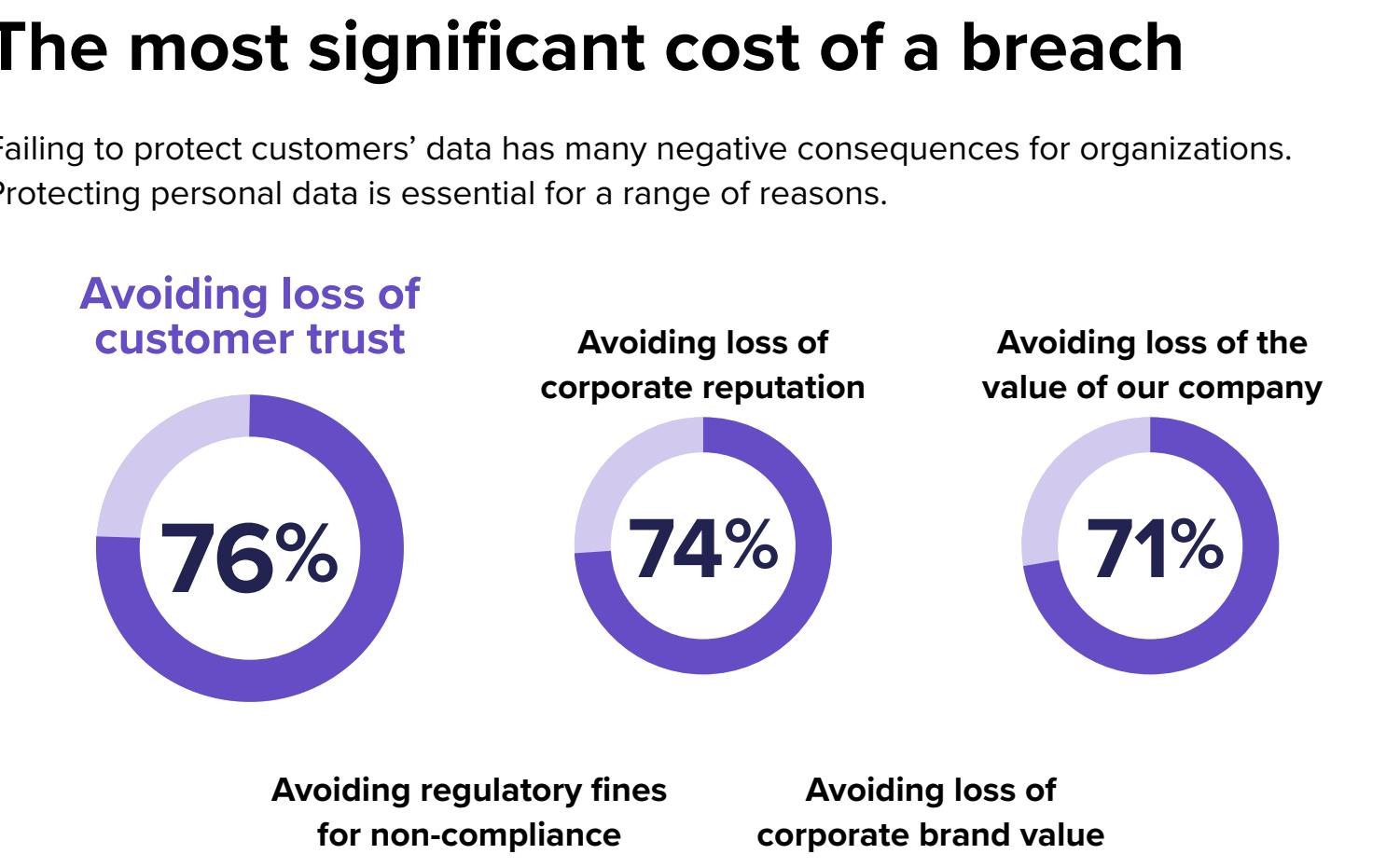
(Source: Gartner)



## Concerns with the shift to multi-cloud

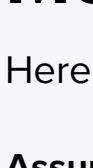
Organizations have a multitude of concerns with the cloud, such as loss of sensitive data, improper configuration and security settings, and unauthorized access.

When using multi-cloud, those top concerns change:



(Source: Cloud Security Alliance)

## Data breaches show no sign of slowing down

 **68%**

In 2021, 1,862 breaches occurred, up 68% from 2020.

**\$4.4m**

The average cost of a data breach

**\$400m**

The average cost of a mega-breach

(Source: Identity Theft Resource Center)

(Source: The Ponemon Institute)

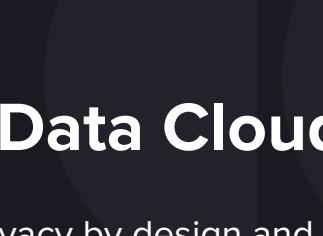
## The most significant cost of a breach

Failing to protect customers' data has many negative consequences for organizations. Protecting personal data is essential for a range of reasons.

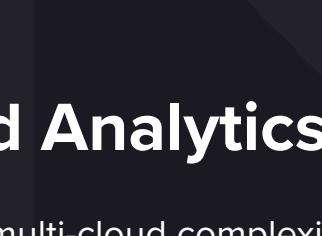
### Avoiding loss of customer trust



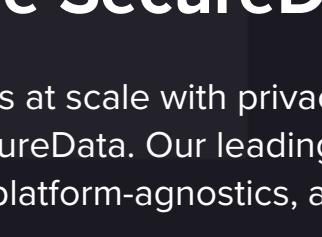
### Avoiding loss of corporate reputation



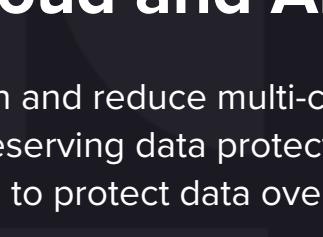
### Avoiding loss of the value of our company



### Avoiding regulatory fines for non-compliance



### Avoiding loss of corporate brand value



(Source: Osterman Research)

## Voltage SecureData Cloud and Analytics

Run analytics at scale with privacy by design and reduce multi-cloud complexity with Voltage SecureData. Our leading format-preserving data protection techniques are persistent and platform-agnostic, allowing you to protect data over its entire lifecycle.

[Learn more](#)

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